CONFERENCE PROCEEDINGS

TRMC 2021

3RD INTERNATIONAL TOURISM AND RETAIL SERVICE MANAGEMENT CONFERENCE

12 - 13 OCTOBER 2021

Developing sustainable tourism retailing

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Hosted by

SUNWAY UNIVERSITY

School of HOSPITALITY & SERVICE MANAGEMENT

CONFERENCE PROCEEDINGS

THE 3RD INTERNATIONAL TOURISM AND RETAIL SERVICE MANAGEMENT (TRMC2021)

DEVELOPING SUSTAINABLE TOURISM RETAILING

12 & 13 OCTOBER 2021

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PREFACE

This publication is a compilation of short abstracts, extended abstracts and full papers submitted to the 3rd International Tourism and Retail Service Management Conference (TRMC 2021), which was held on 12 and 13 October 2021. These conference papers are in accordance to the theme of the conference, "Developing Sustainable Tourism Retailing" and are further categorised into the following sub-themes: Management issues in tourism retailing; Tourism retail motivations and experiences; Innovations in tourism retailing; Marketing and business in tourism retailing; and COVID-19: The end of tourism retailing as we know it?.

ABOUT TRMC 2021

The 3rd International Tourism Retail and Service Management Conference (TRMC) 2021 builds on previous conferences hosted by the Macao Institute for Tourism Studies in 2018 and Nankai University (China) in 2019. TRMC2021 is a two-day all-virtual conference held between October 12-13, 2021. The conference is hosted by the School of Hospitality and Service Management at Sunway University in partnership with the Macao Institute for Tourism Studies (Macau, SAR-China), University of South Carolina (USA) and Nankai University (China). The main theme of this conference is "Developing Sustainable Tourism Retailing".

The theme of sustainability is highly relevant given the significant changes to the retail industry brought about by the COVID-19 pandemic. As tourism destinations have had to close-up all around the world, the retail landscape has been significantly impacted. Looking to the future, how will tourism destinations sustainably reopen their attractions, facilities and retailing to tourists? As shopping is being shifted online, there is also a need to question how the retail offering will have to innovate to entice customers back? What will the future retail environment look like? How will the retail experience have to change? This begs questions of not only identifying market and financial sustainability, but also the question of long-term environmental sustainability.

TRMC 2021 brings together leading academics, researchers and scholars to exchange their experiences and findings on all various aspects of sustainability, tourism and retail service management. It provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss recent innovations, trends, concerns encountered, and solutions utilised in this field. This is vital in research endeavours as sustainability is increasingly prone to an era of tourism and retail management through meaningful multi-disciplinary collaborations.

WELCOME FROM THE CONFERENCE CHAIR

It is my great pleasure to welcome you to the 3rd International Tourism and Retail Service Management Conference (TRMC 2021) on behalf of the Dean, Professor Marcus Stephenson, and all of my colleagues in the School of Hospitality and Service Management at Sunway University in Malaysia.

Sunway University is located in the heart of Sunway City in Kuala Lumpur. Our suburban city is built on the site of a disused tin mine site, and over the years has been transformed from a "wasteland to a wonderland". The Sunway Lagoon Theme Park was opened in 1992, which was followed by the Sunway Resort Hotel in 1993, and then the Sunway Pyramid Mall in 1997. Over the last 25-years, tourism retailing has become central to the very essence of our integrated tourism destination. The integration of the mega-mall, theme park and now three hotels has created an important symbiotic relationship and synergy between all of these services. When it comes to tourism and retailing, there is probably no other place in SE Asia that has such a unique and extensive combination of such services all in one inter-connected location - and that's why we were looking forward to hosting you in person. Sadly, COVID got in the way, and so we are welcoming you online instead.

This year our conference theme is "Developing Sustainable Tourism Retailing", embracing a broad range of topics on management issues relating to tourism retailing, tourism retail and service motivations, innovation, marketing, and the impacts of COVID-19. This year's conference follows on from the first two conferences that were held at the Institute for Tourism in Macau (IFTM) in 2018, and by Nankai University, Tianjin in 2019. The 4th TRMC conference will be hosted in 2022 by the University of South Carolina.

In closing, I would like to acknowledge our Keynotes for this year's conference, Professor Dallen Timothy from Arizona State University and also Professor Ming-Hui Huang from National Taiwan University. I know they will give you much to think about. I would also like to acknowledge the speakers on our Industry Panel and as well as all of our presenters. It is thanks to you, and your research, that we have a conference.

In addition, I want to acknowledge all of our consortium partners and to thank all of my colleagues on our Organizing Committee and the student events team at Sunway University (which has been led by Ms. Hairani Nur). They have all worked so hard to transform this from a face-to-face into an online conference. Finally, a special thank you to our Scientific Committee and paper reviewers (led by my colleague A/Prof Alexander Trupp), the various session moderators (co-ordinated by Dr. Maggie Leong) and to the huge amount of co-ordination (which has been led by Ms Evelyn Loh). Attending a conference online is a different experience to being face-to-face. To help us give you the feel of attending an event, we have built in two networking sessions and also 'mindfulness session' – so please engage, meet others, and use the chat/Q&A functions to enjoy the TRMC 2021 experience.

PROFESSOR PERRY HOBSON
TRMC2021 CONFERENCE CHAIR

WELCOME FROM THE DEAN – SCHOOL OF HOSPITALITY AND SERVICE MANAGEMENT, SUNWAY UNIVERSITY

First and foremost, I would like to welcome you to the first fully-virtual conference hosted by the School of Hospitality and Service Management at Sunway University. It is indeed our intent to provide all conference attendees with a high standard of conference delivery, where every individual will be able to gain insightful ideas and engage in analytical discussion. The theme of the conference, "Developing Sustainable Tourism Retailing" was carefully put together by the Organising Committee, who saw the need to critically discuss the changes in tourism retailing, and to create opportunities for constructive dialogue concerning suggestions and strategies on how the tourism retailing industry could move forward; particularly as nations are gradually recovering from the COVID-19 pandemic.

Therefore, we cannot ignore the challenges and potentialities that the pandemic has presented. National lockdowns and movement restrictions have transformed the way things are being done by different constituents including individuals, academic institutions, businesses and governments. The hospitality and tourism industries are often regarded as resilient and post-pandemic tourists are anticipated to travel significantly. Nonetheless, there is a real need to advocate for consumption and experiences that are sustainable to the environment and local communities. Such discussions will also be highlighted during the paper sessions.

Along with the tremendous support from our Academic Partners (Macao Institute for Tourism Studies, SAR China; Nankai University, China; and the University of South Carolina, USA) and our Industry Partners (Sunway Malls; Sunway Theme Parks; and Sports Direct Malaysia and MST Gold Management) we have put together a conference programme which we hope you will find enjoyable and intellectually-stimulating. Our distinguished keynote speakers, Professor Dallen Timothy and Professor Ming-Hui Huang have also prepared a very interesting keynote delivery, which I am certain you will be looking forward to hear from.

With a large part of our lives being shifted to the online environment, many have experienced Zoom fatigue, a sensation of being burnout and exhausted. Therefore, we also find it particularly apt to have Mr Jespuvan Singh, a trainer / consultant specialising in workplace wellness programmes to lead us in a mindfulness workout session on Day 2 of the conference.

Last but not least, I would also like to thank all colleagues, speakers, conference partners and participants, and student volunteers for your support in the months leading to the fruition of the conference.

On behalf of the School, I wish you all a great virtual experience with us. Thank you.

PROFESSOR MARCUS STEPHENSON
PROFESSOR OF TOURISM AND HOSPITALITY MANAGEMENT
DEAN – SCHOOL OF HOSPITALITY & SERVICE MANAGEMENT
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LIST OF SHORT ABSTRACTS

in alphabetical order of the paper title

A CONCEPTUAL ASSESSMENT CONCERNING THE INTERCEPTIONS BETWEEN U-COMMERCE AND TOURISM RETAIL

Evelyn Loh (Sunway University, Malaysia) and Marcus Stephenson (Sunway University, Malaysia)

There is a significant reliance on technology amongst tourist shoppers since the outbreak of the COVID-19 pandemic. This shows the need to consider U-commerce technologies and applications to enable a tourism retailing industry that is sustainable. This paper argues that tourist shoppers today possess increased comprehension and confidence in commerce-related technology applications. Several key conceptual U-commerce applications and current industry practices are presented focusing on four U-tourism marketing strategies: immersive marketing, nexus marketing, sync marketing, and transformational marketing. The applications of U-commerce in the post-pandemic era were also discussed, whereby to appeal to a new wave of tourist shoppers.

A QUALITATIVE STUDY ON HOTEL EMPLOYEES' RESIGNATION EXPERIENCES IN VIETNAM

Nguyen Thi Hao (Yuan Ze University) and Poh Theng Loo (I-Shou University)

This qualitative study was conducted to explore the resignation experiences of the Millenial hotel employees in Vietnam. In addition, this study provides a comprehensive picture of the whole resignation experience of Vietnamese hotel employees. Vietnamese hotel employees undergo different stages in their resignation experiences, starting from their triggered intention to resign until the final resignation decisions made and finally left the company. The Mobley Model (1977) is applied, which is described as "The withdrawal decision process" or "the employee turnover decision process". The Mobley model is the process of deciding to quit a job with the possible intermediate steps.

A STUDY OF HOTEL AND PROPERTY SECTORS IN MALAYSIA: DEVELOPERS' VIEWS AND SELECTED ANALYSES OF PRICE DRIVERS

Mohamed Ariff (Sunway University), Calvin W. H. Cheong (Sunway University) and Hassanudin Thaker (Sunway University)

This paper reports an assessment of supply-demand side economics of hotel and property sectors in Malaysia. The hotel sector in Malaysia has developed over several decades, and forms an important destination point for some 26 million international travellers with demands ranging from simple hotel services to the most exotic private chalets. Analyses of the property sector also provide unexpected findings. Price increases in residential units have kept pace with inflation in the country. Further localizing production of input materials, supply of more land, and regulatory consolidation would help the industry.

A STUDY ON CONSUMPTION PREFERENCE OF CULTURAL AND CREATIVE TOURISM PRODUCTS OF THE “POST-90S” GROUP BASED ON PRODUCT ATTRIBUTES

Yanbo Yao (Nankai University), Jiaxin Wu (Nankai University), Chen Yin (Nankai University), Jinyi Zhang (Nankai University), Shuxin Peng (Nankai University) and Tiantian Yang (Nankai University)

The main subject of this study is the “post-90s” group, focusing on their preference for the attributes of cultural and creative tourism products. In the factorial analysis, cultural, creative, practical, and memorable attributes are four first-class attributes of cultural and creative tourism products. After using the AHP method in studying the product preference, we found out that the among four first-class attributes, the “post-90s” group valued cultural attribute most highly, while their preference for creative, practical, and memorable decreases in sequence. For second-class attributes, they attached importance to attributes such as originality, national quality, regional spirits and sense of design.

A STUDY ON THE CHANGE OF TOURISM CONSUMER'S DECISION-MAKING BEHAVIOR IN THE POST-EPIDEMIC PERIOD

Qingjuan Wang (Nankai University), Wenhao Liu (Nankai University), Zhengke Wang (Nankai University) and Wenyu Ding (Nankai University)

This study collects 168 pairs of questionnaires on consumer concepts and behaviours before and after COVID-19. Combing correlation analysis and comparative analysis, this study shows that the epidemic has a positive impact on tourists’ immersion, safety perception and tourism role cognition. Family support and participation are positively correlated with personal time management, which is reflected in a higher level of individual tourism role recognition. For outdoor enthusiasts, rural and mountain tourism products with good ecology and low aggregation will be more popular. Unlike outdoor enthusiasts, ordinary tourists in another information cocoon are more sensitive to the impact of the epidemic.

A STUDY ON THE INFLUENCE OF SERVICE-ORIENTED HUMAN RESOURCE MANAGEMENT ON PROMOTION FAIRNESS - TAKE B ENTERPRISE AS AN EXAMPLE

Qingjuan Wang (Nankai University), Zijie Zhao (Nankai University), Wenyu Ding (Nankai University) and Zhengke Wang (Nankai University)

Service-oriented human resource management refers to a series of HRM practices that emphasize "service". This study explores the impact of service-oriented HRM system on promotion fairness in service enterprises in China. Through literature review，content analysis and in-depth description of the qualitative interviews with 15 employees of B enterprise, this study finds that it is service-oriented human resource management system that makes B enterprise pay more attention to the growth and promotion fairness of employees. Fair promotion will maintain and improve the enthusiasm of employees. Service-oriented HRM is more suitable for the talent management system of today's service enterprises.

A STUDY ON THE VALUE CO-CREATION MODEL OF EXHIBITORS AND ORGANIZERS - FROM THE PERSPECTIVE OF EXHIBITORS

Jingna Wang (Nankai University), Jingjing Qi (Nankai University), Zhilin Yuan (Nankai University) and Xu Xiang (Nankai University)

Exhibitors are crucial stakeholders of the exhibition. Creating value together with organizers is the guarantee to realize their interests and value. However, limited research is carried out. This study, therefore, uses grounded theory to construct a value co-creation model from the perspective of exhibitors, including exhibitors' value co-creation motivation, exhibitors' value co-creation behaviour, organizers' value co-creation support system, and exhibitors' value co-creation results. The research results show that the value co-creation of exhibitors and organizers follows the realization mechanism of "motivation-behaviour-result". The research further subdivides the exhibitors' value co-creation behaviour into exhibitors' value co-creation participation behaviour and citizenship behaviour.

AN EXPLORATORY STUDY OF MEMORABLE TOURISM EXPERIENCE FOR OLDER TOURISTS: BASED ON EMBODIMENT COGNITIVE THEORY

Jing Huang (Nankai University), Yanjun Chen (Nankai University) and Danpu Xing (Nankai University)

Memorable tourism experiences have an essential impact on travel decisions, but existing relevant research lacks attention and exploration of older tourists. Based on embodied cognition theory, this paper explores the dimensions and influencing factors of memorable tourism experiences. Findings based on in-depth interviews and grounded analysis of 26 older participants. The results show that the dimensions of memorable tourism experiences for older tourists include sensory enjoyment, embodied barriers, emotional experiences, identity, control, and serendipity. The factors that influence memorable tourism experiences for older tourists are destination attributes, personal psychology, personal body, and the attitudes and behaviours of others.

ANTECEDENTS TO ENGAGEMENT IN AGRITOURISM FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMES): THE ROLE OF GOVERNMENTAL SUPPORT

Jeffrey Campbell (The University of South Carolina) and Marketa Kubickova (The University of South Carolina)

The current study examines the role of governmental support of small and medium-sized enterprises (SMEs) in the agritourism domain and the factors that may affect intention to engage in such activities for these employees and businesses. Using theoretical underpinnings from the resource-based view of the firm, results suggest that governmental support of product certifications and governmental marketing efforts to assist the businesses are significantly related to intentions to engage in agritourism. However, community branding efforts and financial support of these businesses were not found as significant. Implications and future research direction are subsequently provided.

APPLYING A 2020 COVID-19 DEVELOPMENT TIMELINE TO CURRENT, FUTURE, AND RESULTING STATES OF U.S. RETAIL, HOSPITALITY, AND TOURISM SITUATIONS

Judith Forney (University of North Texas) and Dee Knight (University of North Texas)

The purpose of this study was to identify current, future, and resulting states of retail, hospitality, and tourism industries using a published timeline of COVID-19 development for the first 12 months (January 1 – December 31, 2020) in the U.S. The objectives were to apply this timeline to:

1. Quantify evidence of U.S. retail, hospitality, and tourism situations associated with COVID-19 in 2020.

2. Identify current, future, and resulting states of U.S. retail, hospitality, and tourism due to COVID-19.

3. Offer insights and suggestions for further study of COVID-19 on U.S. retail, hospitality, and tourism.

ATTRACTIVENESS OF MUNICIPALITIES FOR SECOND HOMES

Xiang Lin (Södertörn University), Eva Hagsten (University of South Eastern Norway) and Martin Falk (University of South Eastern Norway)

Municipalities that offer a high level of natural and cultural attractions may be more attractive for the establishment of second homes. Recently, high-speed broadband connections and investments in public infrastructure could also make certain regions more attractive. The aim of the study is to investigate how attractive municipalities are for the location of second homes. Data are based on 290 Swedish municipalities for the period 2010-2020. The main novelty is the use of dynamic spatial panel data models and the introduction of new indicators. Results reveal that high-speed broadband, transport infrastructure, cultural and natural amenities are significant determinants.

BENCHMARK ANALYSIS OF TOURISM SUSTAINABLE DEVELOPMENT USING META-FRONTIER DATA ENVELOPMENT ANALYSIS

Dongdong Wu (Nankai University) and Hui Li (Nankai University)

The efficient and sustainable development of urban tourism with city as the carrier deserves further attention. Based on meta-frontier theory and data envelopment analysis, this paper constructs a meta-frontier non-radial directional distance function approach. We then define the tourism development index and tourism sustainability index according to the different choice of direction vector and weight. This paper comprehensively evaluates the tourism efficiency and its dynamic evolution of 27 cities in the Yangtze River Delta from 2010 to 2019. Besides, we systematically analyse the meta-frontier, group-frontier efficiency and technology gap ratio, and explores the competitiveness of tourism sustainable development.

COFFEE AND COVID-19: FACTORS INFLUENCING THIRD-WAVE CAFE PATRONAGE

Ian J. Choy (Alumni, Victoria University)

This paper investigates the factors influencing third-wave cafe customers' patronage intention during the Covid-19 pandemic, using Ajzen's Theory of Planned Behaviour (TPB). Data was collected from 160 Malaysian respondents using a self-administered survey; and analysed using bivariate correlation and multiple linear regression. The variables of attitude towards product and service quality, subjective norms, and perceived behavioural control were positively and significantly correlated with patronage intention; which explained 42% of the variance in patronage intention. Based on these findings, seven strategies for the Covid-19-impacted business environment are suggested. This research contributes to extending the literature in TPB and foodservice marketing.

COMMUNITY RESILIENCE IN A MULTI-CULTURAL, URBAN SOUQ ON THE ARABIAN PENINSULA

Manuela Gutberlet (University of Johannesburg)

Prior to the pandemic, mega-cruise liners arrived daily during winter just opposite to Souq Muttrah in Muscat. At that time, overtourism conceptualized in overcrowding, loss of authenticity and loss of social capital were major impacts facing the local community. Since then the focus was laid on Omanis and regional tourism. After five months of lockdown in 2020 and several evening and full lockdowns, the souq has been facing undertourism and ethnic divisions. The concept of 'community' has been changing and divided the community. My research calls for government interventions, holistic, innovative measures and investments into a people-oriented post-COVID-19 recovery.

COVID SCAPE: INNOVATION RELATED DISSONANCE AMONG JAPANESE DOMESTIC TOURISTS. A CASE STUDY IN TSURUI VILLAGE, JAPAN

Beatriz Adriana Roldán Martínez (Hokkaido University)

The purpose of this study is to present the behavioural change that the "COVID-19 countermeasures" have brought to residents from Hokkaido and other parts of Japan. The focus of the study will be paid especially on the dissonance stage of residents, how this "New way of life" has created certain changes in purchasing behaviour that they have adopted to "endure" the unfamiliar new restricted behaviour that was asked to be implemented through these countermeasures.

CULTURE OF HEALTH: PAVING THE WAY FOR AN INCLUSIVE POST - PANDEMIC TOURISM AGENDA

Vijaya Malar Arumugam (Sunway University, Malaysia), Siew Cheng Ng (Sunway University, Malaysia), Sivakumari Supramaniam (Sunway University, Malaysia) and Ai Ling Tan (Sunway University, Malaysia)

This study assesses the potential extension of the UN's Sustainable Developmental Goals by including a Culture of Health framework. Quelch's (2016) model of the four-pillars of CoH will be used as the underpinning framework for the study to argue the creation of a corporate 'health footprint' for the betterment of the business as well as society. Adopting a qualitative approach, this research will analyse the potential application of the CoH pillars and develop a working model to embed CoH into tourism and hospitality organisational practices as well as extend the body of knowledge of the culture of health.

DECISION FACTORS TOWARDS MEDICAL TOURISM: PERCEPTION OF BANGLADESHI PATIENTS IN INDIAN HOSPITALS

Dhanonjoy Kumar (Islamic University), Shenba Kanagasabapathy (Sunway University) and Khakan Najaf (Sunway University)

The study focused on finding out the factors for performing a great role to make medical tourism decisions in neighbouring country India. Data were collected from 200 patients of Bangladesh who got medical services in India. For collecting the data, non-probability convenience sampling and structured questionnaires are used. The Smart PLS statistical analysis software was used to evaluate the measurement properties and tested the hypothesis of the study. To test the hypothesis of the study found that the patients put most emphasis for taking medical treatment in Indian hospitals on good health environment and quality medical services.

DESTINATION BRAND EQUITY AND REVISIT INTENTION OF TOURISTS: THE THEORETICAL PERSPECTIVE

Hoang Thị Van (Ton Duc Thang University, Vietnam) and Pham Hong Long (University of Social Sciences and Humanities Vietnam National University in Hanoi)

This paper conducts a research review of the literature on destination brand equity that has been studied previously. It aims to provide tourism researchers with a comprehensive view of the general context, concepts, respective research methods and different ways in which destination brand equity has been previously assessed. On that basis, the authors propose a theoretical model of the relationship between the components of destination brand equity and the intention to revisit of tourists and their impact on tourists' intention revisit to the destination under the influence of destination novelty. The study also suggests some directions for future research.

DEVELOPING A NEW MODEL OF SERVICE QUALITY IN HOTELS DURING INFECTION DISEASE OUTBREAK, (CASE STUDY COVID-19)

Yousef Keshavarz (Islamic Azad University), Zeinab Ansari (Islamic Azad University) and Hossein Nezakati (Sunway University)

The current study aimed to determine and ranking the factors that make guests more willing to stay in a hotel during Covid-19 outbreak. The model was constructed through a two-stage of qualitative and quantitative process. The expert panel was selected to identify the health service factors in hotel. 362 questionnaires were collected from the guests of 4- and 5-star hotels in Mashhad. Data were analysed by SPSS and Amos. The results showed that disinfected room, proper ventilation, uncrowded place, food hygiene, checking the guests, speeding up the process, and hygienic staff were dimensions of HEL_SERV scale in the hotel.

DEVELOPING HEALTH TOURISM IN MACAO, REALLY? AN ANALYSIS OF A RECENT STRATEGIC PROPOSAL BASED ON STAKEHOLDER PERCEPTIONS

Ming Liu (University of Macau), Jieqi Guan (Macao Institute for Tourism Studies), Lianping Ren (Macao Institute for Tourism Studies) and Huijun Yang (Macao Institute for Tourism Studies)

Macao is known for its gaming industry, but its lonely economy has invoked much concern. Developing health tourism has been one of the diversification strategies proposed. This study explores the potential and feasibility of this seemingly out-of-tune strategic proposal. Sixteen purposefully selected informants representing key strategic perspectives have been approached and interviewed. Thematic analysis reveals an optimistic prospect in developing wellness tourism and a selection of medical tourism in Macao, capitalizing on the key trends identified, a unique combination of VRIO resources and distinctive competencies that is only available in Macao. The study contributes to scholarly knowledge of strategic visioning process.

DEVELOPING THE RETAIL MARKET BY COCONUT PRODUCTS IN TOURISM – ECONOMIC RECOVERY AFTER COVID19 IN BEN TRE

Pham Van Luan (Ben Tre College) and Tran Dong Phu (Ben Tre College)

The brackish water ecoregion is the most suitable for the growth of coconut in Ben Tre. The increasing climate change, natural disasters, saltwater intrusion, and the COVID-19 pandemic have narrowed the area for planting other types of trees, but coconut trees are well adapted to adverse conditions. The Industry 4.0 has brought great opportunities for the digital transformation of the Ben Tre coconut industry. The study is based on a review of the Ben Tre coconut industry, assessing the possibility of digital transformation with policy implications for developing the coconut's retail market in Ben Tre in the context of tourism.

DIFFERENT ACTIVITIES, DIFFERENT SENSES: WHAT IS THE ASSOCIATION BETWEEN ACTIVITIES AND SENSORY EXPERIENCE?

Huahua Li (Nankai University) and Hanqin Qiu (Nankai University)

Currently, studies concerning sensory dimensions still revolve around the components and consequences of sensory experiences. An obvious absence is observed regarding how sensory experience varies when people participate in different activities. This study aims to understand the association between tourism activities and sensory experiences. During a pilot study, travel blogs were collected from Ctrip website, and a content analysis was further conducted. Results indicate that the visual experience is evoked by walking; auditory feelings pertain to entertainment activities; olfactory experience is associated with food-tasting events and natural park visiting; tactile perception correlated with boating and shopping.

ELDERLY ACCEPTANCE OF NUTRITIONAL COMMERCIAL FORMULA IN SNACK FOOD: A CASE STUDY IN DAY CARE

Erin Hui-Wen Shih (Southern Taiwan University of Science and Technology), Cheau-Jane Peng (Southern Taiwan University of Science and Technology) and Mei-Yuan Liu (Chi Mei Hospital Taiwan)

The world is aging. This study aims to develop a commercial formula of products added in recipes and the nutritious food characteristics on the acceptance of the elderly. The nutrition snack food meets one-tenth of the daily needs of the elderly. The finding showed nutrient composition analysis compared with the daily nutrient requirements of the elderly. The products were tasted by the elderly and medical experts. The recipes were made into a booklet and can be promoted and used in the family or the community. Finally, the products may benefit more patients and the elderly.

EMPLOYEE'S BRAND LOVE: THE ROLE OF INTERNAL BRANDING

Virginia Meng-Chan Lau (Macao Institute for Tourism Studies) and Chrystal Hun Chen (Macao Institute for Tourism Studies)

Brand love emerges as a popular topic in marketing research, but extant literature focuses on consumers' perspectives, while brand love from employees' perspectives is understudied. This research attempts to fill the gap by exploring the types of employees' brand love and the role of internal branding in the loving building process. This study adopts a qualitative approach, and data are collected through in-depth interviews with employees in fashion apparel brands. The results identify internal communications, training, and organization culture as the main source of internal branding, which collectively influence the development of employees' brand love and consequent behaviours.

EXAMINING THE ASYMMETRIC IMPACT OF ATTRIBUTE-LEVEL PERFORMANCE OF YOUTH HOSTELS ON TOURIST SATISFACTION

Jing Huang (Nankai University), Danpu Xing (Nankai University), Shiyu Zhou (Nankai University) and Yanjun Chen (Nankai University)

Youth hostels have developed fast after entering the Chinese market, however, they have been facing fierce competition, and problems such as low tourist satisfaction and low tourist loyalty have also appeared. It is necessary to investigate how to efficiently improve the overall tourist satisfaction of youth hostels. The paper adopts a mixed method to identify attributes of youth hostels from the perspective of tourists, examine the asymmetric effects of youth hostel attribute-level performance on overall tourist satisfaction, and discuss how to optimize the attribute-level performance of youth hostels and enhance tourist satisfaction efficiently.

EXPLORE PASTRY FOOD TRUCK FROM MICRO-ENTREPRENEURSHIP PERSPECTIVE IN TAIWAN

Erin Hui-Wen Shih (Southern Taiwan University of Science and Technology, Tainan City, Taiwan), Fang-Ting Kuo (Southern Taiwan University of Science and Technology) and Hung-Ju Tsai (National Pingtung University of Science and Technology)

The pastry culture has been diversified and development gradually influenced by Japan, China, and other country in Taiwan. Traditional pastry shops face business difficulties due to imported ingredients and financial problems, transforming and create new business models. The study was conducted in content analyses from different sources. An exploratory mixed-method approach was used to identify factors that indicate interview owner and customer, gather both point of view from different angles. And collect customer's questionnaires. The result will indicate food truck business analysis success factors for constraint business success. This study will explore the important strategy on their microenterprise success.

FACTORS AFFECTING PURCHASE INTENTION THROUGH THE MEDIATING ROLE OF CONSUMER TRUST: A CONCEPTUAL FRAMEWORK FOR EFFECTIVE SALES MANAGEMENT

Mei Kei Leong (Sunway University, Malaysia) and Evelyn Geok Yan Loh (Sunway University, Malaysia)

Sales management emphasises the reliance on individual salespersons to “push” a firm’s products to attain contractual agreements with a clientele. Personal selling focuses on strengthening customer relationships through trust-building and serving their long-term interest. A trusting selling environment can be nurtured through sales drivers such as salespersons skills or eWOM, and salespersons' big 5 personality traits, which then could lead to increased purchase intention. This study proposes a conceptual framework that can contribute to sales management, particularly for industry practitioners to possibly embrace changes in human resource management and include technology-mediated programmes to enhance sales activity.

FROM DINE IN TO TAKEOUT: INVESTIGATING RAPID ORGANIZATIONAL TRANSFORMATION DURING THE COVID-19 OUTBREAK

Dachen Wang (Sun Yat-Sen University), Yifei Wang (Sun Yat-Sen University), Huihui He (Sun Yat-Sen University) and Ipkin Anthony Wong (Sun Yat-Sen University)

The foodservice industry worldwide has been greatly affected the COVID-19 pandemic. In order to adapt rapid changes in the marketplace in the midst of the pandemic, foodservice providers have been undergoing organizational transformations. The present research takes the fast food sector as the research context with Cafe DE Coral as a case in point. Our findings reveal that consumers' takeout and dining in experiences were fairly similar. Further analysis reveals that the strategic shift to the takeout business allowed Cafe DE Coral to successfully alleviate its financial pressure due to decline of dine in volumes.

GUANGDONG-HONG KONG-MACAO GREATER BAY AREA REGIONAL COOPERATION AND TOURISM RETAILING

Yijun Liu (Beijing International Studies University), Jingjing Yang (Macao Institute for Tourism Studies), Xiaolong Guo (Chinese Academy of Social Sciences) and Xinjian Li (Beijing International Studies University)

The essence of the coordinated development of Guangdong-Hong Kong-Macao Greater Bay Area is to promote the coordinated development of cross-border urban agglomerations, and promote the cross-regional flow and relocation of production resources. Based on this, this paper first builds a gravity entropy model to evaluate the comprehensive development level and the gravity intensity among cities of these three regions, then explores the coordinated development level of their industries from five aspects. The study then puts forward some countermeasures and suggestions to promote the sustainable development of Greater Bay Area's industries. The aim is to provide implications to tourism retailing within the region.

HEY, STOP GIVING A TIP TO HUMAN WAITERS! EXPLORING FACTORS THAT INFLUENCE CONSUMERS' WILLINGNESS TO PAY MORE FOR ROBOTIC RESTAURANTS

Siripapha Jitanugoon (National Yunlin University of Science and Technology), Pittinun Puntha (National Yunlin University of Science and Technology), Stephanie Hui-Wen Chuah (Taylor's University) and Eugene Cheng-Xi Aw (UCSI University)

The study aims to determine whether there are any significant differences in the consumers' willingness to pay more for robotic restaurants exist across the demographic and psychographic variables. The survey findings indicate that a majority of the Thai respondents were willing to pay up to 10% more to dine at robotic restaurants. This segment was dominated by consumers who are male, in the middle- and older-aged groups, more educated, in higher income levels, and those who have married and with children. Highly innovative individuals and those who perceive greater advantages/disadvantages of service robots were willing to pay a higher price premium.

HOLIDAY INTENTION AND HOPE OF RECOVERING IN THE HOTEL INDUSTRY AFTER COVID-19 PANDEMIC

Ling Foon Chan (Sunway University, Malaysia)

Using Google Trend information to test the relationship between the top keyword search in the tourism industry to forecast the demand for hotels in Malaysia. The popularity keyword search index is 100 for Demand of Hotel, Holiday, 98 for Travel, 97 and 85 for Trip. The moderating effect of the case to travel and trips coefficient of 0.000165, 0.0001101 and standard error of .0000627, 0.0000498 is significant at a 5% level. The Case, Travel, Trips, Holiday, Agoda Resort, and Airbnb, are associated with the demand of hotels and could use for planning on the hotel industry's recovery.

HOSPITALITY GRADUATES' CAREER INTENTIONS DURING COVID-19: EVIDENCE FROM MALAYSIA

Kok Ann Ng (Sunway University), Alexander Trupp (Sunway University) and Charuwan Phongpanichanan (Sunway University)

In the context of COVID-19, it is important to evaluate future hospitality graduates commitment and motivation towards the hospitality industry. This research thus asks How do future hospitality graduates make career decisions during the COVID-19 pandemic? The theoretical framework draws on Positive Psychological Capital (PsyCap) and Social Cognitive Career Theory (SCCT), whilst the empirical data derives from semi-structured interviews with hospitality graduates in Malaysia. Findings concerning the career decision-making process highlight the role of family on career intention, the surprisingly positive career outlook during COVID-19, and show that work exposure reinforces and influences intention to stay in the industry.

HOW DOES THE AIRPORT DUTY-FREE SHOPPING ENHANCE TRAVELER'S PURCHASE INTENTION ON NON-LANDING INTERNATIONAL TOUR FLIGHT?

Hoang Tran Phuoc Mai Le (Hanyang University) and Jungkun Park (Hanyang University)

Non-landing scenic flights emerged as a new phenomenon in airport retailing to ease the stress of tourists. This paper aims to build a model of the linkage among servicescape, perception-attitude, and behavioural intention toward the airport retailing industry. The moderating effects of shopping flow and perceived enjoyment on flow behaviour are also examined. An online survey through a research company is selected to collect Korean customers and analysed by SEM. Results are expected to shed light on the relationship between revisit intention to stores and purchase intention on related services and the moderation of shopping flow and perceived enjoyment.

HOW MUCH YOU CAN SAVE DEPENDS ON THE COLOR OF THE PRICE TAG

Ao Lin (lululemon Athletica Trading (Shanghai) Ltd) and Henrique Ngan (Macao Institute for Tourism Studies)

Consumers often seek the lowest price and highest value for any purchase that is being made. While many strategies have been employed to leverage on this, the suggestibility of colour has been one of the most effective at least in Western countries. The results of a quasi-experimental design, suggests that red coloured price tags may enhance the perceived savings and lower the expected price of a product and it appears to be equally effective in a context that is culturally different. We extend existing theoretical opportunities to other contexts and provide cost-efficient changes in design to potentially increase sales.

HOW RESIDENTS' EMPOWERMENT INFLUENCE ON COMMUNITY SUPPORT FOR TOURISM IN BAGAN WORLD HERITAGE SITE, MYANMAR

Ye Htut Naing (Mahidol University)

The study aims to identify residents' perception of their empowerment through tourism by using Resident Empowerment through Tourism Scale to analyse residents' empowerment through tourism and how such empowerment may shape community response to support tourism. A self-administered questionnaire was used to collect data from 450 residents in Bagan, and data were analysed using CFA and SEM through SPSS' AMOS. Results have shown that residents were mostly influenced by the economic benefits from tourism and psychological empowerment. The results may help key stakeholders to effectively achieve their strategic management goal in tourism planning within Bagan World Heritage Site.

I FOUND A CROCKROACH IN MY BOWL!!! RESTAURANT CUSTOMERS' SERVICE FAILURE AND RECOVERY ENCOUNTERS IN TAIWAN

Poh Theng Loo (I-Shou University)

Taiwanese customers concern about product and service quality before making dining decision. Therefore, studies to understand customers' actual experiences are critical. Majority of the existing studies on failure and recovery are experimental studies. Actual real incidents on customers' service failure and recovery encounters are still lacking. In this study, Critical Incident Technique (CIT) was used. 240 usable data for further analysis. Study reveals the highest incidents of service failures is people-related, followed by product-related failures. Respondents felt satisfied when the employees took immediate corrective actions upon complaining. Findings of this study enhance existing literature and provide practical contributions.

I LIKE YOUR PRODUCTS, BUT CAN I USE ANOTHER PAYMENT METHOD? EXPLORING VISITOR EXPERIENCE WITH PAYMENT METHODS IN THE GBA

Jieqi Guan (Macao Institute for Tourism Studies), Lianping Ren (Macao Institute for Tourism Studies), Zhuo Li (Macao Institute for Tourism Studies) and Yi Fan Chen (Macao Institute for Tourism Studies)

The "Greater Bay Area" (GBA) refers to China's strategic initiative to link eleven cities into an integrated economic and tourism hub. However, these cities belong to three administrative regions where are considerably different in all aspects. Therefore, when residents in the three places visit the rest two, they encounter frustration with payment. It is important to investigate how they experience payment methods in the target cities for adjusting operation strategies and marketing tactics. The purpose of this study is therefore to explore the GBA residents' shopping experience in their target cities, with payment method as the focus of enquiry.

IS SENSORY STIMULUS EFFECTIVE TO TOURISTS? OR EMOTIONAL STATE PLAYS KEY ROLE TO PREDICT TOURISTS' REVIST INTENTION?

Tao Xue (Nankai University), Hanqin Qiu (Nankai University) and Fang Wang (Huaqiao University)

Based on the Stimulus–Organism–Response (SOR) model, this study selects Gulangyu and Wuyi Mountain scenic spot in Fujian, China as the cases, conducts a questionnaire survey on tourists who visit to Gulangyu and Wuyi Moutain, and uses SPSS/AMOS statistical software to conduct an empirical test on the questionnaire data. The results show that: (1) Five sensory stimulus of landscape has a significant influence on the arousal, pleasure and revisit intention of tourists; (2) Arousal and pleasure have a mediating effect on tourists' intention to revisit through sight, sound, touch, taste and smell.

LINKING TOURISTS' AND MICRO ENTREPRENEURS' PERCEPTIONS OF SOUVENIRS: THE CASE OF FIJI

Navneet Nimesh Kumar (The University of the South Pacific), Alexander Trupp (Sunway University) and Stephen Pratt (The University of the South Pacific)

Most tourists return home with a souvenir purchased after a holiday. Studies on souvenirs have mainly focused on either the demand or supply perspective. This research integrates both perspectives to achieve a more holistic understanding of souvenirs in the Pacific context. This paper compares souvenir purchase behaviour of cruise ship visitors and overnight tourists. The research also examines the main reasons micro-entrepreneurs sell souvenirs and the meanings they attach to souvenirs. Overnight tourists have a deeper understanding and appreciation for souvenirs compared to cruise ship visitors. Suppliers provide souvenirs to sustain their culture, as well as for economic reasons.

MACHINE LEARNING TECHNIQUES IN TOURISM AND HOSPITALITY RESEARCH: A CRITICAL ASSESSMENT

Ningqiao Li (University of South Carolina), Xiaoyi Liu (University of South Carolina) and Fang Meng (University of South Carolina)

Machine learning techniques and massive Internet data have been increasingly employed in tourism and hospitality research. However, most existing literature used specific techniques but failed to identify the appropriateness and robustness of different methods. This study aims to provide a comprehensive review and critical assessment of articles published in the tourism and hospitality academia using multiple machine learning approaches. Published refereed articles in tourism and hospitality literature applying machine learning techniques were collected and analysed. Streams of research were identified, and the performance issues and adaptability of commonly used algorithms were discussed.

MALAYSIAN SELFIE TOURIST AFORE THE COVID-19 PANDEMIC: WHO ARE THEY?

Sathish Kumar Velayuthan (Universiti Teknologi Malaysia) and Noor Hazarina Hashim (Universiti Teknologi Malaysia)

The pandemic has introduced a new normal to the entire tourism industry, precisely on how people communicate. Addressing the tourist-to-tourist interaction in social media through travel selfies, this paper has taken the lead to study the demographic profile of Malaysian selfie tourists. This paper has discussed the demographic background, behaviour and perception of selfie tourists towards travel decisions. In dealing with the post-pandemic, this paper is expected to be an eye-opener for the entire tourism stakeholders about the rival of this tourist genre, which can be used as an indirect marketing tool to strengthen their destination image.

MARKETING MUSLIM-FRIENDLY TOURISM IN TAIWAN: A REVIEW AND FUTURE RESEARCH AGENDA

Farah Atiqah Mohamad Noor (Sunway University), Zulfikry Basar (Sunway University) and Nawal Hanim Abdullah (Universiti Putra Malaysia)

The information about the impacts of marketing strategies in other Muslim-friendly destinations are advantageous for practitioners marketing an emerging Muslim-friendly destination like Taiwan. Thus, a systematic review of the literature within the Scopus database, with the keywords “Muslim-friendly”, “Tourism” and “Marketing”, was conducted to select the articles for review. The results, among others, display the common approach of Islamic guidelines in promotional messages for Muslim tourists as well as the holistic approach undertaken by several Muslim-friendly destinations. This study identified that a single tourism marketing framework is not applicable to all Muslim-friendly destinations due to underlying elements within the destination.

MARKETING OPPORTUNITIES FOR TRADITIONAL FERMENTED FOOD PRODUCTS IN MALAYSIA

Rachel Thomas Tharmabalan (Sunway University)

Fermented food has been an integral part of many cultures and communities around the world. Although there is a resurgence of interest in the significance of fermented food amongst populations, particularly in Western societies, the majority of research on fermented food products revolves around their biological and chemical properties and the biochemical mechanisms involved in improving gut microbiota. As such, this review attempts to identify fermented food products that could be potential players in the global food industry, as these value-added products not only create localized avenues to improve overall health and well-being.

MIXED-EMBEDDEDNESS AMONG SOUVENIR STREET VENDORS IN A DOMESTIC MARKET

Chetan Shah (University of Auckland), Alexander Trupp (Sunway University) and Shipra Shah (Fiji National University)

The current research utilises the concept of mixed-embeddedness to examine the effect of socio-economic and politico-institutional structures on the local micro-businesses of street vendors selling souvenirs in Nainital. The souvenir categories were clothes, display items, candles, and wooden creatives manufactured locally and sourced from outside. Social networks of the vendors facilitated ease of operation, initial capital investment, accessing and exchanging resources and management of businesses. Legal issues related to lack of licenses, operating beyond the prescribed time limits and occupying areas beyond the permissible, fuelling tensions with the residents and law enforcement agencies.

MYA SILK – FROM AN EXCEPTIONAL FABRIC TO POTENTIALS OF REPRESENTING THE FASHION TOURISM OF VIETNAM

Xuan Quyet Pham (University of Economics Ho Chi Minh City)

MyA Silk is an exquisite fabric from Vietnam. There are potentials of luxury goods from MyA Silk and its role in building the tourism image for Vietnam's fashion tourism in general. Therefore, the author has synthesized, analysed, and evaluated the current status and provided solutions to bring MyA Silk beyond the boundaries of Vietnam. The author's qualitative research was carried out by reading comprehension and interviews with experts, besides the evaluations of customers on the official page of MyA Silk in social media. The author summarized the experiences of studying, experiencing, and practicing in countries with the developed fashion industries.

NEKONOMICS AND FELINE STATIONMASTERS – THE POINT OF PUTTING A HAT ON A CAT

Johan Edelheim (Hokkaido University)

The success of Tama the feline stationmaster has inspired several copycats around Japan. Beyond the direct economic impacts and media attention that these stationmasters create, other issues remain unclear. My aim is to distinguish what Nekonomics mean beyond its name, and to determine whether there is an actual substance to the mostly casual references to it in popular media. What the long-term viability of these schemes are, whether they add to, or dilute the heritage environments that they often are introduced to. Are they enough to sustain themselves? The article's theoretical framework is constructed along Knudsen & Waade's "Performative authenticity".

NEW RELIGIOUS TRAVEL SEGMENT

Siti Atikah Rusli (Sunway University), Tan Ai Ling (Sunway University), Alexander Trupp (Sunway University), Chong Ka Leong (Sunway University) and Vijaya Malar V Arumugam (Sunway University)

The research focus on a new religious travel segment, Umrah Do It Yourself (DIY) travellers. A specially licenced travel agent handles all of the arrangements for the Umrah pilgrimage. However, a small percentage of travellers prefer not to use such agencies and instead make their own preparations. The Saudi Arabian government's Tourist e-Visa, which was launched in September 2019, has provided an opportunity to perform Umrah DIY. This study is to see the travel motivations that influence Umrah DIY. 20 people that had performed Umrah DIY volunteered and the data show that 'Flexibility' is the most important motivation to embark on this journey.

PERSPECTIVES AND EXPERIENCES OF STREET FOOD VENDORS; AN EXPLORATORY STUDY OF STREETS OF INDIA

Raji Vipin (Mahatma Gandhi University), Manasse Benny (Mar Ivanios College (Autonomous) Trivandrum), Anita T.A (Mahatma Gandhi University) and Rigin Sebastian (Mahatma Gandhi University)

Street food, as a tourism resource has received little attention in India, despite being a significant part of the country's informal economy. India has 10 million street vendors and street vending is a vital economic activity. They offer local authentic tastes, for affordable prices, at convenient locations, and thus, become a part of the cultural traditions of the urban population. The goal of this exploratory study is to learn more about the unique qualities of street food, their interaction with tourism, their existing and potential contributions to visitor experiences, destination economies, and cultures, and also analyse the impact of COVID-19.

PREDICTORS OF FOOD WASTE BEHAVIOR AMONG UNIVERSITY STUDENTS

Khee Min Teo (Sunway University) and Kamelia Chaichi (Sunway University)

The significant increase in global food wastage has led to unfavourable environmental impacts. It had been pointed out that Malaysians wasted an estimate of 16,668 tonnes of edible food daily which increased food waste issues. The current paper applies quantitative research to determine the predictors that influence food waste behaviour among university students in Malaysia. This research hopes to provide additional insight to the existing literature linking to food waste, gender, consumer value, food-related habits and environmental awareness in hope that the outcome can add value to the literature and provide practical implications for government and foodservice sectors.

RELATIONSHIP OF RFMU AND ONLINE GROCERIES SHOPPING BEHAVIOURS

Rita Lo (Sunway University)

The goal of this study is to see if there's a link between RFMU and online grocery purchasing behaviour, and the possibility of making a repeat purchase. In this study, Hughes' (1996) RFM model (recency, frequency, and monetary) was combined with the urgency from the consumer purchasing behaviour model. The RFMU model in this study is based on four attributes: recency focuses on time interval of purchase information, frequency focuses on number of purchases made within a specific period, monetary focuses on average amount spent per order, and urgency focuses on risk factors perception of online purchase decision.

RESEARCH ON THE INFLUENCE OF EMPLOYEE SATISFACTION ON CUSTOMER SATISFACTION IN CATERING INDUSTRY - TAKING SERVICE QUALITY AS THE MEDIATOR

Qingjuan Wang (Nankai University), Jiaqi Tan (Nankai University), Wenyu Ding (Nankai University) and Zhengke Wang (Nankai University)

Employee satisfaction is closely related to customer satisfaction. Taking employees of China's catering enterprises and their service objects - customers as research objects, this study aims to investigate the current situation of employee satisfaction in China's catering industry, as well as customers' expectations, actual perception and satisfaction of restaurants, and explore the correlation between employee satisfaction and customer satisfaction. Combining online and offline surveys, this study collects a total of 331 valid questionnaires. The results show that employee satisfaction has a positive effect on customer satisfaction, and employee satisfaction has an influence on customer satisfaction through service quality.

RESEARCH ON THE RELATIONSHIP AMONG SERVICE FAIRNESS, CUSTOMER SATISFACTION AND SWITCHING INTENTION IN OTA SERVICE

Qingjuan Wang (Nankai University), Jie Xu (Nankai University), Zhengke Wang (Nankai University) and Wenyu Ding (Nankai University)

Service fairness is an important issue in service management. Taking service fairness as research topic, this study explores the relationship among Online Travel Agency's (OTA) service fairness, customer satisfaction and switching intention under normal service situation. Combining online and offline surveys, this study collects a total of 253 valid questionnaires, and uses multiple linear regression methods for empirical analysis. The results show that service fairness has significant positive effects on customer satisfaction; Customer satisfaction in turn has a significant negative impact on switching intention; Distributive justice and procedural justice have significant negative effects on switching intention.

SCUBA DIVING TOURISM INDUSTRY IN MALAYSIA: DEMOGRAPHIC PROFILE OF DIVE TOURIST

Kalsitinoor Set (Universiti Malaysia Terengganu), Norlida Hanim Mohd Salleh (Universiti Kebangsaan Malaysia) and Munira Mhd Rashid (Jalan Pasir Mas Salor)

It is challenging to analyse the various motivations and segments of the scuba diving market since tourist's behaviour and motivations are constantly changing over time. This study aims to contribute to the understanding of the various factors, particularly after COVID-19 that has affected the profitability of this industry. In order to assist dive operators in identifying and developing effective marketing strategies to attract or penetrate the scuba diving's niche market, this study aims to contribute towards the current understanding of dive tourists in Malaysia by compiling a demographic profile of such tourists.

SHOPPING TOURISM AND TOURIST SHOPPING (2000-2020): A NARRATIVE REVIEW AND FUTURE RESEARCH DIRECTIONS

Alok Kumar (Jain (Deemed-to be University) Bangalore) and Rajat Gera (Jain (Deemed-to be University) Bangalore)

Shopping Tourism is a recent concept. Tourist shopping behavior, in the unique context of tourism setting, is often different from day-to-day shopping. Sixty-nine articles published between 2000 and 2020 were selected for review by following the PRISMA approach (Pollock, A., & Berge, E., 2018). The study of tourism shopping is still limited and in an exploratory stage. Therefore, this study synthesizes the existing literature in shopping tourism to identify research gaps and propose future research directions. One of the gaps in the literature is on the market-driven processes which drive and influence shopping tourism.

SURVIVAL STRATEGIES OF MSMES IN TOURISM INDUSTRY DURING PANDEMIC: AN IN-DEPTH LITERATURE REVIEW

Anjusha P P (Mahatma Gandhi University), Noufal Naheem Kottekkadan (Mahatma Gandhi University), Harish P (Mahatma Gandhi University) and Mohammed Niyas (Mahatma Gandhi University)

COVID-19 Pandemic resulted in the majority of micro, small, and medium-sized companies (MSMEs), at-risk, involving a large number of women and youth in the workforce. This forced the industry as well as governments to come up with measures. This study focuses on identifying these strategies globally. We used an in-depth literature review of the available secondary data. The findings of the study will help us identify the strategies as well as the areas and problems in the sector which are still not addressed and also why such areas are relevant to study further for the betterment of MSMEs.

SURVIVING COVID-19, WHAT HAVE THE LUXURY TRAVEL RETAILERS IN MACAO BEEN DOING?

Zhuo Catherine Li (Macao Institute for Tourism Studies) and Lianping Ren (Macao Institute for Tourism Studies)

COVID-19 pandemic outbreaks have caused huge disruption on business activities, tourism industry is probably the one that has been affected the most. The disruption does not only happen to the tourism industry but also the retail industry, especially the luxury retail sector. The study adopted a qualitative approach by conducting in-depth interviews and focus group discussions with luxury travel retailers to understand how the luxury retailers formulate strategy during the time of crisis. The findings add new knowledge to the existing literature on strategic management in luxury travel services, especially in context of tourism in challenging times.

THE IMPACT OF ADULT CHILDREN-PARENT INTERACTION ON THE REVISIT INTENTION IN FAMILY TRAVEL

Yanbo Yao (Nankai University) and Guangmei Jia (Nankai University)

While the interaction between tourists has received intensive coverage in tourism literature, less attention has been paid to the travel interaction among family members. As an emerging tourism market in China, adult children-parent travel deserves our attention. In this study, we explore the impact mechanism of the interaction between adult children and their parents on their revisit intention. Utilizing two experiments, we found that emotion is a mediating variable and the attribution of children to interaction events is a boundary condition.

THE IMPACT OF TOURISTS' PERCEPTIONS OF SPACE-LAUNCH TOURISM: AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOR APPROACH

Philip Pong Weng Wong (Sunway University), Lei Wang (Xuzhou University of Technology) and Qi Zhang (Xuzhou University of Technology)

Prior studies on space tourism have mainly investigated tourists' engagement in outer space tourism activities. There is no research undertaken as yet related to tourists' perception toward indoor space tourism (i.e., space-launch tourism). The aim of this study is to examine the relationship between attitude, subjective norm, perceived behavioural control, hedonic motivation, and intention toward space-launch tourism activities using the Wenchang spacecraft launch site as the tourism destination.

THE INFLUENCE OF E-MENUS ON CONSUMERS' PURCHASE INTENTION TOWARD ONLINE FOOD ORDERING DURING THE COVID-19 PANDEMIC: AN EMPIRICAL STUDY IN VIETNAM

My Nguyen Thi Nguyet (Ton Duc Thang University Vietnam) and Thai-Ngoc Pham (Ton Duc Thang University Vietnam)

During the first wave of the pandemic, which began in mid-March 2020, most restaurants were required to suspend their business operations. To face this severe challenge, restaurant managers have to sell online food or use a home delivery service. The study used structural equation modelling by AMOS to investigate and assess the impact of e-menus (in terms of aesthetics and content), consumer cosmopolitanism, and social impact on consumers' intention toward online food ordering. The theoretical and managerial implications will be discussed to stimulate future research and to assist hospitality managers in better planning marketing strategies during the pandemic outbreak.

THE INFLUENCE OF GREEN FEATURES ON CONSUMER PERCEPTION IN CREATING SUSTAINABLE SHOPPING CENTERS

Izian Idris (Sunway University), Mikkay Wong Ei Leen (Sunway University) and Shu Yee Ng (Sunway University)

Manageable green drives and features in shopping centres not just change the structure for more feasible activities and consumptions, likewise to draw in and bring eco-climate benefits to its local area. Green highlights include green structure plans, feel/vibe and green marketing which affecting consumers' perception towards shopping malls and their intention to visit green shopping centres. The outcome shows that green structure plans are the most relevant and critical green highlights in this investigation. The extent of study in this industry will be widened and to serve as the stepping stone for in-depth research on managerial and environmental issues.

THE INFLUENCE OF MALAYSIA'S IMAGE AS A TRAVEL DESTINATION ON SRI LANKAN YOUTH VISIT INTENTION: HOW PROMINENT IS THE ROLE OF INTERNET SOURCES?

Trevor Anton (Sunway University)

Malaysia has been unable to capitalize on attracting Sri Lankan youth travellers. This research questions the destination image attributes of Malaysia that influence Sri Lankan youth while understanding the role of internet sources in influencing their travel decisions. The theory of consumption value is utilized and accessing internet sources is included as a moderator. 154 responses collected revealed that all five variables have a positive correlation with youth visit intention while social and conditional attributes had the greatest influence. Accessing internet sources as a moderator significantly improved the relationship between the two variables significantly influencing Sri Lankan youth visit intention.

THE INFLUENCE OF THE HONG KONG-ZHUHAI-MACAO BRIDGE ON CITY'S VISITORS TRAVEL PLANNING AND PATTERNS

Yui-Yip Lau (The Hong Kong Polytechnic University), Jieqi Guan (Macao Institute for Tourism Studies), Ching-Chi Cindia Lam (Macao Institute for Tourism Studies) and Ivy Chan (The Hong Kong Polytechnic University)

The Hong Kong-Zhuhai-Macao Bridge (HZMB) has been recognized as the eighth wonder of the 21st century. This research has used a quantitative approach through a questionnaire. A regression analysis has conducted HZMB users and tourists from GBA, to explore their different travelling behaviour in terms of transport pattern and potential contextual factors influencing their perception and behaviour. Findings illustrated that the HZMB has provided added convenience to tourists and encouraged visits to tourism attractions in the GBA cities. The research findings induce holistic significance to the area of sustainable tourism from the perspectives of regional integration and development of transport infrastructure.

THE SHIFT FROM BUSINESS TO LEISURE: AN INDUSTRY PERSPECTIVE OF MOTIVATORS OF BUSINESS TOURISTS' TRANSITION TO LEISURE TOURISTS

Ai Ling Tan (Sunway University), Vijaya Malar Arumugam (Sunway University) and Anisha Mee Fong Chai (Sunway University)

This study focuses on business events industry stakeholders' perspectives on the issues surrounding the return of business event tourists as leisure tourists by exploring the push and pull factors from the supply side of the business tourism industry. This study determined the factors that attract and dispel business tourists to return as leisure tourists using an inductive and explorative research design research. Findings show that there is a need for an integrated-marketing-mix strategy that focuses on leisure aspects for business tourists to enrich tour experiences and improve tourists' satisfaction to overcome the 'silo' effect in the tourism value chain.

TRAVEL ANXIETY INDEX

Chloe Riley (University of South Carolina), Lori Pennington-Gray (University of South Carolina) and Ashley Schroeder (Pennsylvania State University)

The Travel Anxiety Index (TAI), modelled after the Consumer Confidence Index, was used to measure American tourist's travel anxiety associated with future domestic travel. The TAI tracks changes in American tourist anxiety to indicate future intention to travel. Data collection began January 26, 2020, before the first confirmed COVID-19 case in the United States, and occurred regularly over the course of a year. The data can inform decisions about crisis preparedness and management because it was measured in the early stages of the pandemic, during quarantine, and as the reopening process began.

WHAT COULD BE THE PERCEIVED RISKS AS IMPEDING FACTORS THAT COULD PREVENT RETAIL STORES FROM BEING SHIFTED ONLINE COMPLETELY? PERSPECTIVES FROM BOTH USERS AND SUPPLIERS

Amy Sio Sin Lo (Macao Institute for Tourism Studies) and Cora Un In Wong (Macao Institute for Tourism Studies)

This paper aims to reveal what are the impeding factors that are often associated with certain products. Scant research could be found in documenting the rank order of perceived risks when an individual engages in online shopping. Little is known about what kind of perceived risks are associated with certain online products. Findings of the paper shed light on what are the impeding factors that could potentially bar people from engaging in online shopping in the context of Macao. Moreover, the paper reports the reasons for physical stores to continue to exist instead of being shifted to be completely online.

WHAT DO TOURISTS LOOK LIKE? SCALE DEVELOPMENT FOR IMAGE BASED ON CHINESE TOURISTS FROM THE DESTINATION RESIDENTS' PERSPECTIVE

Qiu Wei (Nankai University), Xingyang Lv (Southwestern University of Finance and Economics), Yan Chen (Nankai University) and Xin Zheng (Nankai University)

Since destination image has attracted much attention, tourist image has been ignored. In today's world, tourists are the image ambassadors of source countries, as well as affect the support of destination residents for tourism development. The purpose of this study was to develop a scale for tourist image. Following standard scale development procedure, a four-dimensional (Respect, Friendliness, Appearance, Negative impression) tourist image scale with 12 items was established. This study extends the current tourism image theory and is valuable to public diplomacy and communication strategy with tourists for destinations.

WHERE DO YOU WANT TO GO IF YOU ARE LONELY? - EXPLORING THE IMPACT OF SOCIAL MEDIA ON THE TRAVEL DECISIONS OF LONELY PEOPLE

Junjiao Zhang (Nankai University), Wanying Leng (Nankai University), Yini Li (Nankai University) and Huijie Liu (Nankai University)

With the development of economy and society, the huge pressure of life adds loneliness and anxiety to the single group. Travel may become a channel to relieve loneliness and anxiety. Given that social media dependence is an important characteristic of the single group, how social media affects their physical and mental loneliness becomes an ESSENTIAL issue that must be explored in academia and industry. The purpose of this study is to define lonely travellers and their loneliness characteristics, understand their travel and leisure needs, and explore how social media affects their loneliness and their travel decision-making behaviour.

WILLINGNESS OF US DOMESTIC TOURISTS TO PURCHASE SUSTAINABLE TOURISM PRODUCTS IN HAWAII

Jerome Agrusa (University of Hawaii), Joseph Lema (University of Nevada Las Vegas), Cathrine Linnes (Østfold University College) and Gabriella Andrade (University of Hawaii)

As the continental United States is the largest source market for visitors to Hawai'i, the purpose of this study was to examine the trend towards willingness to purchase and the price point percentage that a U.S. visitor was willing to pay for an authentic Hawaiian cultural experience.

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LIST OF EXTENDED ABSTRACTS

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A QUALITATIVE STUDY ON HOTEL EMPLOYEES' RESIGNATION EXPERIENCES IN VIETNAM

Nguyen Thi Hao (Yuan Ze University) and Poh Theng Loo (I-Shou University)

This study qualitative study was conducted to explore the resignation experiences of the hotel employees in Vietnam. In addition, this study provides a comprehensive picture of the whole resignation experience of Vietnamese hotel employees. Vietnamese hotel employees undergo different stages in their resignation experiences, starting from their triggered intention to resign until the final resignation decisions and finally leaving the company. In Mobley's Model (1977), this was described as "The withdrawal decision process" or "the employee turnover decision process". The Mobley model is the process of deciding to quit a job with the possible intermediate steps. This study adopts the Mobley model (1977), and the interview data were collected from hotel employees of the Millennial Generation in Vietnam.

Millennials are the dominant workforce in the hotel industry in Vietnam. The in-depth interviewing method was used to collect insightful employees' resignation experiences. Interview participants were approached by using purposeful sampling and snowball sampling techniques. The selection criteria include (i) Millennials, (ii) who left their jobs within one year or had the intention to resign within three months and (iii) worked or are working in three or above star hotels. Sixteen participants participated, and the data were analysed with thematic analysis (Braun and Clarke, 2006). Thematic analysis is a method that researchers used to identify, analyse, and report patterns (themes) within data and allows for rich, detailed, and complex data description.

The study findings supported the Mobley Model and extended to provide a comprehensive picture of hotel employees' resignation experiences in Vietnam. The experiences cover from an early stage the process of quitting a job of employees when they have not had the intention to resign yet until their actual resignation. The resignation experience started with a series of events/incidents triggering the intention to resign, and then he/she reflected on the current job. While evaluating the current jobs, employees identified the main reason they should leave their jobs.

Subsequently, they searched for alternatives, evaluated alternatives, compared alternatives versus present jobs, and almost made the resignation decision. Finally, they got support from other people - friends, relatives, ex-colleagues, family members, especially parents and husband/wife - and then confirmed the final resignation decision and actual leaving happened. This study also helps answer the question in Mobley's study about the resignation decision process "what are the consequences and determinants of behaviour in the face of an unsuccessful search?". For this study, some participants failed in searching for alternatives, and they still resigned as other people had supported them. The findings offer additional viewpoints to industry practitioners on how hotel employees manage their resignation process. Furthermore, academicians and practitioners can understand better the turnover issues in the hospitality industry in Vietnam.

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DEVELOPING A NEW MODEL OF SERVICE QUALITY IN HOTELS DURING INFECTION DISEASE OUTBREAK (CASE STUDY COVID-19)

Yousef Keshavarz (Islamic Azad University), Zeinab Ansari (Islamic Azad University) and Hossein Nezakati (Sunway University)

The coronavirus known as COVID-19 was detected on 17 November 2019, and its first outbreak was in Wuhan, China, leading to an enduring pandemic affecting almost the whole world. The World Health Organization (WHO) acknowledged the COVID-19 outbreak as a pandemic on 11 March 2020. Consequently, millions of lives have changed significantly and, in an effort, to control COVID-19. The governments have imposed diverse travel restrictions worldwide. This has, in turn, influenced the tourism and hotel industry adversely. As one of the tourism industry sectors, the hotel industry has encountered numerous problems during the pandemic. The hotel industry experienced a dramatic reduction in the number of guests while many hotels were pushed to downsize and thus do a staff layoff, and sometimes they were even forced to shut down the hotel altogether.

The other main concerns of the hotel guests are the hotels' compliance with corona-related hygiene and protocols. In this context, the current study endeavoured to determine and rank the factors that make guests more willing to stay in a hotel during the Covid-19 outbreak. In this study, the model was constructed through a two-stage process. In the qualitative research process, the expert panel included ten general managers and five executive assistant managers of the hotels. Four university professors specialising in the tourism sector were selected. Having examined the significant variables of hotel health safety reported by previously conducted studies in the same field, especially concerning other viral epidemics such as SARS and Ebola in different countries, the hotel guests' health services were identified in this study by a panel of experts.

Finally, after three steps of reviewing by the expert group and eliminating irrelevant or merging same factors, 42 items were identified as the health service factors in the hotel. Afterwards, in the quantitative research process, the questionnaires included 42 factors which were collected via emails from 362 guests. The statistical population of this study included guests of 4- and 5-star hotels in Mashhad, one of the main tourist attraction poles in Iran. The data were analysed by SPSS and the Amos software. In this study, EFA was conducted to extract the health service factors for the hotel. In EFA, 6 items with the factor load less than 0.5 were eliminated. Finally, 36 remaining items were used to make the HEL-SERV scale with 7 variables. These variables included Disinfected Room, Proper Ventilation, Uncrowded Place, Food Hygiene, Checking the Guests, Speeding up the Process, and Hygienic Staff. To check the reliability and validity of the HEL-SERV model, CFA was conducted. The results of fit analysis showed that all indexes of model fitness were in the acceptable range. Moreover, the result of CR and AVE of all variables showed that consistency and convergence validity of all dimensions of the HEL-SERV model were obtained. As one of the pioneering studies conducted during Covid-19, the current research provides noteworthy results and findings related to hotel services in this pandemic and the same ones. The results of this research can be applied as a guiding model for hotel managers to attract more customers and increase revisit intentions.

DEVELOPING HEALTH TOURISM IN MACAO, REALLY? AN ANALYSIS OF A RECENT STRATEGIC PROPOSAL BASED ON STAKEHOLDER PERCEPTIONS

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Macao, a tourism city and a special administrative region of China, is known for its gaming industry, which accounts for the majority of its local GDP. Macao used to be the world's fast-growing gambling capital after the liberalisation of the gambling industry towards the international market. However, the launch of the anti-corruption action in China in late 2012 discouraged conspicuous consumption, and some high rollers and premium mass players were also refrained from visiting Macao (Liu et al., 2015). In addition, gaming tourism is increasingly popular in other Asian countries, such as South Korea, Singapore and Japan. The increasing regional competitions have brought dynamic challenges to Macao. In recent years, the local government has realised the negative side of over-reliance on the gaming industry. In 2016's policy address, the 2nd Chief Executive of Macao SAR mentioned that diversification is a success factor to promote Macao as a world centre of tourism and leisure. Statistics for June 2020 showed that the gross gaming revenue was 716 million Patacas, a decrease of 97.0% compared with that of the same period last year because of the impact of the COVID-19 epidemic, which has exposed Macao's shortcomings with 'lonely economy' and the need to strengthen diversified industries (MSCS, 2021). In addition, the pandemic heavily hit Macao's 'lonely economy' with sustained financial losses over a long period of time (Visual capitalist, 2020). This situation further revealed the necessity and urgency of economic diversification (Liu et al., 2021; Oxford Analytica, 2019). Therefore, Macao's policy makers and industry practitioners are under significant pressure to diversify tourism attractions for avoiding heavy reliance on the gaming sector (Liu et al., 2021).

With this new direction, various diversification proposals and initiatives have been presented for discussion. For example, the planning document released from Macao Government Tourism Office in 2017 included proposals such as water tourism, retail experience and expanding the MICE industry (MGTO, 2017). Among all the diversification proposals, developing health tourism emerged as a potential area for discussion. Macao has good potential to attract the grey market, which often goes after tourism destinations with health orientation. The Chinese central government also encourages cities in the Guandong–Hong Kong–Macao Greater Bay Area (GBA) to develop health tourism as specified in its policy document released in December 2020 (GBA, 2020). For one thing, Macao is located in a pleasant climate zone. For another, this region has good health tourism resources, such as Chinese traditional medical treatment capacities. However, the feasibility of the above proposal warrants study before it can be adopted. Accordingly, the present study aims to address the feasibility of the proposal from the perspective of key stakeholders. Prior studies have shown the importance of stakeholder assessment of development plans (e.g. Aroujo & Bramwell, 1999; Tham, 2018). Thus, their views must be incorporated in strategic planning exercises. On the basis of the main findings generated from in-depth interviews, this study analyses the potential of developing health tourism, along with multiple streams of strategic thinking.

This study may have important academic and practical contributions. Resource-based theory recognises (RBT) that organisations depend on contingencies in the external environment (Pfeffer & Salancik, 1978; Hillman et al., 2009). For example, prior literature has documented evidence supporting RBT in customer-supplier relationships. As a micro economy with limited resources (especially in the aspects of land and human capital), Macao is facing difficulties in diversifying its economy from the dominant casino gaming industry. However, the need of diversification seems more imminent in the epidemic of Covid-19. The solutions should be available sooner than later, considering how much the economy has suffered in the past one and a half years.

Macao needs to find out what the country needs and what it can do as a special administrative region under "One Country, Two Systems". Though the casino gaming industry has been a great success for many years and may continue to contribute the lion's share to the local economy, the need of diluting its negative externalities as a so-called "sin industry" is also essential. Our study on health tourism could be a good answer, which might also well help Macao's aim of developing itself as a world centre of tourism and leisure.

METHODOLOGY

This study adopted a qualitative approach with in-depth interviews as the main data source to explore the potential of developing health tourism in Macao from the perspective of different stakeholders and understand the strategic visioning of these stakeholders.

Sixteen purposefully selected informants from reputable organisations in the related sectors were approached and interviewed. The informants represent key stakeholders of health tourism development in Macao, including scholars, professionals, practitioners and government legislative advisors specialising in health, medical, tourism, hospitality and coordinated fields. In this study, the focus of informant recruitment is to look for variation and context of their viewpoints rather than enrol a large number of participants (Hennink et al., 2011). The number of informants recruited for this qualitative research is guided by the theoretical principle called 'saturation' (Saunders et al., 2018). When the collected information was redundant, several more interviews were arranged to confirm the saturation. Therefore, the number of participants in this research is guided by the diversity in the information obtained.

Before conducting interviews, the Informants were provided with necessary information, including objectives of the research, main question areas, information of the research team and estimated length of the interview, by sending the interview confirmation through email in advance. This information was further clarified before the interview started. The interviews were conducted from December 2020 to February 2022 in a face-to-face manner. The venues of the interviews were mostly in places at the Informants' convenience, either at their office, restaurants or cafés nearby, so that the Informants felt less anxious about their work schedules. Each interview lasted for about 45 minutes on average. The interviews were conducted in Chinese language and recorded upon obtaining their consent. Transcripts were prepared shortly after the interviews.

Developing health tourism as a new competitive advantage in Macao – what and how

The findings of this research have delineated relevant remote environmental factors with opportunities ahead. Close environment factors include customer base, local legal environment, local economic development strategies, the intensity of competition, and labour market, as well as the unique resources and competencies available in Macao for strategizing possible development of health tourism products and service. The table below displays a summary.

Developing wellness tourism in Macao

Macao possesses a few superior resources, including world-class tourism facilities, superior service, food and beverage expertise, leisure facility and expertise in Chinese traditional medicine, and riding on the main trends and opportunities such as the potential of the 'big health' industry. Thus, it has good potential in developing wellness tourism. Potential products to be offered include all-inclusive wellness tourism package and grey-hair wellness tourism. Examples might be tailor-made packages including components, such as Chinese doctor consultation, spa and dietary treatment, in addition to high-end accommodation and leisure components. Other examples might include specially designed holiday package for the high-end grey-hair market, with particular care elements. Both product categories target the high-end tourist segments, rather than mass tourists, to avoid the city's constraints.

Developing a selection of medical tourism

Macao is constrained in land areas, high labour cost, medical service providers and legal framework regarding extending medical service to tourists. Therefore, Macao has limited potential in developing mass-scale medical tourism products similar to what Thailand and other destinations are offering. However, Macao still enjoys a few unique advantages which could potentially lead to the development of a selection of medical services to tourists. For example, as the informants have commented, Macao has access to imported medical products which are often not easily accessible to the target market (tourists from Mainland China), such as HPV vaccine (as Informant 3 suggested). Well-off families with young females would potentially choose Macao as a destination for HPV injection while enjoying tourism. The availability of high-end private medical provisions and services (such as gene test) might also attract other well-off tourist segments to receive medical treatment while enjoying luxury tourism experience in Macao. The suggested medical tourism products will be able to maximise the key resources available in Macao while avoiding being trapped by various constraints, such as the visa issue and the small scale of the current private medical providers in Macao.

CONCLUSION

COVID-19 has been a big alarm to human lives and the necessity of living in a healthier and more sustainable way has been highlighted. Health tourism will be in a higher demand in the foreseeable future. A need for diversification in the economy in Macao adds to the urgency of developing health-related tourism products in Macao. These trends may serve as the key motivations driving stakeholders to explore the hidden potential of developing health tourism in Macao, a strategic initiative which few have imagined. This study has taken a strategic perspective and explored feasibility among purposefully selected informants. The findings are more positive than negative. Given its unique resources and distinctive competency combinations, Macao has good potential to create new competitive advantages by developing health tourism, particularly wellness tourism, and a selection of medical tourism products, capitalising on the key trends in general and favourable political and social cultural and economic environment in Macao.

The study is case specific and highly contextual. The result may be difficult to replicate in other contexts. However, the strategic visioning process may serve as a useful example for industry practitioners. In addition, the case itself may add to the existing body of literature on strategic management in tourism and hospitality. The study is only at the initial stage of strategic visioning, considering only a selection of the key stakeholders. Thus, the results are for reference only. Formal strategic planning may need to include a large-scale feasibility study and market research. Future research may expand to examine other stakeholders, such as the customers, and may include other stages of strategic management on this particular case and other similar cases.

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DEVELOPING THE RETAIL MARKET BY COCONUT PRODUCTS IN TOURISM – ECONOMIC RECOVERY AFTER COVID-19 IN BEN TRE

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Ben Tre is located in the Mekong Delta region with other 13 provinces in Vietnam. It has an area of 2,360-kilometer square, including three islands An Hoa, Bao and Minh. It is surrounded by four branches of Mekong River (Tien River, Ba Lai River, Ham Luong River and Co Chien River) and an interlaced system of rivers and canals of about 6,000 km. It is the province with the largest river density in Vietnam. Being favoured by typical climatic, topographical and soil, Ben Tre has three ecological zones: freshwater ecoregion, brackish water ecoregion and saltwater ecoregion which form a respective flora.

In particular, the brackish water ecoregion is the most suitable for the growth of coconut trees which are identified as one of the eight provincial value chains of Ben Tre. The province has identified the three goals: increasing productivity, coconut production, and income of coconut growers. In the context of increasing climate change, natural disasters, saltwater intrusion, the current COVID-19 pandemic has narrowed the area for planting other types of trees, but coconut trees remain. They are well adapted to adverse conditions. This is proof of the vitality of coconut trees in the context of serious threats to the ecological environment, human health, and safety worldwide. Therefore, if Ben Tre has based on the development of the retail market through coconut products in tourism, its economy will be recovered after the COVID-19 pandemic. With 74,226 hectares of coconut land, Ben Tre is the province with the largest coconut area in the country. There are also many coconut varieties that have good quality, high yield, high oil content, and there are also many varieties of coconut for drinking with high quality.

Coconut farming is a long-standing practice in Ben Tre; coconut trees hold a special position in the lives of Ben Tre people. The context of the industrial revolution 4.0 has brought an excellent opportunity for the digital transformation of the Ben Tre coconut industry, which will be a vital premise to develop the retail market of the coconut in Ben Tre after COVID-19. The role of coconut trees for ecology and the socio-cultural environment in Ben Tre is clear, and there is a need to exploit coconut trees from the perspective of the retail market. There is a great opportunity to make a difference in coconut ecotourism compared to other types of ecotourism. Moreover, it does not pay much attention to the retail market. The coconut eco-tourist market seeks interaction with the local community and different experiences that coconut trees can offer through the retail market. Therefore, the study is based on a review of the Ben Tre coconut industry. It assesses the possibility of digital transformation, discussing policy implications for developing the retail market of the coconuts in Ben Tre through tourism.

DIFFERENT ACTIVITIES, DIFFERENT SENSES: WHAT IS THE ASSOCIATION BETWEEN ACTIVITIES AND SENSORY EXPERIENCE?

Huahua Li (Nankai University) and Hanqin Qiu (Nankai University)

Destination is a multi-dimensional concept composed of different sensory elements (San Martín & Del Bosque, 2008). In other words, tourists are exposed to different sensory stimuli when experiencing a tourism place, perceiving and interacting with various environmental settings in a destination via conscious and unconscious sensory input (Agapito, Valle, & Mendes, 2014). Because of the important role of individuals' senses during travelling, studies concerning sensory dimensions have gained increasing popularity. Most of them still revolve around the components and consequences of on-site sensory experiences in certain settings (e.g., rural area, urban destination, wine tourism, etc.) Very few of this stream of researches cast light on the relationship between different activities and sensory experience. Tourists experience and perceive a destination via various activities such as eating, walking, shopping and so forth.

While how individuals' senses are elicited, stimulated and differ through these events remains unknown. Therefore, an obvious absence is observed concerning how individuals' sensory experience varies when participating in different activities. More academic efforts need to be unearthed for this line. Therefore, this study aims to understand the association between tourism activities and sensory experience. During the pilot study, travel blogs for Beijing were collected from Ctrip website, a travel online giant in China and have a bevy of blog sharing. A total of 11 blogs have been included in the data set. A content analysis was further conducted to classify the activities and senses.

Results indicate that the visual experience is mainly evoked by the activity of walking through the city; auditory feelings pertain to entertainment activities such as music festival; taste along with olfactory experience is undoubtably associated with food-tasting events, It is worth noting that smell is also stimulated by visiting natural parks (e.g., flower and fresh air); tactile perception firstly correlated with boating on the lake with wind blow on face as well as shopping activities (touching various objects). This study theoretically contributes to different aspects: firstly, it enriches the line of sensory dimensions in tourism through revealing the association between different activities and sensory perception; secondly, this research also methodologically shed light on how to adopt social media data to investigate individuals' sensory experience; In addition, this study also practically provides managerial guidelines for practitioners. Based on this study's findings, related stakeholders can design tourism activities according to the characters of local tourism resources. It is also recommended that future studies can further conduct empirical research to examine how sensory perception differs in tourism attraction differently.

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EMPLOYEE'S BRAND LOVE: THE ROLE OF INTERNAL BRANDING

Virginia Meng-Chan Lau (Macao Institute for Tourism Studies) and Chrystal Hun Chen (Macao Institute for Tourism Studies)

Brand love emerges as a popular topic in marketing research. Nowadays, most enterprises and brands focus on their market resources on the external customers and try their best to implement different marketing strategies to attract public attention and lure consumers to their service or products. Specifically, brands attach high importance to building customer's brand love. Many marketers acknowledge that brands should establish an emotional connection with consumers to deepen their degree of brand loyalty (Batra et. al., 2012). Brand love is defined as the feelings, including affection and passion, towards the brand (Albert et. al., 2008). When the customer has built brand love for the brand, brand love correlates with purchase intention (Sarkar et. al., 2012).

However, most of the extant research focuses on consumers' perspectives, while brand love from employees' perspectives is relatively understudied. Aside from the external customers, the employees of the enterprises and brands are also considered internal customers with great potential. From a marketing perspective, Albrecht et. al. (2015) mentioned that an enterprise could gain a competitive advantage through the unique combination of resources to treat employees as the most important resource. One key to being a successful brand is to regard employees as important customers. Scholars noted that employees play the roles as brand citizenship (Burmann & Zeplin, 2005), brand champion (Morokane et. al., 2016), brand ambassador (Gotsi & Wilson, 2001), and co-creator of the brand (Schultz et. al., 2005); employees are playing important roles to live up the brand and deliver the brand value (Henkel et. al., 2007). Since employees always receive and get access to first-hand information about the brand, they would develop a deep relationship through the information exchange process, which will be reflected in their behaviours that is beneficial to the company.

Internal branding is clarified by Burmann and Zeplin (2005) as a process of adjusting the brand's identity with employee behaviour. In addition, the objective of internal branding is to bring corporative brand spirit into internal marketing and consider the employee as internal customers (Punjairsi & Wilson, 2011). Internal branding has significant influences in turning employees into customers and developing their brand love. Brands need to adopt different approaches for their external customers and internal customers. The internal branding process usually involves human resource practices， such as briefings, training, and communications. For this reason, this paper will discuss how internal branding is utilised to convert employees into brand curators. The study will focus on how HR policies and practices impact employees' brand perception differently; particular attention will be drawn to the effectiveness of various internal branding tools and the emotions engendered in the process. The study will also explore how internal marketing might affect employees' perceptions regarding the brand. Individual experience will be considered, and their role in the brand love development process will be investigated. Finally, the consequences and impacts of brand love are evaluated from the perspectives of customers, employees, and the organisation. This research attempts to fill the gap in the relevant literature by exploring the types of employees' brand love and the role of internal branding in the brand love developing process.

To study the emotional impacts of internal branding on employees, semi-structured in-depth interviews are conducted to explore how brand love is developed among employees. The interviews are dialogues to freely discuss the personal feelings, lives, and experiences of the interviewees. For the purpose of this study, interviewees are selected among frontline workers who have been working for fashion apparel brands for over one year. Since this study focuses on internal branding and brand love, interviewees need to have adequate working experience in the brand to ensure sufficient exposure to the brand's internal branding and develop the love for the brand. People who meet such conditions are believed to have encountered more internal branding experiences that they can talk about and share. The study has conducted eight in-depth interviews for this purpose, and the interviews are deemed sufficient as the content of the interviews began to converge and gradually unified.

The results indicated that internal branding is mainly divided into internal communications, training, and organisation culture, which collectively play an important role in triggering employee's feelings and leads to the adoration of the brand. In addition, brand love is more effectively induced through the attitudes and enthusiasm of "people" who "live the brand" and their interactions. A deeper understanding of the brand knowledge could also stimulate employee's affection for the brand. Finally, once employees establish a love feeling for the brand, love emotion could prompt beneficial behaviours and turn employees into brand ambassadors.

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EXAMINING THE ASYMMETRIC IMPACT OF ATTRIBUTE-LEVEL PERFORMANCE OF YOUTH HOSTELS ON TOURIST SATISFACTION

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Youth hostels have developed fast after entering the Chinese market, however, they have been facing fierce competition, and problems such as low tourist satisfaction and low tourist loyalty have also appeared. It is necessary to investigate how to improve tourist overall satisfaction of youth hostels efficiently. The related studies are insufficient, and the linear relationship assumption between youth hostel attributes and tourist overall satisfaction is problematic, ignoring the difference in how each attribute affects (Tahir Albayrak, Meltem Caber, 2014). Recently, the asymmetric relationship between product or service attribute-level performance and satisfaction has been proposed, which further explores the dynamic relationship between attribute-level performance and satisfaction. And classification of attributes could be conducted according to the Three-Factor Theory. In the tourism field, the asymmetric relationship has attracted the attention of researchers. Existing studies have focused on tourism destinations (Zhang Chunhui, Ma Yaofeng, Bai Kai, 2014), the hotel industry (Tahir Albayrak, Meltem Caber, 2014, Füller and Matzler, 2008, Jian-Wu Bi, Yang Liu, Zhi-Ping Fan, 2019, Özgür Davras, Meltem Caber, 2019), and the catering industry (Ki-Joon Back, 2012). The paper adopts a mixed-method approach to identify attributes of youth hostels from tourists' perspective, examine the asymmetric effects of youth hostel attribute-level performance on tourists' overall satisfaction, and discuss how to optimise the attribute-level performance of youth hostels and enhance tourist satisfaction efficiently.

The paper includes two studies. First, taking ten youth hostels in Beijing and Lijiang as examples, the study collects and analyses 2,330 online reviews posted on Ctrip.com in 2020, and the attributes of youth hostels from the perspective of tourists are generated. The second study is aimed to examine the asymmetric relationship between youth hostel attribute-level performance and tourist overall satisfaction. Based on the attributes, a questionnaire evaluating youth hostel attribute-level performance and tourist overall satisfaction is designed, and 260 valid questionnaires data is collected. Using dummy variable regression, the asymmetric effect of youth hostel attribute-level performance on tourist overall satisfaction is analysed.

The research results mainly include four aspects:

1. From the perspective of tourists, youth hostels have three dimensions of attributes, including accommodation quality, leisure and entertainment environment, tourism cost.

2. The asymmetric effects of youth hostel attribute-level performance on tourist overall satisfaction are confirmed. Two dimensions, accommodation quality and tourism cost show negative asymmetric effect on tourist overall satisfaction and are classified as basic factors of tourist overall satisfaction. Compared with tourist satisfaction, they have a stronger effect on tourist dissatisfaction. The dimension, leisure and entertainment environment, basically reflects a linear and symmetrical effect on tourist overall satisfaction, and it belongs to performance factors. For each dimension, asymmetric effects between attributes and tourist overall satisfaction are also confirmed. Some attributes exhibit negative or positive asymmetric effects on tourist overall satisfaction.

3.The paper investigates the three-factor structure of tourist satisfaction for youth hostels and its market significance. The dimensions of youth hostels are classified into two basic factors and one performance factor. Accommodation quality and tourism cost as basic factors reflect tourists' basic needs for accommodation. The leisure and entertainment environment dimension is the only area where youth hostels remain competitive. In addition, youth hostels in China lack excitement factors empirically, and it means youth hostels in China lack a competitive advantage.

4. To strengthen tourist overall satisfaction of youth hostels, youth hostel operators should prioritise improving the attribute-level performance of leisure and entertainment environment and enhance it as much as possible. The performance factor reflects tourists' desires and needs and can make youth hostels competitive. For basic factors, the performance of the two dimensions, accommodation quality and tourism cost, should be kept above tourist expectations to avoid tourist dissatisfaction, as they show tourists' minimum needs. In addition, youth hostel operators should strive to create new attributes which may surprise tourists.

For academics, the assumption of asymmetric relationship is innovative in youth hostels field, enriching the research perspectives of youth hostel satisfaction. On the other hand, the paper helps expand the application range of asymmetric impact assumptions. For practitioners, the study of identifying youth hostel attributes and dimensions from tourists' perspectives can help understand tourists' needs and preferences. The further study of exploring the asymmetric influence of youth hostel attribute-level performance on tourist satisfaction is valuable for youth hostel practitioners to prioritise promoting attribute-level performance and improving resource allocation efficiency.

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FACTORS AFFECTING PURCHASE INTENTION THROUGH THE MEDIATING ROLE OF CONSUMER TRUST: A CONCEPTUAL FRAMEWORK FOR EFFECTIVE SALES MANAGEMENT

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The nature of sales management emphasises of the reliance on individual salespersons to "push" a firm's products to attain contractual agreements with a clientele, a term familiarised as personal selling. Personal selling focuses on managing long-term customer relationships (Weitz & Bradford, 1999). This, therefore, links personal selling to relationship management, where building trust is a strategy aiming to go beyond meeting customer expectations – it also entails whether or not the salesperson could serve its customer long-term interest (Cron & DeCarlo, 2006; Kotler & Keller, 2016). A salesperson is regarded as skilful when they communicate effectively (Avila & Inks, 2017), possess customer service skills (Basir, Ahmad, & Kitchen, 2010), and apply the right set of selling skills (Pettijohn, Pettijohn, & Taylor, 2013).

When a consumer shops online, the online environment is the first touch point with the selling firm. Hence, the online platform plays a pertinent role in building trust. In the physical retail setting, the consumer plays a passive role in the buying process as the salesperson leads most interactions. However, in an online environment where salespersons are absent, the consumer needs to take on an active role, particularly when searching for information. Electronic word-of-mouth or eWOM is an important element in building trust (Yang, Mai, & Ben-Ur, 2012). As more consumers shift their spending to the online environment, it cannot be denied that eWOM will remain an important element for purchase decisions.

Personality traits of frontline service salespersons can assist in building trust and satisfaction during the service interaction with the adoption of emotional component (Aggarwal, Castleberry, Ridnour, & Shepherd, 2005). Possession of certain personality traits makes one more appeal to the customers. High extraversion salespersons are deemed to be more talkative, social, optimistic, affectionate, active, confident, ambitious, and energetic (Barrick and Mount, 1991). This may be because salespersons with high extraversion tend to be outspoken and, therefore, perceived as high achieving in the measurement sales activity. According to a study by Luo et al. (2018), extraverted employees are portrayed as more innovative and thus, salespersons would proactively make favourable deals to the company. Meanwhile, Liao and Lee (2009) also mentioned that extraverted salespersons are more appealing to customers as they tend to provide services ahead of time which facilitated the interpersonal interactions with customers.

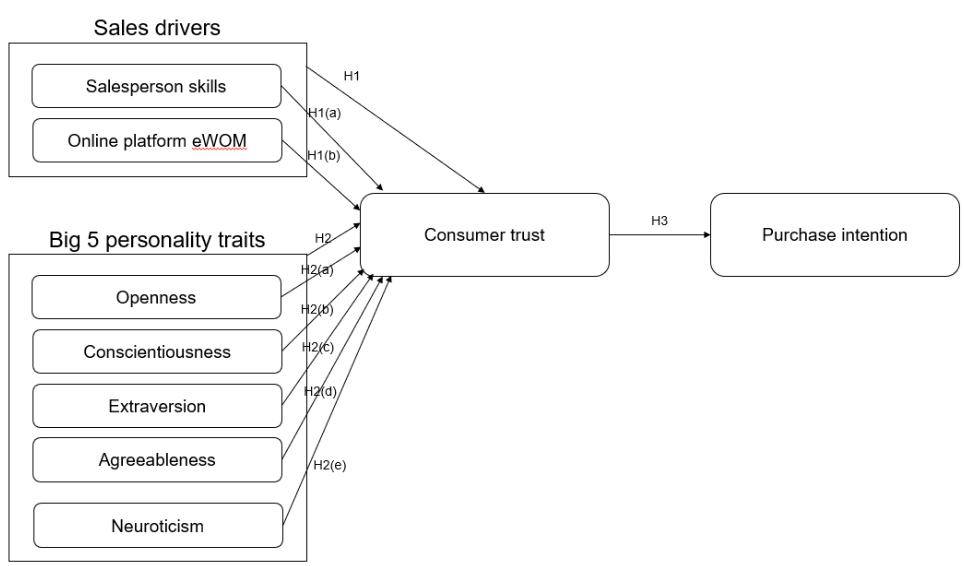
An agreeable salesperson carries interpersonal relationships and are known to be warm, sympathetic, cooperative, helpful, and kind (Costa & McCrae, 1992). According to Boninsegni, Furrer, & Mattila (2021), friendly employees with agreeable attributes such as being warm, approachable, and cheerful while interacting with customers would make customers feel comfortable and welcomed. In addition, a conscientious salesperson is believed to be responsible, organised, dependable, self-disciplined, punctual, cautious, and achievement-oriented (Barrick & Mount, 1991; McCrae & Costa, 2003; Singh & Singh, 2009). Conscientious salespersons emphasise on accomplishments by engaging in positive interactions with customers to build long-term relationships (Turkyılmaz, Erdem, & Uslu, 2015). Thus, customers would be more attracted to salespersons with these mentioned attributes because these attributes lead to building of trust. Emotional stability refers to being calm, relaxed, secure and self-satisfied, all of which are inversely associated with neuroticism (Costa & McCrae, 1992). Salespersons that exhibit emotional intelligence can achieve job satisfaction, present excellent performance, and satisfy customers (Yao et al., 2019). They possess the ability to respond to and express emotions accurately and have an open mind to pleasant and unpleasant feelings (Prentice, Lopes, & Wang, 2019). This enables them to manage stressful work conditions and cope with demanding work environments. Salespersons' perseverance and persistence also enable them to strive for customer satisfaction and customer trust continuously. Openness to experience is also an important attribute as it enables a salesperson to be imaginative, open and broad-minded, curious, intellectual, and analytical (Costa & McCrae, 1992). Additionally, highly innovative salespersons could develop creative solutions for their clientele instead of merely applying formal rules to reach out to customers (Agnihotri et al. 2019). They also have the flexibility to service customers without undergoing tremendous stress to close sales within a duration of time. Certainly, positive personality traits held by salespersons could build a sustainable relationship with customers (Umasuthan, Part, & Ryu, 2017). However, salespersons who lack these personality traits might have less desire to appeal to customers, allowing them to build long-term relationships.

A trusting environment is where salespersons within an organisation are being empowered to make their own decisions, innovative, and recognised in their dealings with their clients. Trust is indeed an important element in customer transactions and relations because it drives purchase intention (de Morais Watanabe, et al., 2020; Rehman, et al., 2019), which ultimately suggests that trust is an indicator of salesperson-customer relationship quality.

The model of purchase decision process also highlights that purchase decision is interceded by attitude of infomediaries and risk factors. Therefore, it is important for businesses to acknowledge and understand that the continual changes in selling environments affect consumers' spending (Cho & Sagynov, 2015). Studies on purchase intention also extend into understanding how consumers behave on different commerce platforms.

Thus, the main objective of this paper is to determine the roles of salespersons, e-word of mouth and salesperson personality traits (agreeableness, conscientious, neuroticism, openness, extraversion) as drivers of purchase intention through customer trust. By including consumer trust as the mediating role, this paper will be able to develop an understanding on whether this variable have an effect on the relationship between sales drivers and purchase intention. The findings of this study would allow sales and marketing management to leverage on effective ubiquitous platforms for the profit and market growth of businesses.

Proposed Conceptual Framework



Contribution of the study

This paper attempts to provide an insight of sales drivers can cultivate customer trust and purchase intention. To the best of the authors knowledge, there are a numerous studies investigating the customer's behaviour to initiate trust and purchase intention while limited research had been conducted to review the salesperson's initiatives and proactiveness in inducing customers perception of trust and in turn encourage purchase intention. The current study also included salesperson's personality traits as motivating drivers to appeal to customers' trust. In past research reviews on customers' personality traits, only a few (Umasuthan et al., 2017; Agnihotri et al. 2019; Yao et al., 2019) have incorporated salesperson personality traits in performance and sales. This could add value to literature in relation to sales management.

Past studies have focused on salesperson personality traits and review it as a uni-dimensional set of traits such as emotional (Prentice et al. 2019), innovativeness (Agnihotri, et al., 2019), leadership (Kirkland et al., 2021), and competitiveness (Schrock et al., 2021). This present study employed the Big Five Personality Traits or known as Five Factor Model to the salesperson personality to enable a comprehensive understanding towards the variable. This research is the first to propose the salesperson Big Five Personality Traits in appealing to customer trust and purchase intention in a virtual and physical platform.

The future of selling will integrate the multiple selling channels (Arif, 2020; Rigby, 2011). However, it is still arguable whether consumers in the post-COVID-19 era will be ready for selling environments that integrates online and offline platforms. It must be noted that online and physical platforms could no longer compete with one another – these two platforms would instead complement one another to deliver value to consumers. Hence, firms must be ready to review and update business models, upgrade salesperson skills, and enhance personality traits while incorporating social elements (such as ratings and reviews) from virtual platforms to build a positive word of mouth. Rigid yet traditional ways of conducting businesses may no longer be effective to develop customer trust and initiate purchase intention.

Finally, this study will also reveal which sales driver is more significant – this allows businesses to make accurate investments on either a more effective online platform, upskilling of salespersons, or nurturing positive personality traits among salespersons. Should the latter two be of higher significance, the marketplace could likely remain the way its businesses are being conducted. This study will also have implications particularly for the luxury market as it has been known for its effectiveness in selling due to customer-salesperson relationship (Kim, Kim, & Johnson, 2010). The reliance on salesperson in luxury markets is also explained by the level of involvement in purchase process. Ultimately, there is a need for firms to embrace the possible changes in terms human resource management and even include more technology-mediated programmes to enhance sales activity.

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FROM DINE IN TO TAKEOUT: INVESTIGATING RAPID ORGANISATIONAL TRANSFORMATION DURING THE COVID-19 OUTBREAK

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The foodservice industry worldwide has been greatly affected by the COVID-19 pandemic, and China's food business is no exception. With accelerated risk perceptions during out dining coupled with government policies on containment measures, most catering enterprises have suffered a great loss in revenue. In order to adapt rapid changes in the marketplace in the midst of the pandemic, foodservice providers have been undergoing organisational transformations. The present research takes the fast-food sector as the research context with Cafe DE Coral as a case in point. To understand the transformational process of the enterprise, a big data analytical approach was employed with usage of directional crawler technology to obtain a more complete evaluation of consumers' dining in and takeout experiences. Sentiment analysis was also used analyse textual contents and to develop emotional polarity based on social media threads. Furthermore, we underwent natural language process through assistance from ROST-CM and NVivo 12 software.

Our findings reveal that consumers' takeout and dining in experiences were fairly similar, which was attributed to Cafe DE Coral's tremendous efforts in instil takeout service quality and food quality that were comparable to those from dining in. Further analysis reveals that the strategic shift to the takeout business allowed Cafe DE Coral to successfully alleviate its financial pressure due to decline of dine in volumes. Yet, its success was grounded by continuous endeavours in improving its takeout business and addressing consumer complaints by confronting challenges from its logistics distribution system. With the continuous monitoring of government epidemic prevention measures and meeting consumers' needs during the epidemic, the enterprise raised the bar on food safety standards. In turn, safety and epidemic prevention measures in the takeout distribution process were becoming an important factor affecting consumers' catering consumption experience. Our findings also indicate that pricing at food delivery platform is also an important factor affecting consumers' catering experience. It is worth noting that the takeout distribution system of Cafe de Coral not only has a third-party takeout platform, but also has its own takeout distribution channels. Although many enterprises use takeout business to reduce the impact of the epidemic on their dine in segment, they should still endeavour to expedite consumers with an acceptable experience including food safety and reliability of food delivery. Therefore, this study suggests that foodservice enterprises could gain sustainability in the midst of the pandemic through leveraging the takeaway. Accordingly, future research can be transformed from static impact observation to long-term dynamic research on the continuous debugging of food delivery development mode and its interaction with consumers to bring more thoughts to the transformation of catering business operation mode during the epidemic. In short, the contributions of this paper are twofold. First, through the analysis of social media comments of Cafe de Coral, this study provides practical guidance for fast-food enterprises in the transition period during the epidemic era. Second, it showcases rapid organisational transformations during adversity and how this approach could allow hospitality operators to fortify its financial bottom line.

I FOUND A CROCKROACH IN MY BOWL!!! RESTAURANT CUSTOMERS' SERVICE FAILURE AND RECOVERY ENCOUNTERS IN TAIWAN

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Taiwan Trend Research (2018) reported on foodservice development and trend, since 2013, the number of restaurants and their sales grow yearly, in particular the sales are surpassing the other businesses such as beverage shops and hawker stalls. A Master Card Organisation Report highlighted Taiwanese consumers eating out frequently and in the ranking of eating out, Taiwan is the fourth ranked in the Asia Pacific region ("Taiwanese monthly spend NTD7178 eating out, before dining 60% of them check on review comments", 2017). The same report by Master Card Organization mentioned that 60% of Taiwanese check online review comments before dining. This reflects the situation that Taiwanese consumers do concern highly on the product and service quality in particular value for money before making their dining decision. Therefore, restaurant companies must ensure their food and service quality are good and consistent standards and should have good recovery actions if mistakes occur.

The majority of the existing studies on failure and recovery are experimental studies (Guchait, Lee, Wang, & Abbott, 2016; Namkung & Jang, 2010; Tsai, Yang, & Cheng, 2014; Choi, Mattila, & Bolton, 2021). Actual real incidents on customers' service failure and recovery encounters are still lacking and necessarily to provide new insights and real pictures of the situations face by restaurant customers. Therefore, in this study used Crticial Incident Technique (CIT). CIT is a qualitative technique for data collection cover a set of procedures to collect, analyse and classify observations of human behaviour (Flanagan, 1954). A total of 251 data collected and 240 usable data for further analysis. The unusable data is due to irrelevant answers to the question. Only the data of participants who complained and experienced the service failure and recovery encounter used for analysis.

The study reveals the highest incidents of service failures is people-related, more than 50% due to employees' attitude in serving customers and handling their complaints, followed by product-related failures. The majority of participants perceived the cause of service failures is the company and its employees. They felt satisfied when the employees took immediate corrective actions upon complaining. 134 out of 240 participants responded they satisfied with the recovery actions due to employees' right attitude in handling the reported problems. The main reason for recovery encounter satisfaction was not the corrective actions taken but the employees' attitude. The findings can help to enhance existing literature review on service failure and recovery. Restaurant companies could use the findings as a source of references to improve their communications with customers and revise the service training materials for employees.

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I LIKE YOUR PRODUCTS, BUT CAN I USE ANOTHER PAYMENT METHOD? EXPLORING VISITOR EXPERIENCE WITH PAYMENT METHODS IN THE GBA

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INTRODUCTION

The “Greater Bay Area” (GBA) refers to China’s strategic initiative to link the cities of Hong Kong, Macau, and the nine cities in Guangdong (Guangzhou, Shenzhen, Zhuhai, Foshan, Zhongshan, Dongguan, Huizhou, Jiangmen and Zhaoqing) into an integrated economic and business hub. One of the main purposes of this national strategy is to promote integration to advance the development of the bay area as a whole. However, the integration of this bay area is different from other bay areas in the world, as these cities belong to three administrative regions in China, with Hong Kong and Macao as the special administrative regions. Consequently, the three places differ considerably from one another in all aspects. For example, in terms of currency, Patacas are used in Macao, Hong Kong dollars are used in Hong Kong, and Renminbi is used in the nine cities in Guangdong. The three places have varied advancement in digital payment development as well. WeChat pay and Alipay have been popular in the mainland China for quite a few years, but it is only recently that Macao and Hong Kong have tried to adopt these payment methods. MPay has been developed in Macao, and is now trying to find its way in Hong Kong and the mainland as well. The Octopus Company has enjoyed huge success a decade ago in Hong Kong, but it faces challenge in advancing it and promoting it to the rest two places. Therefore, when the residents in the three places visit the rest two, they encounter different level of frustration with payment and have to adapt themselves according to the local development. While the businesses in the three places have been trying hard to attract GBA visitors for consumption, it is important to understand how they experience payment methods in the target cities to adjust operation strategies and marketing tactics. Therefore, the purpose of this study is to explore the GBA residents' shopping experience in their target cities, with payment method as the focus of enquiry.

LITERATURE REVIEW

The research on consumption theory in economics has evolved from the early macro perspective to the micro perspective. Economists have put forward various consumption decision theories such as absolute income hypothesis (Keynes, 1936), relative income hypothesis (Duesenberry, 1949), permanent income hypothesis (Friedman, 1957) and life cycle hypothesis (Modigliani, 1966). In 1985, Thaler (1985) first developed the theory of "mental accounting", which explains how psychological accounting affects individual "rationality" and in turn affects consumer behavior. Furthermore, Prelec and Loewenstein (1998) generated the “double-entry mental accounting theory", which holds that there are two channels during consumer’s decision-making process. One channel records the positive utility obtained from consumption, that is, "pleasure of consumption", and the other channel records the disutility to pay to obtain benefits, that is, "the pain of paying." If the positive utility obtained by consumers is greater than the disutility, their sense of "gain" will be stronger. If the disutility is greater than the positive utility, their sense of "loss" will be more intense. On this basis, the connection theory (Buckingham et al.,1984) holds there is a correlation between consumption and payment and there are two coefficients, namely, the weakening coefficient of happiness α and pain passivation coefficient β. The happiness weakening coefficient is the degree to which the happiness obtained during consumption is reduced by the pain of paying, and the pain passivation coefficient is the degree to which the pain of paying is reduced by the happiness obtained by consumption. Therefore, the payment method used in consumption affects this connection.

The traditional payment method, cash payment makes the above connection closer. Using cash for payment will make the pain of paying more obvious and the happiness of consumption greatly weakened (Quispe-Torreblanca, 2019). Credit card payment has the characteristics of low payment transparency (Soman, 2003). It makes its connection looser, so that consumers' payment pain is more passivated, while consumption satisfaction is more obvious (Thomas et al., 2011). The emerging payment method - mobile payment is to transfer monetary value and pay off creditor's rights and debts through mobile communication equipment and wireless communication technology (Gong et al., 2020). There are various ways of mobile payment, which can be connected to savings card, credit card and other channels. When using it for consumption, there is no loss of real cash, instead, consumers just need to show and scan the payment equipment (e.g. mobile phone). While obtaining convenience, the pain of payment is greatly weakened, and consumers get a greater sense of consumption satisfaction which stimulates their desire to consume more.

Based on the literature review, following hypotheses were generated:

H1. The effect of a payment method on the convenience of paying is mediated by the cross-border payment environment

H2a. Higher convenience of paying increases consumer's willingness to pay

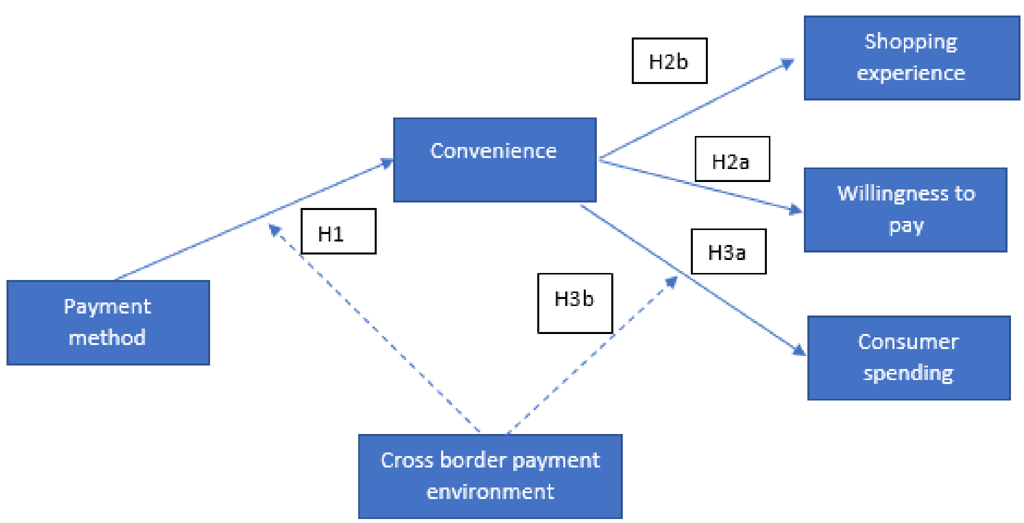
H2b. Higher convenience of paying increases consumer's shopping experience

H3a. Higher convenience of paying increases consumer's spending

H3b. The convenience of paying on consumer's spending is mediated by the cross-border payment environment whereby a specific payment method is adopted.

METHODOLOGY

In this study, a questionnaire survey is conducted among consumers in the GBA cities covering three different administrative regions (Hong Kong, Macao and the Mainland). The following empirical model is built up based on Boden et al. (2020)'s conceptual framework to investigate how payment methods and ease of making payment in different administrative regions within GBA affect consumer behaviour and spending. The moderating effect of the payment environment of the three administrative regions is explored for further identifying the potential interactive factors during the mobile payment consumption process. 318 questionnaires were collected from visitors within GBA cities by using online survey platform. After data cleaning and screening 282 valid samples are used for further analysis



RESULTS AND FINDINGS

The results show that the cross-border payment environment negatively moderated visitors' perceived convenience towards cash and credit card payments. It is mainly due to the high cost incurred during payment process, such as exchange loss and service change. Besides, it is also affected by the currency restriction by cash payment while the credit card user perceives high information security risk. In addition, the perceived convenience of specific payment method stimulates visitor's willingness to pay during cross-border consumption. At the same time, the perceived convenience of credit card and mobile payments also can help to improve the shopping experience. As for the consumption amount, visitors who like to use credit card expressed their willingness to spend more. However, this willingness is weakened and moderated negatively by the cross-border payment environment due to the unfriendly factors, such as high regulatory risk, information security risk and payment risk.

CONCLUSION

Theoretically, the findings of this study add insight to the double-entry mental accounting theory by extending its application to mobile payment method and cross-border consumption and payment environment. Practically, the result may provide important reference for the improvement of the cross-border mobile payment, as well as consumption level and structure. Its payment method facilitates transaction activities and promotes convenience of payment in the GBA; as a non-cash payment method, it weakens the psychological pressure of consumers during decision making process. Besides, the mobile payment platform provides certain credit mechanism when binding with credit cards, which alleviates the liquidity constraints of consumers, expands the boundary of individual consumption budget, and has a partial intermediary impact on consumption level and structure. In addition, the result of this study shows that the current mobile payment environment negatively affects the cross-border consumption in GBA due to some regulatory and technological constraints, but it structurally and positively stimulates individual's e-payment consumption behaviour in GBA region. Last but not the least, mobile payment has a greater impact on the consumption structure and volume of consumers keen on cross-border tourism.

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LINKING TOURISTS' AND MICRO ENTREPRENEURS' PERCEPTIONS OF SOUVENIRS: THE CASE OF FIJI

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In many developing countries, souvenir and handicraft micro-businesses play an important part of the tourism landscape (Brennan & Savage, 2012; Cave et al., 2013). Most tourists return home with a souvenir purchased after a holiday. Studies on souvenirs have mainly focused on either the demand or supply perspective. Themes and issues from demand side are tourist's buying behaviour (Altintzoglou et al., 2016; Anuar et al., 2017), travel motivations and souvenirs (Cave & Buda, 2018; Kong & Chang, 2016; Sthapit & Björk, 2019), meaning of souvenirs (Collins-Kreiner & Zins, 2011) tourists' perception of souvenirs and authenticity (Peters, 2011; Torabian & Arai, 2016). A few studies have also been done from the supply side of the souvenir trade on themes such as souvenir retailers' perception of authenticity (Swanson, 2004; Trinh et al., 2014), souvenir supplier's perception of authenticity (Soukhathammavong & Park, 2019), development of traditional souvenir craft industry (Bui and Jolliffe et al., 2013, pp. 161-175; Zulaikha & Brereton, 2011), and economic impacts of souvenir trade (Saarinen, 2016). However, limited studies have combined the scholarship on souvenir trade from the demand and supply perspectives.

This empirical study uses a mixed-method approach to integrate both perspectives to achieve a more holistic understanding of souvenirs in the Pacific context. In the Fijian context, a micro-enterprise is defined as a business with a turnover or total asset not exceeding 30,000 Fijian dollars and employs less than 5 employees (Kumar et al., 2022). On the supply side, the study examines the main reasons micro-entrepreneurs sell souvenirs and the meanings they attach to souvenirs. The author conducted a total of twenty semi-structured interviews with the micro-entrepreneurs, ten for each market. Also, a total of ten semi-structured interviews were conducted with the tourists, five representing each market. One representative from Suva City Council and Nadi Town Council were also interviewed.

On the demand side, the study compares souvenir purchase behaviour of cruise ship visitors and non-cruise ship visitors. For quantitative research, the researcher collected 200 complete structured questionnaire responses, 100 responses for each market. The Suva handicraft centre represented the cruise ship tourists and the Nadi handicraft centre represented the non-cruise ship tourists. This allowed comparison of souvenir purchase behaviour and purchase motivations between the two groups. The most popular souvenir for both groups of tourists to purchase were regional wood carvings because they are small, easy to carry, and the design showcases the Fijian traditional culture. Price affordability as a souvenir attribute is the main factor affecting souvenir purchase behaviour. The study found out that tourists' main motivation for souvenir purchase were souvenirs' roles as gifts, souvenirs' roles as memory, and souvenirs' roles as evidence. Similarly, the main motivation for micro-entrepreneurs to operate their micro businesses were passion, family inheritance, family business, utilizing learnt skills and generating sustainable income to support livelihood. By understanding the souvenir trade from both the supply and demand side, recommendations are made to improve visitors' overall experience, as well as micro-entrepreneurs' outcomes at these markets.

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MALAYSIAN SELFIE TOURIST AFORE THE COVID-19 PANDEMIC: WHO ARE THEY?

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The pandemic has introduced a new normal to the entire business world and equally to the tourism and service industry. The way people communicate, experience the services, how the purchases are made, host-tourist communication and service delivery are some environments transformed with an improved view. Tourist-to-tourist (T2T) interaction is a subject area that has seen a massive transformation in the past decade with the rise of social media platforms and other supporting facilities. The revolution on T2T interaction has been highlighted by Stromer-Galley (2004) and Lam et al., (2020) by embracing four primary elements: interaction between people, between people through mediated channels, between people and computers and between computers through software, hardware and networks. Focusing on the interaction between the people through mediated channels, this paper studies the demographic profile of tourists, precisely 'the selfie tourist' who share travel selfies on social media, which remain scarce in academic literature.

After the introduction of the word 'selfies' by the Oxford dictionary in the year 2013, selfies have been a popular take for many academic disciplines and Paris and Pietschnig, (2015) seemed to be the first to introduce travel selfies as a form of digital photography shared by the tourist on social media. Sigala (2018) affirmed that selfie tourists, a new travel segment, are motivated to travel not to experience the place but to post a selfie on social media who indirectly also serves as an actor in the value creation process. As such, the finding from this study is expected to nourish the academia and the tourism industry.

Reflecting back to the aim of this paper, this study is quantitative and 'Malaysian tourists who are Instagram users' has been set as the target population via snowball sampling. Bronner & de Hoog (2011) suggested that research on social media and review sites can be carried out in two prime dimensions, namely 'site centred or topic centred' and thusly, this study opts for a site-centred approach focusing on Instagram. Out of 1000 online surveys distributed, a total of 402 complete responses have been received and furthered with descriptive data analysis. The finding has been divided into two sections; demographic background of selfie tourists and selfie tourists' behaviour and perception.

Firstly, by analysing the profile of selfie tourists, this paper manages to identify that the majority of Malaysian selfie tourists are aged between 18 to 40 years old, which remarks 89% of the total respondents reached. Interestingly, female selfie tourists seemed to overtake the male selfie tourists in Malaysia, with a total of 262 tourists or 65% over the total respondents. The majority of selfie tourists are identified to be single, which carries a total weight of 55%. The data also provides a fair view upon married tourists. Looking into their educational background, this paper found that mainstream selfie tourists have completed their tertiary education, followed by a higher degree. Lastly, looking into their occupational background, most of these tourists are from private sectors (local private companies, MNC, etc) and self-employed (family business, entrepreneurs, start-ups, etc).

Secondly, this paper manages to dive into the selfie tourists' behavioural and perceptional views on travel decisions. 71% of these tourists have made 4 to 6 trips around Malaysia for the past three years before the pandemic. Aligned with the new communication boom that happens online or social media, to be exact, the majority of selfie tourists in this research agreed that they prefer to use Instagram to interact and share their travel experiences through photographs. Looking further into the context, this tourist declared that they also use Instagram to find trendy travel destinations and write reviews apart from posting selfies and travel photos, which serves as their prime motive. Findings also show that 80% of selfie tourists believe that making travel decisions based on travel selfies posted by others on Instagram is a rational move and they will continue to refer to travel selfies for travel decisions providing that the information shared is authentic.

Theoretically, the findings from this paper are expected to fill the gap within the computer-mediated communication, eWOM and T2T interaction literature by extending the knowledge on the rise of travel selfies as a medium for tourist interaction and travel information seeking within the tourism context. This study has empirically validated the tourist's image formation process model as illustrated by (Fackeye and Crampton, 1991) that organic image can boost motivation to travel. As reflected in the model, travel selfies in this study can be categorized as part of organic image valued through the eye of actual tourists without any interference from tourism-related officials, which can then boost travel motivation. Practically, this paper provides new insights into the boom of this new tourist genre known as 'selfie tourist' who could co-create and co-destroy a particular tourism destination image through their travel selfie post on social media. This study has also exposed the capacity of travel selfies posted by the actual tourist son social media that can be used as an indirect marketing tool by tourism businesses to strengthen their destination image.

In dealing with the post-pandemic, the entire tourism service providers might want to focus on excellent destination service. In return, travel selfies posted by selfie tourists with positive reviews on social media could help with indirect destination promotion. Tourism destination marketers may also look into gender-based targeted marketing for destination promotion, which is applicable now looking at the current trend of selfie tourists. Proving that the tourists are also concerned about information authenticity, tourism planners, policymakers and destination managers might want to look into this matter for the sustainability of the tourism business.

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NEKONOMICS AND FELINE STATIONMASTERS – THE POINT OF PUTTING A HAT ON A CAT

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Nekonomics, as a term signifying the economic impact of consumption related to domestic cats (Felis Catus), was coined by Miyamoto in 2016. Miyamoto, an Emeritus professor of economics at Kansai university has been publishing different reports on economic effects of megaevents, political elections, natural disasters, and tourist related themes since the early 2000s. In 2008 he published a report about the "Spillover effect of the calico cat Tama stationmaster", and this was followed in 2016 by his report "Economic effects of Nekonomics" (Miyamoto, 2016), and later on the economic impact of healing provided by companion animals (Miyamoto, 2021). The word Nekonomics is a Japanese play on words, 'neko' being the Japanese word for cats, and the '-nomics' coming from the then active prime minister Abe's economic policies that were referred to as 'Abenomics'. Miyamoto's report coincided with an unprecedented 'cat boom' in Japan. The number of cats were rapidly increasing due to demographic changes (more working singles and couples without children, and an ageing urban population). Cats overtook in those years dogs as the most common companion animal, and became a staple figure in popular culture, media, and advertising.

Tama the stationmaster is often pointed at as an exemplification of Nekonomics (Archer, 2020). She was a stray cat who enjoyed coming to the Kishi train station, in Wakayama prefecture in Western Japan, to be fed and petted by commuters using the station. Kishi station, and the line it served as terminal station of, were in financial distress in the early 2000s and under threat of being closed (Videsjorden, 2020). However, after Tama featured in media as an unofficial stationmaster doing her rounds of the station, the interest in the station increased. The directors of the railway named Tama officially as Kishi stationmaster in 2007 and gave her a hat to wear, introduced a Tama themed train carriage set in 2008, and rebuilt the train station in 2010 in the shape of a cat's head. The new station features a waiting room with windows to Tama's living area, a café' and a gift shop filled with Tama related merchandise. After Tama's death in 2015 she was deified and given an own shrine at the station area, and later succeeded by Tama II (Nitama), with her 'apprentice' Tama IV (Yontama).

The success of Kishi station, and the Wakayama Electric Railway have inspired several copycats around Japan. There are, or have been, at least four other train stations with their own feline station masters, however also shrines, temples, tour boats, and historical castles have gained fame by appointing cats as their masters, guardians, or lords. There are some train stations that have adopted other animals too, though cats seem still to be the most popular ones. The official naming has often been associated with giving the cat a hat to wear, news media attention, and a social media presence. Cat themed merchandise including stationary, local food-items, clothing and books combined with visual signages often aim at building on the animals' cuteness appeal. Beyond the direct economic impacts and media attention that these stationmasters create, many other issues remain unclear. My aim is to distinguish what Nekonomics mean beyond its entertaining name, and to determine whether there is an actual substance to the mostly casual references to it in popular media. To investigate this aim, I have formulated the following questions:

- What is the experience for visitors – what do they get out of it?
- What can be included under the umbrella term of Nekonomics? Is it enough to have a picture of a cat on a few products, or is a more substantial narrative needed?
- What is the long-term viability of these schemes, do they add to, or do they dilute the heritage environments that they often are introduced to, and are they enough to sustain themselves?

- What does the trend indicate about Japan, and largely about the world of late-capitalist societies' consumption?
- How ethical is the use of live animals as promotional characters for unrelated commercial entities? Can cats be regarded as employees of the attractions?

I review initially both academic and mainstream literature surrounding Nekonomics and the stated linkages between it and the so-called 'cat boom' in Japan. Thereafter I investigate connections between cats and tourism from academic sources to show how sporadic attention they have received in the light of their contemporary popularity. The article's theoretical framework is constructed along Knudsen and Waade's concept of Performative authenticity" 'in which meanings and feelings of self and place are both constructed and lived through the sensuous body' (2010, p. 1). My methodology is a combination post-structural narrative analysis and critical discourse analysis. I have selected these methodologies to highlight the importance of images and texts surrounding attractions in creating the substance visitors perceive, replicate, and consume, and to use the material to investigate tourism shopping as an essential element of tourists authenticating their experiences.

My empirical data comes from visits to four separate train stations with current or former feline stationmasters, as well as a journey to a historical castle with its own feline castle lord. The data presented is a combination of online and analogue visuals and texts representing the sites, as well as my own reflections and images from the sites. The conclusions reached highlight that cats are under-researched as attractors in tourism, despite having a close relation to heritage, destination branding and tourist systems to name a few.

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RELATIONSHIP OF RFMU AND ONLINE GROCERIES SHOPPING BEHAVIOURS

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With the growth of technology, internet businesses for shopping products, specialty products, and unanticipated items are rapidly expanding and becoming rather common. This has also prompted retail industries to provide customers with the option of offline and online shopping, even though most customers still favoured offline shopping. Many people have stayed at home due to the recent pandemic, as well as the necessity and nature of staying at home for safety.

This development has changed customer shopping behaviours to choose online shopping mode. Many retail businesses are concerned with determining the new purchase behaviour to cope with the current situation, in addition, there is a growth of numerous online retail shops, ranging from small to large enterprises, which has resulted in competition among online businesses to increase sales and acquire more customers to ensure the long-term viability of their businesses. To remain sustainable and competent, there is a need for online groceries business to better understand the detailed elements that lead to customer online purchase behaviours and plan better marketing strategy to ensure continuous purchase among their own customers.

The purpose of this study is to determine the association between RFMU and online grocery shopping behaviour and the likelihood of repeat purchase intention. Hughes' (1996) RFM model (recency, frequency, and monetary) and the urgency from the consumer purchase behaviour model were merged in this study. The RFMU model in this study is based on four attributes: recency (R) focuses on the time interval of purchase information, frequency (F) focuses on the number of purchases made within a specific period, monetary (M) focuses on the average amount spent per order, and urgency (U) focuses on the risk factors perception that led to an online purchase decision. This RFMU model will fit into the current pandemic period to assist in finding accuracy. Based on the RFMU model, the information acquired will provide insight perception on customers' online grocery purchase behaviour.

The RFMU model is utilised in this study since the data will be derived primarily from Gen X and Millennials segmentation aged 30 to 55. The questionnaire is delivered online to 308 respondents in Malaysia, and data collection focuses primarily on online customer who had experienced in groceries online shopping during pandemic period. To determine respondents' online buying behaviours, the questionnaire is designed using the RFMU dimensions, with each dimension being divided into very high, high, uncertain, low, and very low categories. The findings will also be utilised to establish the link between their purchasing habits and the likelihood of repeat purchases.

This study may provide researchers and practitioners with a systematic guideline for effectively identifying online customer profiles using the RFMU model, provide grocery companies with useful insights into online customer profiles, and assist decision-makers in developing effective customer relationships and unique marketing strategies well as more efficiently allocating resources. The findings of this study, based on the RMFU model, identify online grocery shopping customer purchasing behaviour as well as the likelihood of repeat purchases and loyalty.

This study adds to the existing literature by presenting an RFM (recency, frequency, and monetary) model and an additional U (urgency) model that may provide useful insights into the behaviours of different customer types in the grocery market the current pandemic period. It is also valuable since it represents several attempts in the literature to explore the urgency model and its relationship with purchasing behaviour.

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SCUBA DIVING TOURISM INDUSTRY IN MALAYSIA: DEMOGRAPHIC PROFILE OF DIVE TOURIST

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Scuba diving tourism is an important industry that contributes to the country's economy. Scuba diving has become a vital adventure tourism industry that generates a billion-dollar revenue globally with its increasing popularity. Divers' desire to experience the marine environment (Dai et al., 2021) has resulted in the global emergence of a niche sector that represents high-yield tourism. It has also led to numerous investments in the scuba diving businesses, such as scuba diving equipment shops, scuba diving schools, and tour operators (Gerungan & Chia, 2020). This has created the potential to engage people through conservation and generate economic activity, particularly among the island community (Lucrezi Id et al., 2019).

A range of research has been conducted on the diving industry, and most of the research has focused on the environmental resources that impact the underwater environment, such as marine habits and landscape (Araujo et al., 2020; Lin, 2021). A few have focused on diver tourists' willingness to marine conservation and environmental perceptions (Hein et al., 2018) and diver tourist behaviour (Tahir et al., 2019). However, limited research has focused on identifying dive tourist profiles that subsequently will provide information on scuba diving market segmentation. Understanding diver tourist characteristics will help the supply side of the scuba diving industry in their business management, particularly after the pandemic Covid-19 has resulted in severe disruptions on tourism operations (Abu Bakar & Rosbi, 2020; King et al., 2021; Škare et al., 2021)

The Malaysian government sees the potential of the scuba diving industry and has focused it on as the niche product for the tourism industry. Malaysia has more than 30 dive locations that offer diving attractions to diver tourists looking for underwater uniqueness. In fact, Pulau Layang-layang, located in East Malaysia, is one of the sights for schools of hammerhead in the world. However, Malaysia is still lacking in compiling profound data on its diving industry. Lacking client information is a considered weakness in business management. Thus, a study is conducted to gather a diver tourist profile to helps diving operators to design an effective market segmentation for marketing and management aspects to meet with new preferences and expectations of dive tourists after the pandemic Covid-19.

This research was conducted using a mixed-method approach, involving two phases of data collection. The initial data collection phase involved an extensive literature review (Gerungan & Chia, 2020; Kuo et al., 2018; Ninpradith et al., 2018) and telephone interviews with scuba diving industry stakeholders. Based on the initial data collection input and previous instruments' adaptation, a new construct was developed. The second phase involved an online survey strategy using snowballing and purposive sampling among recreational scuba divers who have experienced diving trips in Malaysia. Three hundred and seventy-five dive tourists participated in this study; however, the sample realized was 345, providing a 92% response rate. The respondents were asked to self-complete their answers. Most of the divers are born between 1972 and 1991, hold bachelor's degrees with gross individual income ranges between RM50000 and RM10000 per month. Implications of the findings are discussed, including the importance of scuba diving operators to provide continuous practical implications to acquire their niche market of scuba diving tourists and boost the services after pandemic Covid-19.

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SHOPPING TOURISM AND TOURIST SHOPPING (2000-2020): A NARRATIVE REVIEW AND FUTURE RESEARCH DIRECTIONS

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Shopping Tourism is a recent concept that is defined as a contemporary form of tourism carried out by individuals for whom the acquisition of goods, outside their place of residence, is a determining factor in their decision to travel (WTO, 2014). Tourist shopping behaviour, in the unique context of tourism setting, is often different from day-to-day shopping (Oh et al., 2004). For tourists, a trip is not complete without having spent some time shopping (US Travel Association, 2009; Goeldner and Ritchie, 2000; Hudman and Hawkins, 1989). According to the TIA (2009) shopping is the most popular domestic trip activity.

Purpose: There has been relatively little academic research in either the tourism or retailing literature looking at the phenomenon of both variants of general shopping tourism, i.e. tourist shopping versus shopping tourism. As compared to tourist shopping, only a few studies have considered the value of shopping as a primary motivation for travel, and those that did have approached the topic with a limited focus. Against this background, the existing body of research needs to be examined.

Methodology: Articles published between 2000 and 2020 in high quality peer-reviewed publications relevant to the study were the main criteria for inclusion in this study. Sixty-nine articles were selected for review by following the PRISMA approach (Pollock, A., & Berge, E., 2018). Two reviewers categorized the 69 primary studies selected for the study into three categories according to methodology of study i.e. Quantitative, Qualitative and Mixed methods, the two Variants of Shopping Tourism and Tourist shoppers, types of tourist shoppers i.e. functional and recreational or leisure, motivations of shopping tourists i.e. hedonic, experiential, social and utilitarian and types of tourists. A scriptural narrative synthesis approach (Xiao, 2017) is used, which is centred on realist review methods (Popay et al. (2006) and Lucas et al. (2007).

Main findings: US contribute the largest proportion of articles followed by Asia and Europe. Most studies have a positivist etymology and inclination towards empirical research. Managerial and economic perspectives have dominated research into shopping tourism with very little focus on the sociological aspects of consumer behaviour (social identity and self-image), Anthropological perspectives (cultural significance of consumable commodities), Spatial and ecological perspectives or consumer psychological perspectives. Most studies do not distinguish between leisure and functional shoppers or socially engaged and spectator or recreational tourists due to lack of a universally acceptable definition of shopping tourism. The definition of Shopping Tourism is still evolving towards a more comprehensive understanding that includes every activity that occurs during eating and sightseeing, including purchasing a product at a destination according to desire. The study of tourism shopping is still limited and in an exploratory stage (Jansen-Verbeke, 1991, 1998; Yu and Littrell, 2003; Oh et al., 2004).Therefore, this study synthesizes the existing literature in shopping tourism to identify research gaps and propose future research directions.

Future research directions Future studies can examine the multi-dimensionality of socio-cultural proximity and distance as factors which distinguish shopping tourism from other forms of shopping and tourism. One of the gaps in the literature is on the market-driven processes which drive and influence shopping tourism and the dynamics of short-termed shopping tourism.

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THE IMPACT OF TOURISTS' PERCEPTIONS OF SPACE-LAUNCH TOURISM: AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOR APPROACH

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Various Asian countries are fortifying their space investments, and smaller states within the region are showing ambitions of establishing national space programs (Lele, 2018). The broad mission of those programs is to establish/observe the remote-sensing, meteorology, communications, artificial intelligence, as well as navigation technology for the programs. Meanwhile, space tourism is also becoming a potential industry that has attracted the attention of governments, businesses and tourists (Olya & Han, 2020). Certain Asian countries (e.g., Japan, India, China, Singapore) have shown the greatest public interest and demand for space travel (DePasquale et al., 2006; Lele, 2018).

China is a leader in space exploration among Asian countries, since China became a spacefaring state in 1970 (Lele, 2018). In 2018, China has launched more than 300 satellites and currently operates 200 satellites in space, and these numbers are higher than other comparable Asian countries, such as Japan, India, etc. (Lele, 2018). More specifically, China has developed human spaceflight and counter space anti-satellite weapon capability, joining the U.S. and Russia as the only other countries with such capacity (Fisher, 2008). Chinese consumers have displayed a high interest in the space tourism market. Le Goff and Moreau (2013) conducted a demand analysis of suborbital space tourism found that China is a sizable market starting with 600 customers, that could reach 128,500 clients by 2030. Specifically, the Chinese and the Americans showed the most promise as potential clients for space tourism (Olya & Han, 2020).

Traditionally, space tourism enables the country or company with the capability of operating a space program to date, to make millions of dollars by selling seats on their rockets to private companies and private citizens (Ormrod & Dickens, 2019). Olya and Han (2020) stated that orbital and suborbital markets are the two main types of space tourism. Today, private space industries in some parts of the world are keen to make investments in projects involving space tourism (Lele, 2018). A number of companies are competing in the space tourism area, such as Space X, XCOR, Blue Origin, etc. (Ormrod & Dickens, 2019; Webber, 2019).

It is clear that there is a paucity of empirical research models that investigate the behavioural intention of space travellers (Olya & Han, 2020). Most of the previous studies investigated space tourism from an outer space orientation perspective of tourists (Ormrod & Dickens, 2019; Webber, 2019). There is no research to date, related to tourists' perception toward indoor space tourism (i.e., space-launch destination tourism). One potential reason for such research is that although space tourism is relatively new for some countries (e.g., Asian countries), there is a potential to develop an ecosystem to support this kind of tourism activities (Lele, 2018).

The aim of this study is to examine the relationship between attitude, subjective norm, perceived behavioural control, hedonic motivation, and intention toward space-launch tourism activities using the Wenchang spacecraft launch site as the tourism destination. An integrated conceptual research model was proposed based on the theory of planned behaviour model. A web-based survey questionnaire was developed where a total of 444 questionnaires were ultimately collected followed by subsequent empirical testing of the postulated hypotheses, using SPSS and Structural Equation Modelling (SEM). The results suggested that attitude, subjective norm, perceived behavioural control and hedonic motivation positively influence intention. Subjective norm also displayed a significant positive influence on attitude, while attitude played a partial mediation role between subjective norm and intention. The findings indicated that the proposed model has more predictive capacity compared to original theory of planned behaviour model. The theoretical and practical implications of the results were also discussed, including limitations of the research.

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THE INFLUENCE OF THE HONG KONG-ZHUHAI-MACAO BRIDGE ON CITY'S VISITORS TRAVEL PLANNING AND PATTERNS

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The transportation system is one of the crucial elements of sustainable tourism development in the 21st century. The newly established infrastructure, The Hong Kong-Zhuhai-Macao Bridge (hereafter called "HZMB"), linking three main Pearl River Delta (hereafter called "PRD") cities of Hong Kong, Zhuhai, and Macao that connects "one country, two systems" in space and time has been recognized as the eighth wonder of the 21st century. The development of HZMB aims to boost outbound tourism between the Greater Bay Area (hereafter called "GBA") cities that covers nine prefectures[1] of the Guangdong province and two special administrative regions of China, Hong Kong and Macao. It purposes to reinforce these GBA cities into a regional integrated and diversified tourism hub (Pang et al., 2019). Before the pandemic, in December 2018, HZMB has reported a record high of around two million daily passengers through the Hong Kong port (SCMP, 2020).

Past research studies on HZMB were mainly from a historical perspective of its development (Yeung, 2005; Bie et al., 2015) and an institutional perspective with a focus on the geo-political environment (Chiu, 2006; Hsu and Gu, 2010; Yu, 2019); whereas studies on its effect on tourism are scarce. The current research will pursue this gap to investigate the impacts of HZMB on the transportation modes and tourists' travel plans. In this study, travel refers to the travel behaviour of leisure and business travellers. Behaviour is determined by external contexts, which are expected to affect the choice of transportation mode and travel plans in terms of time, destination, and route (Donald et al., 2014).

This research has used a quantitative approach through survey, and considering the outbreak of the pandemic that has restricted physical contacts, online questionnaire was applied. The questionnaire was designed based on past literature. Online mode has been used and proper tests will be conducted to ensure the validity and reliability of data collected. The questionnaire has covered five main sections including screening section, respondents' past experience on transport mode in GBA, their perception of the development impact of HZMB on GBA, their perception of the impact of HZMB on GBA tourism, and demographic information. Structural equation modelling and comparative analysis will be conducted between HZMB users and non-users, as well as tourists from Mainland, Hong Kong and Macao, to explore their main different travelling behaviour in terms of transport pattern and potential contextual factors influencing their perception and behaviour.

Findings illustrated that the HZMB has provided added convenience to tourists and encouraged visits to tourism attractions in the GBA cities. The Chimelong International Ocean Tourist Resort and key theme parks established at Henquin of Zhuhai served as illustrative examples, which is a product of convenient transportation. The research findings will provide theoretical contributions to the extant literature by adding valuable insights in the aspects of transport tourism. To incorporate transportation modes into the strategic design of tourism has become an emerging trend. Effectual transportation can help in the launching of new travel packages, relate the attractions of different tourism locations and foster regional trade. The findings of this research will also provide practical contributions to policy makers on the enhancement of HZMB user and usage strategies; to industrial practitioners on the potential and opportunities by HZMB on the expansion of the tourism products; and provide high reference values to researchers on future research directions. These will

[1] Dongguan, Foshan, Guangzhou, Huizhou, Jiangmen, Shenzhen, Zhaoqing, Zhongshan and Zhuhai

induce holistic significance to the area of sustainable tourism from the perspectives of regional integration and key development of transport infrastructure.

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WHAT COULD BE THE PERCEIVED RISKS AS IMPEDING FACTORS THAT COULD PREVENT RETAIL STORES FROM BEING SHIFTED ONLINE COMPLETELY? PERSPECTIVES FROM BOTH USERS AND SUPPLIERS

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The literature on this subject focuses on a general understanding of online consumption and the related impeding factors that bar potential consumers from shop online (Dillon & Harry, 2004; Jarvenpaa & Todd, 1996; Joo and Kim, 2004; Rowley, 1996). Little research has been undertaken that reveals what products or services attract limited online purchasing order due to the fact that they are perceived as being too risky to purchase online (Pi and Sangruang, 2011). By the same token, thus far, there is no rank order of those impeding factors and how the rank order may vary across different categories of products. As the core research objective of the current study, an investigation was undertaken of the rank order of perceived risk as impeding factors for different categories of products to help understanding what factors prevent traditional retail business from migrating more or less completely online and the rationale behind.

Due to Covid-19, it has become almost a recent global trend that consumers have significantly moved to online shopping. The traditional way to shop at physical retail stores is threatened. The number of research articles related to online shopping is growing fast, reporting in particular about the factors influencing online shopping as well as customers' online shopping experience and their consumption patterns (Pires, Stanton, & Eckford, 2006). Advantages of online shopping, such as time-saving and speedy delivery, were reported in previous studies. Pi and Sangruang (2011) reported convenience risk, financial risk, physical risk, performance risk, social risk as the key perceived perils that would get consumers to shy away from shopping online while psychological risk and time risk have little influence. To the contrary, earlier work about online shopping reported that consumers' online purchasing decisions are often associated with financial, physical, social, genuineness of the products and time-loss risks (Jacoby & Kaplan, 1972; Lu, Hsu, & Hsu, 2005; Roselius, 1971). The personal characteristics of consumers are found to be influential and a negative relationship is reported between risk-averse consumers and online shopping tendencies (Donthu and Gracier, 1999; Liu and Wei, 2003).

Dowling and Staelin (1994) found that as a rule, consumers require more information to make riskier decisions. In fact, items that could be purchased online range from groceries, daily necessities, medical supplements, clothing, electronic devices, to even furniture, despite of size and weight. The perception of risk is often related to the monetary value as well as the nature of products (Novak, Hoffman & Yeung 2002). In order words, while the perceived level risk is reported to play a dominant role in facilitating or inhibiting online shopping of some goods and services, it is important to understand better the relationships between the perceived risk factors and the corresponding products. Adopting an interpretive qualitative approach, 30 informants volunteered to contribute to the current research. From the perspectives of both frequent online buyers and e-commerce entrepreneurs in Macau, the perceived risk factors associated with certain online products are revealed in addition to how the rank order of those risk factors may vary across product categories. An analysis of four popular online shopping platforms used by the informants (Taobao; GMart; TianMiao; JingDong) was conducted in order to identify ten categories of products that are often bought online, including: (1) medical & health products; (2) home appliances; (3) child and expectant mothers' products; (4) IT parts and electronic devices; (5) outdoor and sports products; (6) men and women's fashion items; (7) furniture and home decorations; (8) food and drinks; (9) jewelleries and accessories and (10) beauty products. Among them, fashion items, furniture/home decorations and food and drinks are the most popular items to be ordered online. Preliminary findings show that among the conventional risks, perceived psychological risk and time-loss risk are associated with high monetary value items (more than Mop5000). Users have high propensity to shop online for items whose price is below Mop 5000. The top three risk factors that will inhibit users to shop online are quality problem, long delivery time and price issues.

Informants reported that they worry about buying online as prices may be higher than in physical retail shops. As a result, low monetary items raise limited concern and are readily bought online. Luxurious items were shunned due to time-loss and quality issue typically related to concerns about the genuineness of the products. Users' perspectives were echoed by suppliers. Online suppliers also avoid selling items that are of high monetary values. Discrepancies of rank order of impeding factors for high value products and low value products are reported. The findings help one understand what impeding factors could prevent traditional retail business from being shifted online completely.

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WILLINGNESS OF US DOMESTIC TOURISTS TO PURCHASE SUSTAINABLE TOURISM PRODUCTS IN HAWAII

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Hawaii known as the United States own island paradise. For decades, Hawaii has depended on the tourism industry as the economic engine and its main source of income for Hawaii's economy as well as the leading employer (Agrusa, 1994; Linnes et al., 2014). Tourism arrivals to Hawaii were over ten million tourists in 2019. The Hawaii Tourism Authority (HTA) annual report for 2019 stated that for the first time in history the State of Hawaii had welcomed over 10 million tourists (10,451,285) (HTA Annual Visitor Report, 2020). According to the 2019 Annual Report to the Hawaii State Legislature compiled by HTA, "Hawaii welcomed over 10 million tourists (10,451,285) for the first time in 2019, an increase of 5.7% from the previous year (9,888,845)" (HTA Annual Visitor Report 2020). In a 2020 report, Hawaii's $18 billion tourism industry accounted for 21% of the state's economy, making it one of the largest industries in the islands (HTA Annual Visitor Report, 2020). Although tourism has been seen as a panacea for Hawaii's economy and employment with the state of Hawaii having the lowest unemployment percentage in the whole United States.

Being so dependent on a single industry leaves any location vulnerable to various external factors preventing tourists from coming to Hawaii. As a result of the global pandemic, Hawaii's overall economy suffered greatly from April 2020 to April 2021. The state of Hawaii and its residents went from the lowest unemployment rate in the United States to the highest unemployment rate in one month.

Hawaii's tourism has rebounded in May 2021 with over 500,000 tourists arriving for the month.

By July 2021, tourist arrivals to Hawaii had accounted for approximately one million tourists for the month of July without the international tourist market, specifically the Japanese market which has had the highest number of international visitors to the islands for the past four decades. In 2019 Japanese tourists, account for 1.6 million visitors to the Hawaii islands (Hawaii Tourism Authority COVID-19 Update).

With the rapidly changing tourism landscape there is an unprecedented opportunity for Hawai`i to reexamine the current tourism offerings and establish a new approach to support a more authentic and sustainable tourism for the U.S. domestic tourist market. Tourism in Hawaii has faced a number of opportunities challenges with a wide and varying range of factors (Agrusa, Coats, & Donlin, 2003: Agrusa, et al., 2010; Blair, 2018; Brewbaker, 2019; Geminiani & DeLuca, 2018; Guttentag, 2015; Hawaii Tourism Authority, 2021; Taylor, 2019; UHERO, 2019; Woody, 2015; Yerton, 2019) as well as sustainability concerns along with other international destinations around the globe (Agrusa et al., 2021; Butler, 1999; Chang, Macaleer, & Ramos, 2020; Cohen, 1988; Dredge, 2017; Hajibab & Dolnicar, 2017; Wilson, 2013). As the continental U.S. is the largest source market for visitors to Hawai'i, the purpose of this study was to examine the trend towards willingness to purchase and the price point percentage that a U.S. visitor was willing to pay for an "authentic Hawaiian cultural experience". Another area examined in this study was the visitor's willingness to pay for products and activities that support "sustainability in Hawaii" and how much more the visitor would be willing to spend for the activity or product that supports sustainability in Hawaii. Finally, this study examined if tourists are willing to pay more for the purchase of locally grown food (produce, meat & fish) and if so how much more (in percentage) are the tourists willing to pay on the restaurant and hotel food bill to support the locally farme products. A total of 455 survey responses were collected from U.S. residents who were older than 18 years old and have been or planning on traveling to Hawaii for this study.

Some of the interesting results from the study found that when it comes to supporting tourism experiences that are respectful of the native Hawaiian culture, over three quarters (76.26%) of participants also stated they would be willing to pay more. Of the participants who were willing to increase their typical travel expenditures to support tourism experiences that respect the Native Hawaiian culture, more than a third (35.38%) of participants were willing to spend more than ten (10%) percent more. In addition, 18.68% of respondents indicated that they were willing to spend an additional 15% or more to support tourism experiences that respect the Native Hawaiian culture.

When it came to supporting tourism experiences that were sustainable, over 70% of the U.S. visitors sampled indicated that they would be willing to pay more. This is up 38% from a study conducted in 2020 by MMGY Global (Leposa, 2020). More and more people, especially the younger generations, are pushing towards sustainability. Of the participants who were willing to increase their typical travel expenditures to support sustainable tourism in Hawaiʻi, approximately a third (32.52%) of participants were willing to spend more than ten (>10%) percent more. Over 15% of the surveyed respondents stated that they were willing to increase their typical travel expenditures by 16% or more to support sustainable tourism in Hawaiʻi,

Nearly 80% (78.24%) of the respondents indicated they would be willing to support locally grown food to support Hawaiʻi´s farming industry. Of the participants who were willing to increase their typical restaurant bill to support Hawaiʻi's farming industry, approximately four out of ten (37.30%) participants stated that they were willing to increase their food bill by more than ten (10%) percent to support local farming. Over 20% of the surveyed respondents stated that they were willing to increase their typical restaurant bill by 16% or more to support locally-sourced food and the farming industry of Hawaiʻi.

The results of the study are beneficial to Hawaii's Tourism Authorities leadership as well as the Hawaii's elected officials begin the process of redeveloping and repositioning Hawaii's tourism and the tourism products to be more sustainable for the local residents, the tourists as well as the island's resources.

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******************************* **End for list of extended abstracts** *******************************

LIST OF FULL PAPERS

in alphabetical order of the paper title

A STUDY OF HOTEL AND PROPERTY SECTORS IN MALAYSIA: DEVELOPERS' VIEWS AND SELECTED ANALYSES OF PRICE DRIVERS

Mohamed Ariff (Sunway University), Calvin W. H. Cheong (Sunway University) and Hassanudin Thaker (Sunway University)

Abstract

This paper reports an assessment of supply-demand side economics of hotel and property sectors while also examining the pricing behaviour of the real estate sector in Malaysia. The first economic fact about the hotel sector is that it has been carefully developed over several decades and forms an important destination point for international travellers attracting about 26 million visitors with demands ranging from simple hotel services to the most exotic private chalets. However, this sector has gone through a decline since 2017 and has been made worse by the Covid Pandemic. Analyses ofthe property sector provide interesting, unexpected findings that price increases in residential unitshave kept pace with inflation in the country. Further localizing production of input materials and supply of more land regulatory consolidation would help the industry.

Nonetheless, thesupply of built units in recent years has fallen short of national policy aim to provide affordable housingbecause supply is 22 per cent facing a demand closer to 40 per cent at costs less than RM250,000. Some insights are gained from examining the broader price drivers other than inflation tounderstand how the economics of the property sector is shaping up the real estate economy. Thereis a body of relevant findings to be refined further for policy consideration to address the affordable housing issue, for more l to be made available (as is done in Melbourne Australia, as an example), and finally to build local capacity to produce quality items that are currently imported.

Keywords: Hotel sector; the Housing sector; Property prices; Inflation; Price drivers; Land price; Supply-side comments

Acknowledgement: This working paper contains vital facts about Malaysia's hotel and residential property markets from a continuing FRGS-funded (FRGS/1/2020/SS01/SYUC/02/4) study of real estate economics and finances the Business School's department of economics and finance faculty. We like to record our gratitude to the top management personnel of 12 property development companies in five significant concentrations of properties: their cooperation to participatein this study provided insights reported in this paper from their supply-side economics that createsproperties for sale in those selected regions in this study.

Introduction to Real Estate Research

This paper reports significant findings on the supply-side economics and the economic factorsdriving the hotel sector and the residential property market in Malaysia. National Property Information Centre report (NAPIC, 2017) reveals the country's residential price index had sharply increased, recording a maximum value in 2017, when it started to fall due to economicproblems that can be traced to financial issues of the increased national debt, slow economic growth on top of financial fallout from the 1MDB saga. The Malaysian Housing

Price Index (MHPI) increased from 97.2 points in 1981 to 184.1 points by 2017, thus increasing by about. 89.40 per cent over 38 years or a 2.3 per cent increase per year. This effectively suggests that prices of residential properties have almost doubled. However, the doubling of prices may partly be dueto inflation over the same period. Over the 38 years, cumulative inflation reached or 2.7 per centper year. Arguably, property market prices have risen to keep in line with inflation. However, one could say building sector efficiency of about 0.4 per cent can be suggested as the reason for the prices just moving up by less than inflation.

Some quarters, however, argue that the rapid rise in house prices is not the result of inflation on house construction inputs. As presented later in this paper, there may be some basis for thisargument. House prices until 2017 showed a slow but steadily decreasing rate of growth, keeping house prices as a hedge against inflation, which is consistent with the international behaviour of real estate markets. If so, then other factors are more likely to contribute to rising house prices. In many countries, this would include a shortage of l of labour. In Malaysia, however, there is no foreseeable shortage of l labour (in the construction sector), although most imported items tend to cost more because the currency has depreciated over the period from one USD at RM=2.56 (1981) to RM4.14 (2021), so important items are increasingly costly. Given these conditions, the continued rise in house prices must beattributed to something other than inflation forces.

The forces that are likely to affect prices have been identified in several other studies. These factors were carefully assessed, and time-series data were collected to verify if some of these factors influence the price formation in this market. The market is defined as the property market across the country as may be assessed using national data series on prices and other determinants of prices. On-site interviews were conducted with top management executives of major property developers at their places of work. Further, fieldwork provided comments fromthese suppliers of built units. The survey was conducted in 2020 before the Covid-19 movement controls came into force in March 2020. Further fieldwork could not be conducteddue to ongoing pandemic restrictions. The information collected from five different regions is analysed the supply-side factors affecting prices.

The independent variables known to affect prices were identified from theories and empirical studies on real estate literature. These factors are identified to collect data over a longperiod: capital gain/loss, rental per square feet, disposable income, inflation rate, number of marriages, deposit rate, risk premium, and the loan-to-value ratio. These factors are known independent variables with significant long-run effects on the pricing of property units. Hence, theresearch question here is, "what are the marginal effects of these factors on the prices over thetest period in Malaysia?" The results helped to reveal hitherto unknown influences while the long-run effects of these factors are investigated using advanced econometrics such as the ordinary and the dynamic ARDL procedures.

The rest of the paper is organized into five more sections. In the ensuing section, an attempt ismade to describe the economics of the hotel sector. In section 1.3 is the descriptive informationon the items used in our research to understand their long-run average behaviour. The supply-side comments are examined in Section 1.4 from the views of the property sector executives to explain that factors affect the supply of built units. Section 1.5 discusses the economicfactors correlated with the pricing of residential properties. Section 1.6 concludes.

Understanding the Tourism Sector in Malaysia

Tourism is one of the largest industries in Malaysia, contributing 5.9 per cent (RM370 billion) to its gross domestic product (GDP) and employing close to a quarter of the total workforce in Malaysia in 2020. Internationally, the tourism sector is expected to grow by 15 per cent per year in employment and value-added to the global economy. Currently, the Malaysian hotel's sector caters to both international visitors (26 million a year) and local tourists (240 million trips a year). To put things into perspective, the number of residents. Units in Malaysia is about 13 million households. The hotel sector, therefore, makes a significant contribution to employment and to the nation's income.

Figure 1: Tourism Sector Employment Growth, Malaysia

Fifteen years ago, the tourism industry employed just 1.5 million people compared to more than double that number in 2020. It is likely to create more value to the economy exp in the next ten years to be a major sector of the economy as the tourism sector is said to be poised forgrowth once the Covid-19 effect on international travels is over.

There are about 4,750 tourist hotels in the country, providing a total of 310,000 rooms within Malaysia, comprised of Peninsular Malaysia and East Malaysia divided by the SouthChina sea. Some of the hotels are based in the Borneo territory. In fact, one of the four competitors at the top end islocated in the Borneo-end of the country: The Bunga Raya IslandResort & Spa.

An interesting aspect of this country's hotel industry is this. There are some 51 boutique resortsin the country, three of which are in Langkawi. These chalets are in high demand, with the room. Rates only high-net-worth clients with a zest for privacy, raw nature, hideaway anonymity whiledemanding very high-standard hospitality services from the staff can afford.

The value-added to the economy is reported to be US$50 billion a year or 15 per cent of the total GDP. The tourism sector employs 3.5 million workers, with employment growing at double-digits per year. The structure of the value-added aspect may be understood by lookingat four types of services provided in this resort. The biggest contributor across the industry to value creation is the cultural-sporting-entertainment side of tourism. That accounts for some 40 per cent of the value-added in most years. Food services account for 33 per cent while the accommodation services provide 20 per cent while the rest is from transport and miscellaneousservices.

Table 1: List of Exclusive Luxury Hotel (5 Stars and above)

No	Name of Hotel	Location	Price From (RM)
1	Four Seasons Resort Langkawi	Langkawi	3598
2	The Ritz-Carlton, Langkawi	Langkawi	2050
3	Sweet home bungalow at Penang	Penang	1505
4	The St. Regis Langkawi	Langkawi	2050
5	The Danna Langkawi	Langkawi	1300
6	Four Seasons Hotel Kuala Lumpur	Kuala Lumpur	1010
7	The Second Homestay 1708	Kuala Lumpur	1750
8	The St. Regis Kuala Lumpur	Kuala Lumpur	751
9	Marin Oriental, Kuala Lumpur	Kuala Lumpur	622
10	Eastern & Oriental Hotel	George Town	728
11	Gr Hyatt Kuala Lumpur	Kuala Lumpur	575
12	JW Marriott Hotel, Kuala Lumpur	Kuala Lumpur	416
13	Pangkor Laut Resort	Perak	963
14	Shangri-La’s Rasa Ria Resort & Spa	Kota Kinabalu	783
15	W Kuala Lumpur	Kuala Lumpur	705
16	Shangri-La's Tanjung Aru Resort & Spa	Kota Kinabalu	1297
17	Gaya Island Resort	Sabah	798
18	The Ritz-Carlton, Kuala Lumpur	Kuala Lumpur	620
19	The Banjaran Hotsprings Retreat	Perak	1594
20	Shangri-La's Rasa Sayang Resort & Spa, Penang	Penang	800
21	The Majestic Hotel Kuala Lumpur, Autograph Collection	Kuala Lumpur	314
22	Sama Sama Hotel KLIA	Selangor	576
23	The Westin Langkawi Resort & Spa	Langkawi	910
24	Mulu Marriott Resort	Sarawak	473
25	Bunga Raya Island Resort & Spa	Gaya Island,Sabah	1400
26	The Villas at Sunway Resort Hotel & Spa	Selangor	411
27	Shangri-La Hotel Kuala Lumpur	Kuala Lumpur	364
28	The Magellan Sutera	Kota Kinabalu	791
29	Tanjong Jara Resort	Terengganu	620
30	Hilton Kota Kinabalu	Kota Kinabalu	422
31	Kota Kinabalu Marriott Hotel	Kota Kinabalu	638
32	The Aman, a Luxury Collection Resort, Langkawi	Langkawi	1180
33	Le Meridien Kuala Lumpur	Kuala Lumpur	333
34	Traders Hotel Kuala Lumpur	Kuala Lumpur	432
35	Forest City Phoenix Hotel	Johor	542
36	New World Petaling Jaya	Selangor	342
37	Lexis Hibiscus Port Dickson	Port Dickson	1451
38	Meritus Pelangi Beach Resort Spa, Langkawi	Langkawi	630
39	The Taaras Beach & Spa Resort	Redang, Terengganu	800
40	Hilton Kuala Lumpur	Kuala Lumpur	344
41	Macalister Mansion	George Town	850
42	G Hotel Kelawai	George Town	501

TOP 5 RANKING

RANK	TOTAL EXPENDITURE	PER CAPITA EXPENDITURE	PER DIEM EXPENDITURE	AVERAGE STAY
1	Singapore RM6.17 bil (-3.8%)	Saudi Arabia RM11,069 (+18.7%)	Saudi Arabia RM1,097 (+10.5%)	Saudi Arabia 10.1 nights (+0.7 night)
2	China RM3.71 bil (+20.6%)	UK RM5,212 (+46.5%)	Singapore RM1,085.1 (-4.2%)	France 8.9 nights (+0.8 night)
3	Indonesia RM2.83 bil (+40.5%)	India RM4,712.60 (+23%)	Brunei RM877.3 (+33.5%)	Germany 8.5 nights (+0.5 night)
4	Thailand RM0.85 bil (+2.6%)	US RM4,506.20 (+34.4%)	Taiwan RM790.5 (+6.1%)	UK 8.5 nights (+1.7 nights)
5	South Korea RM0.83 bil (+30.5%)	Australia RM4,483.30 (+11.9%)	Australia RM732.50 (+11.5%)	Netherlands 8.4 nights (+1.6 nights)

Figure 2: Inbound tourist expenditure by source country

Another aspect of the industry is the inbound tourist expenditures from selected countries. Thetop five countries are shown as the key origins of the tourist arrival in Malaysia. The first column indicates that the top tourist origin is Singapore (both residents of Singapore and thosewho stay in that city make side trips to Malaysia, providing a total revenue of some RM 6.2 billion in a typical year. In terms of per person expense, Saudi tourists spend the most at an average of RM 11,100 per visit (per diem expenditure is RM 1,100). The Saudi tourists also stay the longest period of 10 nights per visit. The total value of the top five tourist-originatingcountries is RM 15 billion, while the tourism industry is worth about RM 50 billion a year.

The real estate sector serving the hotel industry has been rapid over the last three decades of building and promotion activities. As a result, there is a diversity of quality in the services provided to inbound tourists from across the world. This highly valuable sector, which often isthe window for international attraction/image of Malaysia as a modern country, has been buffeted severely by Covid-19 restrictions since March 2020. The sector is in some degree offinancial strain and is looking forward to the pandemic disappearing soon, perhaps in 2022-23,to restart this damaged industry. With the financial support in place for the industry, the sector survives for now; given its decades of evident ability to survive other crises in the past, recovery/expansion is assured soon as world travel and domestic travel restrictions are lifted.

Residential Property Sector Facts Described

Inflation is not the only factor: Figure 3 shows the cumulative effect of inflation on propertyprices in Malaysia. The 38-year inflation equals 105 per cent, and the price index in 2017 is almost equal to inflation (just short of 0.4%). The prices of residential properties have been increasing over the years, as already stated in the previous section, in line with the inflation rates in the country. While the average price is in line with the inflation, further parsing thedata at different types of units reveals a different behaviour. The Terrace House Price Index (THPI) increased from 102 some four decades ago to 186.7 points in 2017. These units are generally found in urban areas away from the city centres, so the l prices in such locations haveincreased disproportionately. Given the high demand for properties by T20 and M40 households,led properties have gone up at almost two times the price of the overall average of all residentialproperties.

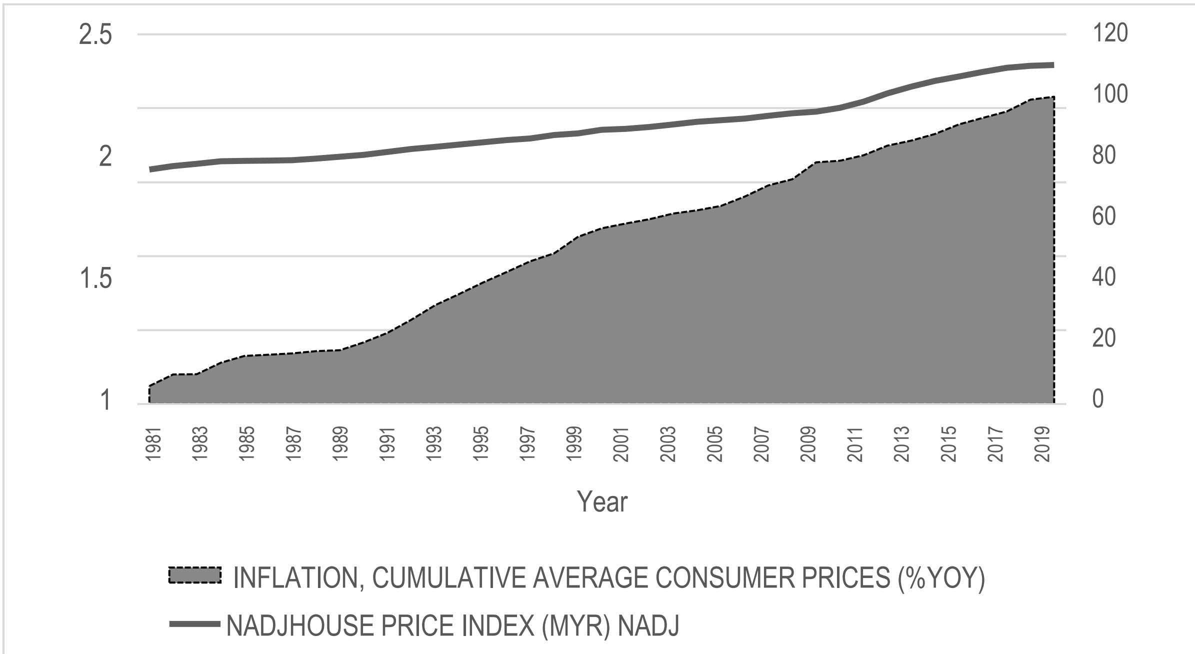


Figure 3: Inflation and Residential Property Prices in Malaysia, 1981-2019

Similarly, the High-Rise Price Index (HRPI) accelerated from 99.5 points in 2010 to 197.8 points in 2017. High-rise properties very popular among city dwellers have also gone up by more than the cumulative inflation rates over 10-years compared to the average prices being just about the same as the cumulative inflation rates. Thus, both led to suburban units and high-rise apartments going up in prices at double the rates of cumulative inflation rate: obviously, the price rise is not due to inflation for these units. Therefore, the first fact that the average price reflects the inflation over four decades is not valid for led residential propertiesand high-rise apartments nearer or at the city centres of five regions covered in this study.

Income Level Effect on Prices: Figure 4 reveals statistical facts about income levels and housingprices. Income levels in Malaysia are a reflection of the underlying cyclicality of the economic cycles many crises that buffeted the people of this country, starting with (i) 1984-6, when a worldrecession severely led to economic declines causing income levels to fall drastically; (ii) the 1997financial crisis that led to severe negative year-on-year changes in incomes; (iii) the October 2001Dotcom Bubble that affected the electronic sector severely leading to income declines; (iv) the 2007-09 Global Financial Crisis that again led to the negative y-o-y prices dipping to negative regions. The 1-MDB saga, still unresolved as of 2021, together with the COVID pandemic affectingearnings since 2018 but not to the negative region. Thus, from the perspective of property buyers,this fact about greater uncertainty of incomes introduces greater reluctance to buy properties, which has a very bad side effect on the supply side not to expect to sell properties should a recurrent crisis of the past come again soon. That affects both the demand and supply sides of the residential properties.

BNM (2017) statistics suggest three important facts about properties. First, while one out of five buyers face a price lower than RM 250,000.00 for buying a unit, the lowest priced unitis priced at six times the annual income - four-out-of-five households face a price higher RM250,000.00 in recent years. Given the per capita income of residents at RM43,000.00 in 2020,it means that at the bottom price of RM250,000.00 per unit, for every four out of five buyers, the price to income is six times the annual income at the low price for 20 per cent of the supplied units.At any higher prices for the 80 per cent demand side, the income to price ratio is beyond six timesthe annual income. Third, the income itself is like a yoyo given the economy's affected by too many crises.

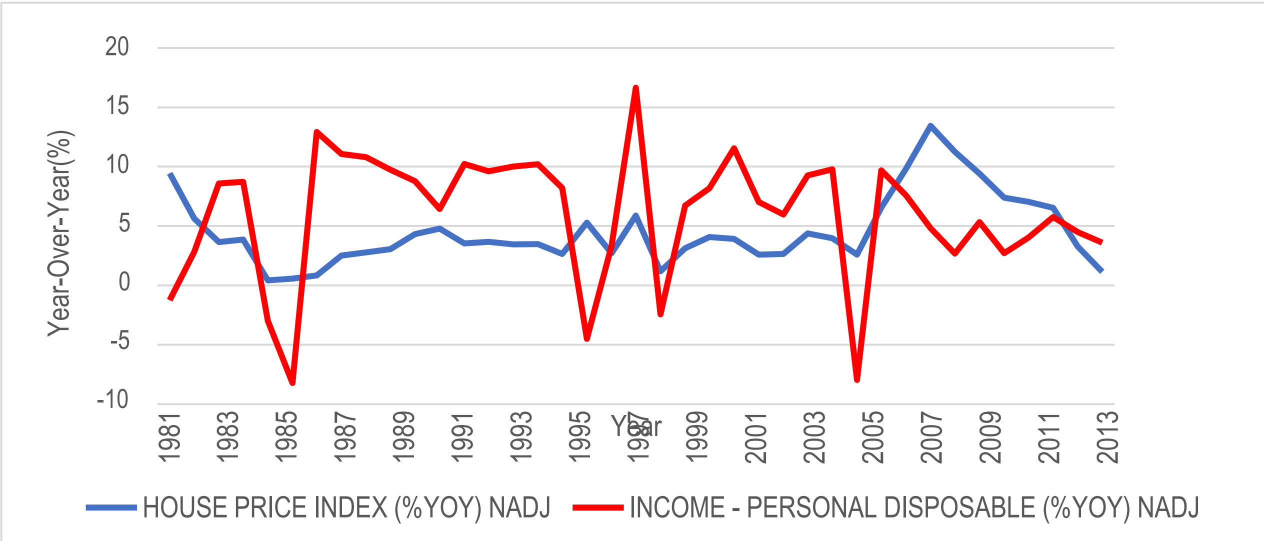


Figure 4: Residential Properties against Income Uncertainty in Malaysia

A third fact is also evident why the residents feel reluctant to buy, not just because (i) their incomemay be declining when the next crisis comes, (ii) the price-to-income ratio is very high. In most developed countries, with less volatile income experiences, the average price to income ratio is four times. The third factor comes from the income distribution in the marketparticipants. The three-level household incomes are: RM 40,000.00 for B40 group; RM80,000.00for M40 group; RM213,000.00 for T20 group. Notably, the supply side provides the low-cost units at RM250,000.00, satisfying the demand for 20 per cent of buyers. At the same time, the low-incomehousehold, according to the national classification, the B40 needs 40 per cent of all supplied units at that low price. Not all the B40 group with low incomes could find sufficient units at their affordable prices. For the remaining 60% of the households, the market provides 80 per cent of the built units at prices higher than the RM250,000.00 benchmarked for the low endof the market. It is possible that the cost items (l costs; labour costs; material costs; the margin for capital providers) are hindering the supply side to increase supply at the low end, an issue that needs further inquiry.

Demand, Supply and Pricing Behaviour: Figure 5 summarises the 19-year transaction data series behaviour of the residential sector. It reveals that the transaction values and trends in prices are correlated. For example, when the volume of transacted units declines as in 1997, again in 2005, and in 2014, the prices decline substantially. On the other side of demand, when demand picks up as in 1994,2006, and 2011, prices increased substantially, as shown in the upward spikes in the figure.Thus, demand that clears the market prices as shown by the transacted volume leads to the rationalincreases/decreases observed in the prices.

The economy under the eighth PM was noted for several negative factors for the economy. Two of them are notable, the kleptocratic nature of the Administration that led to several court cases, which are still buffeting the economy[2]. The impact of the political economy factor coupledwith the 1-MDB financial impact on currency will weigh heavily on the future political play needed to reinvigorate the economy. This is evident from the total supply hence the total volume in 2013 of 400,000 units, having declined to around 300,000 units in recent years: the decline of 25 per cent in a transaction.

[2] On 24 August 2021, the thrice-postponed case of former top politicians is being opened and asked to appear in the Court on corruption charges. This would further impact the economy, at least until the court case ends with a decision.

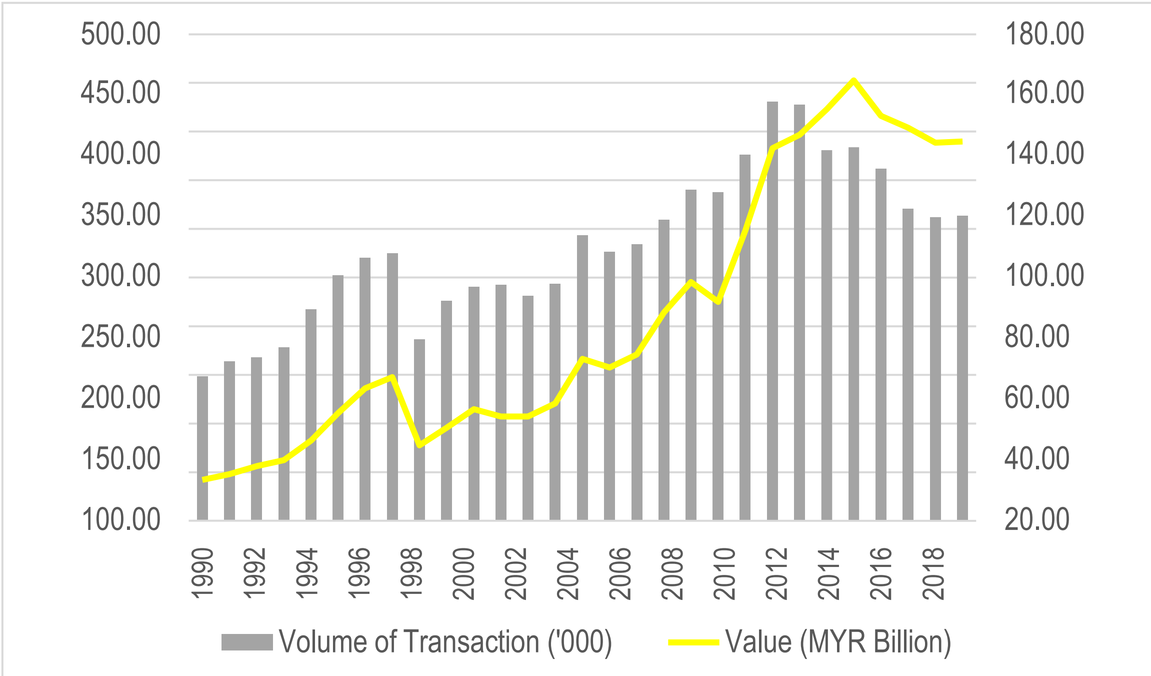


Figure 5: Volume and Value of Property Transactions in Malaysia, 1990-2019

Additional Insights: Historical records show increases in all relevant variables are more than therate at which affordability is growing/declining as indicated from income increases (approximatedby GDP growth rate). According to Cox and Pavletich (2016), affordability of residential propertyis closely linked to income in which the cost of residential units should not exceed 30 per cent of gross income. Bank Negara Malaysia started a household that is no longer sufficiently in an affordable spot if the residential price to income ratio exceeds 3.0 (compared for the B40 households at six times). However, the range of price to income ratio in Malaysia was 4.0 to 4.4 during 2014-2016 (Khazanah Research Institute, 2016), which would suggest un-affordability is creeping in for bothB40 and M40 households, it has to do with the affordability issue. Thus, this matter needs some serious attention.

Finally, the regulatory aspect of the housing sector leaves much to be desired. Although the current laws make housing responsible at the state level, the state has placed it at the Mukim (district)level, where the origin of regulations starts. As a result, a lot of the land is locked out, as in the case of Ireland,with the massive amount of land being under the control of either the government or the Church. In Ireland, past generations have bequeathed land to the Catholic Church. Hence, the Church holds about70 per cent of all lands, so the available land for housing purposes is limited to the land,not in the hands of the rulers. This leads to bidding up the land prices since the rulers, as sovereigns, cannot be asked to release lands. This aspect has yet been investigated, although thereare cases of rulers selling a little here and little there to private people at prices not revealed, so nosystematic analysis is possible.

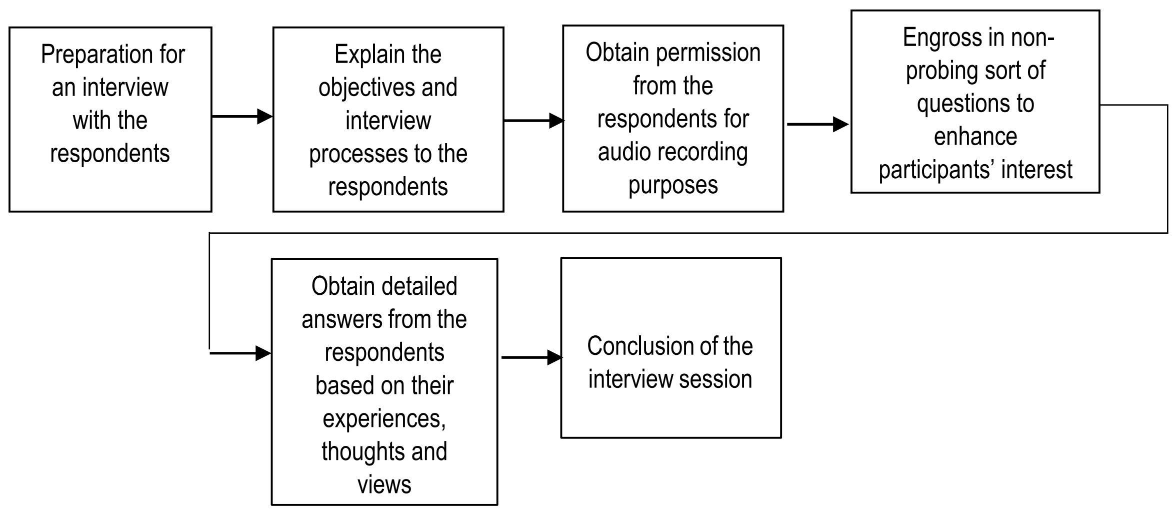
Summarizing the findings on the property sector, it may be said there are key issues that need tobe attended to urgently if the housing of all promises to become a reality for Malaysians at alllevels. (i) The first practical issue is that the price to income ratio is far from 3 as the recommendedratio. In Malaysia, this ratio is particularly too high for the bottom 40 per cent of the households. Theland prices in urban areas appear to be very high for developers to build and meet the reported hefty development charges (which is a source of income to the local government). A possible place to start is the scarcity of land in the outskirts to draw some demand at the central area and find ways to reduce what the developers consider are high development charges in the regulations. (ii) The second issue is regulating proportional price-relevant supply to match different demands from low- to middle-income to high-income households. There exists a policy that low-income housing must be priced around RM300,000, but supply is so limited all along that the low-income group is left out of the supply side, with just about 20 per cent of the built units being pricedto suit this group.

The statistics cited above show inflation and personal incomes are two fundamental price factors for the housing market. Those are rational drivers of price (test results will be shown in the next section), price formation does not care about land banks in the hands of rulers, or the incomeis so much cyclical in this country prone to periodic crises. If issue number two is to be pursued, one needs to know the impact of land-banks on the price levels for lands being bid by the developers for the limited supply due to land blocks issue could be an issue. If the affordability asper the international guide is three times the income, then the current ratio of 6 times is not sustainable,which also explains the heavy debt levels of households.

What do Property Developers Consider as Supply-side Factors?

Semi-structured interviews were used to help us better understand the relevant information in measuring the research objectives. Information was obtained from the respondents'work experience, level of knowledge, and skills. This is expected to reduce the issues of bias and to maximize the data reliability of the content of answers produced by the respondents, thereby enhancing its reliability as the answers are derived from the respondents' individual experiences, thoughts and perspectives. Therefore, the results obtained from the interview were analysed, and the analyses are expected to provide impactful outcomes. The process of the semi-structured interview is shown in Figure 6. The process begins with preparing for the interview session with eachrespondent, followed by an explanation of the objectives and purpose of the interviews. Next, the interview is audio-recorded for transcribing purposes, allowing for non-probing questions to get the respondent's interest during the interview. Finally, the interview concluded with collecting feedback provided by respondents, followed by a wrap-up of the interview.

The sampling technique used in this study to select the right respondents for analysis adheres to judgmental sampling in which only developers who actively engage in residential projects were included. The initial plan to interview ten developers had to be abandoned as only six were successfully sourced for the interview. Some developers declined to participate in the research dueto their heavy work schedules other commitments. The respondents were approached via telephonecalls, email to reserve the interview session. According to Polit and Beck (2010), less than ten respondents are sufficient for a detailed exploration of the subject matter. Our number of respondents is expected to meet this suggestion.



Note: This figure reveals the processes involved in carrying out the semi-structured interview. In total, there weresix steps involved.

Figure 6: The Process of Semi-Structured Interviewing

The respondents involved in this research are executives working for property developers of residential projects in Malaysia who possess a wide range of experience in the property market. As a rule of thumb, the respondents must have at least five years of working experience in the field,for that is believed adequate to allow the respondents to provide enough feedback that is justifiable and comprehensive regarding the subject matter. This is necessary as the existingliterature has largely concentrated on home buyers and investors. Moreover, current studies have also been largely directed towards empirical analysis. As there have been limited studies, if any, thatfocus on developers' perspectives, this would distinguish our study fromothers, making our study standalone in the existing literature. We believe that obtaining the developers' understanding of views will make the findings more interesting and significant. Among the participants selected in this study, one is unique in that the respondent is a representative of the National House Buyers Association of Malaysia.

In the analysis process for discussion, all direct quotations from the respondentsare included and maintained to ensure the reliability and consistency of responses. The interview was conducted in English as a medium of communication. For confidentiality, each interviewee was labelled 'R1' to 'R6'. A description of the respondents is provided in Table 2. The formulationof interview questions went through a rigorous process before the actual interview. The interview sessions included noting, for example, the number of questions, details of the interviewees and their professional position, with date and time specified disclosed.

Table 2: Interviewees' Profiles for Property Sector Research in Malaysia

Respondent Code	Company Name Respondent's Position	Number of years (working experience)	Number of years company established	Scales of developers M: Medium & S: Small	Total Revenue as of 2018	Listed or Private company	Location
R1	Inta Bina Berhad Assistant Site Agent	Ten years	25 years	M	RM 21,199,623	Public Listed	Selangor

Respondent Code	Company Name Respondent's Position	Number of years (working experience)	Number of years company established	Scales of developers M: Medium & S: Small	Total Revenue as of 2018	Listed or Private company	Location
R2	HO HUP Construction Company Berhad Manager-Commercial	Eight years	More than 50 years	M	RM 28,263,000	Public Listed	Kuala Lumpur
R3	BISTRA ABLE BUILD Sdn Bhd Senior Project Manager	10 years	7 years	S	N/A	Private Listed	Kuala Lumpur
R4	Malaysian National House Buyers Association Hon. Secretary-General	More than 25 years	20 years	N/A	N/A	Non-profit non-political organization	Kuala Lumpur
R5	Ivory Properties Group Berhad Executive Officer	More than 30 years	20 years	M	RM 10,532,000	Public Listed	Penang
R6	Gr Global Medini Sdn Bhd Manager	20 years	5 years	S	RM 871,759	Private Listed	Johor

Note: This table shows the profile of the respondents and the code of interviewees. Overall, the total number of respondents are six(n=6). The respondents are from four main states in Malaysia, namely Kuala Lumpur, Selangor, Penang and Johor.

Once the interview session was over, the interview transcripts underwent content analysis to generate common themes. Each item was carefully examined to produce valuable interpretations. The findings were later synthesised following themes obtained from the interview transcripts.

The initial step involved in the interview analysis began with carefully listening to the audio recording taken during the interview session and then transcribing the audio into text. We were allowed for the study to identify key points that the respondents wished to highlight. To preserve the integrity of the interview contents during the transcription process, we maintained 100 per centof their responses without any editing, even for discourse fillers such as "hmm," "yeah," "oh yeah,""ar," etc. The outcomes of interview feedback were divided based on the research question and themes, which later helped differentiate the respondents' opinions. After the completionof the transcriptions process, we identified four main themes, namely (i) residential market development in Malaysia, (ii) factors influencing residential price in Malaysia, (iii) fulfilment of the needs and wants of middle-, and low-income earners in the residential market the role of government, (iv) developers' view on residential price control.

Factors influencing supply-side drivers of residential price in Malaysia

With regards to the factors influencing residential prices in Malaysia, we received similarresponses from all respondents. The developers argued that the rise in material costs has led to anincrease in residential prices in Malaysia. In addition to material costs, one of the respondents alsoshared that labour costs have gone up as well. In cases where the costs go beyond the planned budget, the developer has to cover the extra cost involved, thus affecting their cost side. Another developer highlighted an interesting point where the existing residential owners tend to increase the value of their house during the liquidation process to sell at a good price. This has ledto price competition between existing and new residential units. One reason for this may be due toprice speculation, as existing owners would opt to sell at a higher price. Surprisingly, thedemand for existing residential units is higher compared to newly built houses because: (i) existinghouses are ready to occupy; (ii) there is more flexibility in administrative matters; (iii) some are even fully furnished; and (iv) other factors. In Malaysia, the demand for existing houses is relatively higher than new houses for both buy and rent. This has causeda lot of pressure on developers, especially smaller ones. Consistently, Jakabovics et al. (2014) andGeithner (2014) also argue the same point where the nature of investment in real estate is causing a hike in housing price, especially for-rent units. Following are verbatim responses with regards tothis matter:

> *"The material costs become so expensive until we have to bear the extra cost. If this isthe case, then how can we charge a lower price for the houses? We (the developers) receive more impacts such as unable to sell residential units, pressure from the governmentto face heavy competition in the industry" (R1)*

> *"Yes, the residential price nowadays is so high because of higher production costs suchas materials and labour cost" (R2)*

> *"I think that the speculation in the residential market is also playing an important role in the pricing issue. Some buy houses for investment purposes; later, whenthey want to sell, they will quote a higher price for the existing unit to realize a good capital gain. If this is the case, then the impact would be on the developer's side when building new houses and setting the price. I believe this issue will cause heavy competition in terms of price between existing and new houses" (R3)*

The predicament surrounding the relationship between land price (land market) and housing price (housing market) is applied through a two-face theoretical argument; neoclassical and Ricardian. As Ooi and Lee (2006) put it: "Do high land prices contribute to high property prices (*Neoclassical*)? Or is it the other way around, high property prices result in high land prices (*Ricardian*)?" (p. 96). Innately, an increase in land scarcity, whether naturally or artificially, will restrict the supply, leading to an increase in the land price, which pushes housing prices even higher (Green et al., 2016; Liang et al., 2016; Hui et al.,2014; Moran, 2008; Glaeser. et al., 2005b;Mayo and Sheppard, 2001; Hannah et al., 1993). Alternatively, it may be argued that the rise in house prices fuels a higher supply of housing capital, in that it contributes to higher demand for land,resulting in higher land prices (Wen and Goodman, 2013). Empirical evidence, however, is somewhat mixed. For example, Ooi and Lee (2006) found that land supply through its price movement has lesscausation to house prices in Singapore. The same was found in Hong Kong (Tse,1998) and Spain(Altuzarra and Esteban, 2011). In contrast, studies examining land-to-house prices in China showthat housing prices have a greater influence on land prices (Gao and Mao 2003; Wen and Goodman2013). Meanwhile, Kim et al. (2008); Potepan (1996) show a bidirectional causality in the relationship between housing prices and land prices in the United States.

In Malaysia, Respondent R1 and R2 attributes the relationship between land cost and house pricesto a cost-driven perspective, otherwise known as the neoclassical rent theory argument. A scarcityof available land banks to support rapid urban growth near key economic regions such as the KlangValley correlates with increasing house prices (see Figure 7). Profitability, as a result, shrinks exponentially since developers (especially small-scale developers) are highly sensitive to land price changes as they cannot readily pass short-run variations in land cost to the buyers (Somerville, 1996). Implicitly, the more elastic the supply of land, the more elastic the housing supplywill be (Grimes and Atiken 2010).

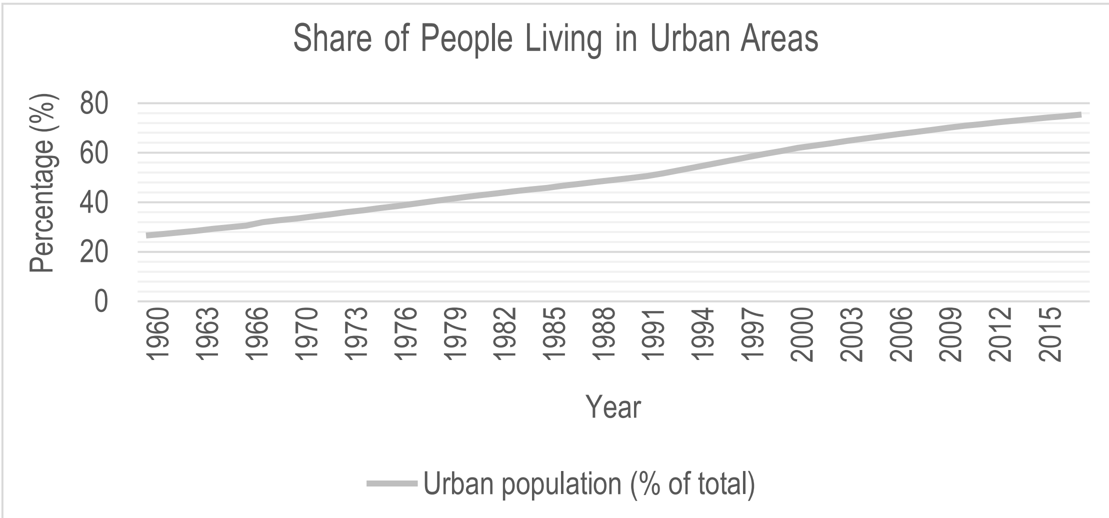


Figure 7: Share of populations living in urban areas (World Bank, 2019)

Interestingly, a representative of the Malaysian National House Buyers Association argued that apart from the issue of increase in material and labour costs, the Good and Services Tax (GST) itsremoval after the change of government the introduction of Sales Services Tax (SST) has caused the changing cost of production. According to the respondent, construction materials and propertytransactions costs are not SST-exempted;

> *"There is no change in the price of materials although GST has been removed and replacedwith SST. Not all materials are exempted under this new tax called SST" (R4)*

Respondent 6 was of a different view when it came to factors influencing residential prices. According to the respondent, location plays a major role in determining the cost. If the location isa built-up location equipped with facilities like universities, theme parks, shopping malls etc., prices are higher due to the better-perceived socioeconomic status and conformability the locationprovides (Pollakowski, 1982; Rosen, 1974; Mohr, 2001; Greenstone, 2017; Alias et al., 2011). Forexample, in Bar Iskar, Johor Bharu, the starting price for a newly built condominium is about RM400,000 above due to its built-up location. R6 said:

> *"Commonly, location plays an important role in the price of a residential property. Moreover, I also think that urbanization will have a direct impact on housingprice" (R6)*

Rapid urbanization may also cause a sharp increase in prices due to heavy demand from local and foreign buyers (Hay, 2013; Ley, 2010 and Lennartz, 2017, Wang et al., 2017). As urbanization occurs, there is a need for sufficient labour to support economic activity in the locality.The foreign and domestic workers require housing, thereby contributing to rising house prices through demand for real estate.

Developers' opinion concerning residential price control: This section asks the respondents on methods to control the rising residential price in Malaysia, again promptingdifferent views. Most developers agreed that everyone, including developers,contractors, the authorities, financiers, and buyers in the industry, plays an important role. All parties are linked in this industry. Developers and contractors are facing the issue of higher production costs when building residential units. Therefore, there must be differentmethods in building a project. For example, in some countries, the use of

Industry Based System (IBS) in property construction has been implemented. This method is considered far cheaper compared to the classical method of construction in the long run. As a start, the Malaysian government mandated that public projects should comprise at least 70% of IBS (Khalil, Aziz, Hassim, and Jaafar, 2016). In the private sector, poor economies of scale is a major hindrance in adopting IBS (Yunus, 2017), resulting in higher capital costs (Blismasand Wakefield, 2009; Kamarul et al., 2010). If there is synergy between everyone in the industry, the problem of economies of scale can be overcome. Adopting new technologies willlead to higher productivity and reduce the dependency on foreign workers. With the adoption of new technologies, developers also need to consider using localizedequipment and materials instead of investing in expensive imported materials, which would increase the cost of construction and residential price. A respondent stated:

> *"All of us need to play an important role in controlling housing price. Not onlyone party is involved. We also consider the use of different techniques such asthe Industry Based System (IBS) to overcome the issue of production costs.*"

Providing a different perspective, the Malaysian National Buyer Association(R4) representative shared that there must be a continuous review of regulations and monitoring when it comesto residential prices. The Malaysian government needs to continuously design better plans without affecting local and foreign home buyers to make sure everybody has equal accessibility to own a property. In addition, control over the rental and selling of second-h housesneeds to be monitored closely. Some owners tend to increase the price drastically when liquidating their assets, which affects the sales of newly built houses. This view is consistent withthe study done by Thaker and Sakaran (2016) and Thaker (2019), which found that the formula of median multiple affordability in Malaysia was "seriously unaffordable" with the median valueexceeding 3.0 of housing affordability. This is not a good sign, especially for future generations of low- and middle-income earners. The view of R4 is also in line with that of the KRI director, which states that there is a need for regulation and better planning to shrink the exploitation of the market and the monopoly of higher residential prices owned by a certain group of developers (TheSun Daily, 2019). Additionally, the planning or regulation that will take place must create a healthy competitive market in general. R4 respondent said;

> *"I think new rules and regulations including better planning are needed toovercome the issue of higher price in the residential market in Malaysia. This includesnewly built houses as well as second h houses. One way to control the price is via good and viable rules and regulations because everyone adheres to it once implemented.*"

R4 further argued that there is a need to consistently monitor the regulations imposed. For instance, the price ceiling for the property value should be revised from time to time as the economy is facing yearly inflation, which will affect the land cost and materials. Thus, as an incentive, the government should consider reducing infrastructural fees to understand the cost of development components thoroughly. The respondents also emphasized that as far asthe mixed unit development is concerned, incentives should only be given if the development isawarded the Green Building Index GOLD (GBI GOLD). More incentives similar to this need tobe offered to further increase the number of mixed units. Subsequently, more affordable houseswill be available in the market. R4 shared his idea,

> "*...the regulation has to be changed and reviewed consistently by looking at the current economic situation. Also, more incentive must be given to developersto cover the cost of production. If there is something to back up the cost, obviouslywe can offer more residential units which are affordable.*"

R3 and R6 shared that more partnerships are needed between the government and small-scale developers in developing more low-cost housing projects. Given more partnership, the costscan be divided accordingly, thus reducing the residential units' cost. As small-scaledevelopers, they need to deliver their promises on time without any delay. Furthermore, the demand from local buyers is relatively low, while the demand from foreign buyers is higher. This will increase housing prices. Suppose there is enough support from the government such as l support, production costs sharing, utilities and other stuff. In that case, developers believe that they will be able to offer more affordable units. Abdul-Aziz et al. (2006) capitulate it by showing a highly competitive nature in the housing sector. Moreover, accordingto them, the design of houses keeps changing following time and pace. Today, the demand from foreign buyers is getting lesser as the current rules and regulations are tightened dueto the "Malaysia My Second Home" (MM2H) program and the rarity for foreigners to obtain loans from banks. According to the respondents, this matter has further caused them to suffer losses due to less demand. Considering this scenario, the respondents argued over the possibilityand likelihood of offering affordable units given the pressures of oversupply. They said;

> *"Our company is not a well-established company. Therefore, the support from the government is less. We hope we can have more partnerships with the current government to develop further the property market in Malaysia" (R3)*
>
> *"Rules and regulation have been changed, subsequently causing pressure on ourside where we can't sell the existing units with a good price which can at least cover the cost of production. Last time, we had many foreign buyers in Johor and Penang, but now their demand is less due to tighter rules. For example, like MM2H" (R6)*

In summary, the developers have recommended some regulatory steps as suggestions tocurb the rise of residential prices in Malaysia. The recommendations include to: (i) change construction styles, (ii) use localized materials in building the property, (iii) produce better and consistent reviews of rules and regulation, (iv) offer more incentives to developers; (v) encouragemore partnerships between private and government agencies in offering affordable houses. In addition, the writers would add two more items: (vi) examine the effect of block landholdings on the land prices; (vii) create a single authority in place of 19 different statutory bodies overseeing the housing sector at the Federal level while also making that new omnibus body to have the power to over-rule the states on several state powers.

Key Macroeconomic Factors Associated with Prices

This paper aims to investigate the price drivers of residential property market price toexamine co-movement of prices among the regional housing markets. Some authors have dubbedit a thorny issue (Rahman, 2010; Dietz and Haurin, 2003). In a physiological construct, residentialproperty has been a cultural instrument of wealth, a source of investment concerning social and economic status (Liang and Messner, 2017; Couper and Brindley, 1975; Liow et al., 2019b; Kim, 2004). Some have dubbed it a psychological anchor (Logan and Molotch, 1987). Some (Fan et al., 2019; Kok et al., 2018) claim that residential property markets are a critical mediating factor in stabilizing the nation's economy. It was remarked in section 1.2 thatthis economy has too often been buffeted by repeated crises, so would stabilizing the property marketcontribute to stabilizing the economy?

In contrast, a transparent and clear understanding is needed, especially for understanding housingprice drivers from macroeconomics and financial perspectives. In other words, which macroeconomics factor and finance specific variables have the impact on housing price? Leung (2004) articulated the importance of macroeconomic variables in integrating with the housing marketshould not be discarded or disregarded as slight fluctuation should detangle the stability in the economy, even yielding a spill-over effect to the financial market.[3]

[3] See Chetty et al. (2017) as it explains the effects of housing equity on household portfolio choice. An increasein the housing price risk will lead to a decrease in thehousehold tendency to participate in the stock market as they becomemore risk-averse.

A uniqueness of this study is that it includes financial variables and economic ones as pricedrivers. Applying the dividend as a rental with a g-rate of growth enables this finance theory to be tested in the property market places. The use of the dividend discount model from finance in the context of this research brings a novel approach to pricing analysis since this theory is applicable if we consider rent as equivalent to dividends in this theory. Further, we adopt the Jordan and Philips (2018) Dynamic Autoregressive Distributed Lag (DARDL) to investigate house pricedeterminants. Using a dynamic simulation of the ARDL model allows us to dissect and improve.

The inter-wined, complicated relationship across time horizon as demand/supply forces adapt to time-variant factors.

A review of literature on housing price reveals several price-relevant economic and financialfactors associated with housing prices: see a summary of price-relevant variables in Table 3. Thirteen variables are identified from a review of a large body of literature. No study exists on Malaysia with a fully developed list of variables to be tested with property prices over a long observation period. The dependent variable is the rate of change in the price index for the property sector (total is parsed into demand for led-residential and high-rise apartments in five regions of Malaysia. The price index observed over annual end-of-year items are reported values collected from sources well known to researchers. The independent variables are theory-cum-empirical study-suggested factors. These factors are grouped as: and rent-specific factors, macroeconomic factors, and financial system variables. It is noted that this attempt to include a large number of criterion variables is to enable the results to be robust and current for the countrybeing studied.

The variables are named in the second column, and the specific equations for the computation of the variables are given in the table. The time-series analyses are executed using the basic ARDL model and then re-specified for different assumptions as shown below: The DARDL Equation is using the variables defined in Table 3:

Table 3: Classification of Factors Driving Property Prices and Theory-suggested signs

Variable	Term	Measurement	Source	Expected sign
Dependent variable				
$\ln\Delta R_p$	Residential prices	$\Delta R_P = ln\,(\frac{Rp_t}{Rp_{t-1}})$-1	NAPIC	n/a
Independent variable				
Rent-specific determinants				
$\ln\Delta CCGL$	Capital Gain Loss	$ln\,\Delta\,CGL = ln\,(\frac{CGL_t}{CGL_{t-1}}) - 1$	NAPIC	+
$\ln\Delta CRY$	Rental Yield	$ln\,\Delta\,CRY = ln\,(\frac{RY_t}{RY_{t-1}}) - 1$	NAPIC, DOSM I-Property.com	+
$\Delta CRENS$	Rental/Square feet	$ln\,\Delta\,CRENS = ln\,(\frac{RENS_t}{RENS_{t-1}}) - 1$	NAPIC, DOSM I-Property.com	+

Variable	Term	Measurement	Source	Expected sign
Independent variable				
Macroeconomic-specific determinates				
lnΔDI	Disposable Income	$ln\,\Delta\,DI = ln\,(\frac{DI_t}{DI_{t-1}}) - 1$	BNM	+
Inf	Inflation	Measured by real inflation	BNM DOSM	+/-
lnΔMarr	Number of Marriage	$ln\,\Delta\,MARR = ln\,(\frac{MARR_t}{MARR_{t-1}}) - 1$	DOSM	+/-
lnΔWG	Wages	$ln\,\Delta\,WG = ln\,(\frac{WG_t}{WG_{t-1}}) - 1$	DOSM	+
Financial system-specific determinants				
BLR	Base Lending Rate	n/a	BNM	+/-
DR	Deposit Rate	n/a	BNM DOSM	+
lnΔMS	Money Supply (M1, M2, M3)	$ln\,\Delta\,MS = ln\,(\frac{MS_t}{MS_{t-1}}) - 1$	WB	+
lnΔCPM	Risk Premium	$ln\,\Delta\,CPM = ln\,(\frac{CPM_t}{CPM_{t-1}}) - 1$	BNM DOSM	+
LTV	Loan to Value Ratio	$LTV = \frac{Loan\ Amount}{Appraised\ Property\ Value}$	BNM	-

Note: This table shows the variables used in the research; it consists of terms used, measurements, sources

$$\ln \Delta RP_t = \alpha_0 + \sum_{i=1}^{p} \alpha_1 \ln \Delta RP_{t-i} + \sum_{i=0}^{p} \alpha_2 \ln \Delta CCGL_{t-i} + \sum_{i=0}^{p} \alpha_3 \ln \Delta CRY_{t-i} + \sum_{i=0}^{pl} \alpha_4 CRENS_{t-i} + \sum_{i=0}^{p} \alpha_5 \ln \Delta DI_{t-i} + \sum_{i=0}^{p} \alpha_6 Inf_{t-i} + \sum_{i=0}^{p} \alpha_7 \ln \Delta Marr_{t-i} + \sum_{i=0}^{p} \alpha_8 \ln \Delta WG_{t-i} + \sum_{i=0}^{p} \alpha_9 BLR_{t-i} + \sum_{i=0}^{p} \alpha_{10} DR_{t-i} + \sum_{i=0}^{p} \alpha_{11} \ln \Delta MS_{t-i} + \sum_{i=0}^{p} \alpha_{12} \ln \Delta CPM_{t-i} + \sum_{i=0}^{p} \alpha_{13} LTV_{t-i} + \omega_t$$

The F- statistic would show the underlying statistic to measure the existence of the long-run relationship. If the long-run relationship (if cointegration) exists, the F- statistic test explains which variable should be stabilized. According to Pesaran et al. (2001), F-statistic is in a generalized Dickey-Fuller regression used to test significance at lagged levels of the variables in a conditional unrestricted equilibrium correction model. The orders observed for the DARDL are selected by the Akaike Information Criterion (AIC), the Shwcharz Bayesian Criterion (SBC) rule.

Before the chosen model is projected by the Ordinary Least Square (OLS). Furthermore, in the existence of cointegration for DARDL, the following equations for short-run elasticity can also be plagiaristic by constructing an ECM of the following form:

$$\ln \Delta RP_t = \beta_0 + \sum_{i=1}^{p} \beta_1 \ln \Delta RP_{t-i} + \sum_{i=0}^{p} \beta_2 \ln \Delta CCGL_{t-i} + \sum_{i=0}^{p} \beta_3 \ln \Delta CRY_{t-i} + \sum_{i=0}^{p} \beta_4 CRENS_{t-i} + \sum_{i=0}^{p} \beta_5 \ln \Delta DI_{t-i} + \sum_{i=0}^{p} \beta_6 Inf_{t-i} + \sum_{i=0}^{p} \beta_7 \ln \Delta Marr_{t-i} + \sum_{i=0}^{p} \beta_8 \ln \Delta WG_{t-i} + \sum_{i=0}^{p} \beta_9 BLR_{t-i} + \sum_{i=0}^{p} \beta_{10} DR_{t-i} + \sum_{i=0}^{p} \beta_{11} \ln \Delta MS_{t-i} + \sum_{i=0}^{p} \beta_{12} \ln \Delta CPM_{t-i} + \sum_{i=0}^{p} \beta_{13} LTV_{t-i} + \psi ECT_{t-1} + \vartheta_t$$

Where Δ= the first difference of the operator, $\beta's$= coefficients of short-run dynamics of the model convergence to equilibrium, $\boldsymbol{\psi}$**=** shows the speed of adjustment. Error term with lagged parameter(ECT) postulates short-term dispersal from long-term equilibrium. In the short-term phenomena, the variables may scatter from one to another, which later will cause a system in equilibrium. Thus,the significance of the coefficient concerning ECT furnish use proves where ECT drives the variables back to their long-term relationship. The primary data for each variable is subject to certain batteries of diagnostics tests such as (i) stationarity, (ii) multicollinearity, (iii) heteroscedasticity, (iv) serial autocorrelation for those issues.

In this subsection are the findings from the analyses of data. The discussion is based on the main estimator, alternative estimators, and finally on the hypothesis tests.

Cointegration and Bound Test with Critical Values: As Grant and Lebo (2016) pointed that there is a need for a well conservative cointegration, Philips (2017) articulated using Monte Carlo simulation and found that autoregressive distributed lag model bound cointegration test is the excellent choice compared to another cointegration test as its ability to disregard spurious relationship for a weakly exogenous regressor. In other words, Malaysia housing price may attributeto be a weakly exogenous dependent. The first step was to select the lag length of the DARDL model, and the chosen lag length was two based on the minimum value of AIC (Akaike InformationCriteria) and the SBC lag-length criteria technique via the least-square method. The F-statistic results in Table 5 will decide on the existence of co-integration among the variables. The calculatedF-statistic for equation (3) is 6.43, which is higher than the lower bound critical value at 1 per cent (3.2330), 5 per cent (2.4760), with 10 per cent (t=2.1290), upper bound critical value at 1 per cent (4.760), 5 per cent (3.746), 10 per cent (3.289) using unrestricted intercept and no trend. This provesthat the null hypothesis of no cointegration between ln(ΔRp) and selected variables is rejected at various levels of significance, so the results indicate the existence of a long-run relationship betweenln (ΔRp) and selected variables.

Table 5: F-statistics of Cointegration Relationship and Bound Critical Values

Equation	Lag	F- Statistics	Significant Level	Bound Critical Values* Unrestricted intercept no trend	
				I(0)	I(I)
(1)	2	6.43	1%	3.2330	4.760
			5%	2.4760	3.746
			10%	2.1290	3.289

Note: *, **. *** denote significant at 10%, 5%, and 1% levels, respectively. Critical values were obtained from Narayanan (2005). The samples involve five residential categories: semi-D, terrace, condominiums, apartment, detached house, and cluster house. The states covered are Selangor, Kuala Lumpur, Putrajaya, Penang,and Johor. The timeframe used is from 2007 to 2018. The number of lags used is 2 lags.

Discussion on Dynamic Autoregressive Distributed - Lagged (DARDL)

Diagnostic checks

The research commenced with several diagnostic tests to ensure that the data were fit for the research purpose. Firstly, the heteroscedasticity test was examined to check the variation oferror terms across the number of observations, and this was done via deploying the Breush-Pagan or Cook-Weisberg test. The p-value was (0.1087), indicating no presence of heteroscedasticity in the model. Cameron and Trivedi's Decomposition of IM-Test with a p-value of 0.12 and the Ramsey RESET: F (3,223) = 1.98 Prob value of 0.1184 revealed the model had no omitted variables. Breush-Godfrey Serial Correlation LM Test with Prob. Chi-Square (2) value is 2.1981 revealing the absence of serial correlation in the model. The correlation results postulated that mostof the variables scored less than 70%. Furthermore, the cumulative sum (*CUSUM*) with recursiveestimation via OLS showed the model as dynamically stable and acceptable as valid results.

Result Discussion for Regression Analysis

The discussion of the main findings will be based on the main model of Dynamic ARDL. Firstly,the R- Square value (91.56%) presents highly explanatory power in explaining the variation in residential prices in Malaysia with a significance level of F-Statistics. Furthermore, capital gain /losses (CCGL) show a positive association with residential prices. This highlights that variation in residential prices is subject to investment activities in the property market. Buyers may purchase residential properties for investment purposes. Thus, they can sell the property at a maximum price in the future and enjoy higher capital gains, and the opposite is true when residential prices drop. Similarly, Gao et al. (2020) argue that in the US, house market speculation leads to greater residential price appreciation, was a factor in the expansion of the economic and construction of houses during 2004-2006 and the disastrous economic recession due to the economic bust in 2007-2009.

Interestingly, rental yield (RY) does not show any significant relationship. However, rental per square feet (RENS) displays a positive association with changes in residential prices. The rental charges depend on the size of the house or unit. The larger the house (higher square feet), the higher the price of the residential property. A common phenomenon among developers or existing homeowners nowadays is setting residential prices based on rental/square feet and the development activities in a particular location. One possible explanationto justify the lack of a relationship between rental yield and the residential price is that rentalyield depends on rent per square foot. This outcome is as in Chen et al. (2018), who contend that rental based on district and the size of houses suppress the housing price in Taipei.

The disposable income (DI) presents a positive relationship with residential prices. Affordability principally concerns the cost of the house relative to income. As disposable income increases, thecash holdings will also increase, thus leading to a higher demand for houses. This is called thedem-pull effect, whereby house prices will surge due to greater demand. Another perspective claims that the effect of disposable income towards residential prices may be different dependingon how households are described to the buyer, owner, or tenant. Over the years, Malaysia's economy has recorded positive economic growth (except for the financial and economic crisis in 1997 and 2008), successfully transforming the economic status into an upper-middle-income nation. Malaysia is a country with a vision of becoming a high-income-status nation by the year 2020. This has contributed to an increase in the average population’s monthly income.

The findings of the Department of Statistics revealed that the median monthly household income has increased from RM 4,585 in the year 2014 to RM 5,228 (data released in 2016), an increase of about 14.2 per cent per annum (nominal). The increase in income directly increases the individualpurchasing power and the demand for housing. Furthermore, based on the aggregate levelbehaviour, residential prices have increased significantly than the household disposable income. Similar findings, as in Battistini et al. (2018), also report the same outcome in the European market Li (2018) in China’s residential market.

Next, inflation (INF) recorded a positive association with residential prices. This relationship is common due to the cost-push influence of the inflation factor on all inputs. The rise in material costsinvolving construction such as cement, labour, machinery, equipment, etc., lead to an increase in thecost, subsequently affecting the prices of residential properties. This has been hypothesized by Maguire et al. (2013) and Hussain and Malik (2011). Though the government has eliminated the Sales Services Tax (SST) at the time of the study, construction costs remain the same and may have dropped slightly. This is because other costs involved in the construction ofthe property transactionare not SST-exempted (The Edge, 2019). Following the inflation effect, the number of marriages (Source: MARR) was also statically significant in a negative direction. Looking at the social norm perspective, it is very usual for newly married couples to purchase a house soon aftermarriage. In the point of view of how this is affected, escalation of housing prices will lead to a decrease in marriage rate for its effect on income and compensated-substitution effect. This view applies in this market and is similar to reports of Yi and Zhang (2010) Zhang et al. (2011), also revealing the same results in their studies in China.

The results also show that the deposit rate (DR) has a positive and significant relationship with residential prices. Although the result was expected to be negative, a possible explanation for the finding may be the time horizon. From a long-term viewpoint, a higher deposit rate will result in a surplus of funds in the future, which will subsequently cause an increase in residentialprices. However, in the short-term perspective, such a relationship will be non-existent. Sutton etal. (2017) are of the same stance after discovering that deposit rate or policy rate did not influencehouse prices outside of the US but was instead the change in rates. Housing risk-premium was found to have a negative relationship with residential prices.

Table 6: Dynamic ARDL, OLS and Stepwise Regressions Results for Drivers of Residential Prices

***Dep. Var.* = lnΔRp**	**Dynamic ARDL(DARDL)**	**OLS**	**Stepwise Regression**
lnΔCCGL	0.056796 (0.027056)**	0.123327 (0.163553)	

Dep. Var.= **lnΔRp**	**Dynamic ARDL(DARDL)**	**OLS**	**Stepwise Regression**
lnΔCRY	0.084519 (0.124040)	0.051269 (0.352909)	
ΔCRENS	0.266284 (1.716155)*	0.697429 (0.425377)*	
lnΔDI	0.0379610 (0.0112629)**	0.039610 (0.0100195)**	0.037217 (0.0147730)***
Inf	0.0686704 (0.0386772)**	0.062231 (0.0686705)*	
lnΔMarr	-1.580593 (0.902218)*	-6.636853 (2.046933)**	-5.619 (1.860)**
lnΔWG	0.184437 (0.330780)	-1.285374 (0.870650)	
BLR	0.059836 (0.032762)	0.098648 (0.098648)**	0.042540 (0.0343154)**
DR	0.0756802 (0.037193)***	0.0754381 (0.0310106)*	0.0644981 (0.047486)**
lnΔMS	0.259543 (0.259652)	-0.701009 (0.701224)	
lnΔCPM	-8.592656 (1.975865)***	-2.793583 (1.061504)*	-1.365 (0.640)**
LTV	0.236195 (0.112046)**	0.799215 (0.285094)**	0.839 (0.285)**
Constant	-3.580287 (-3.653472)**	-8.708622 (-9.725273)*	-3.906 (3.617)*
R	0.915648	0.250390	0.471
F	6.318805 (0.000)***	6.318681 (0.000)***	11.088 (0.000)**

Note: This table shows the result of the study's model in terms of the overall analysis. The signs *, **, *** denotesignificant at 10%, 5% and 1% respectively. The time framework used is an annual basis spanning from 2007 to2018. Heteroscedasticity = Breush – Pagan/ Cook – Weisberg Test for Heteroscedasticity = chi2 (1): 2.57, Prob >chi2: 0.1087, thus there is no presence heteroscedasticity in the model. Cameron and Trivedi's Decomposition of IM-Test with Chi-squared of 25.27 p-values of 0.0002. Ramsey RESET: F (3,223) = 1.98 Prob value of 0.1184revealed the model has no omitted variables. Breush-Godfrey Serial Correlation LM Test with Prob. Chi-Square (2) = 0.1981 revealed there is no serial correlation in the model, Correlation result postulate that mostof the variables score less than 70%. The Standard Error-values are reported in the parentheses. The maximum lag length for DARDL is two. The samples involve five residential categories: semi-D, terrace, condominiums, apartment, detached house, and cluster house. The states covered are Selangor, Kuala Lumpur, Putrajaya, Penang, and Johor. The timeframe used is from 2007 to 2018.

Risk premium tends to negatively associate housing prices due to risks attached toresidential properties such as market risk, earthquake, location risk, and many others. This will subsequently affect the price movement of residential properties (Bunda and Ca'Zorzi, 2010; Gallin, 2008). The last significant factor is the loan to value ratio (LTV), positively relatedto residential prices. The LTV looks at the housing loan eligible based on net income rather than gross income. Thus, the higher the income, the higher the LTV. Correspondingly, as the demand for units will increase, so will the prices. Therefore, a higher LTV ratio presumably helps to forma more substantial and stable source for housing demand. Our results are also consistent with a study done by Depken et al. (2009).

Three residential price drivers were not significant, namely (i) wages (WG), (ii) base lending rate(BLR), money supply (MS). Wage is not a significant factor, perhaps because the increase or decrease in wages will *not* drive up the cost of housing for a given level of quality unless the housing development is artificially curtailed by government actions. Unswervingly, BLR and MS were insignificant as their effects are uncertain and dependent on time horizon policies implemented by the government.

As a summary of the results obtained, it is useful to show the parameters estimated against the theory suggested signs described in Table 7: see the summary below:

Table 7: Outcome on coefficient signs of hypotheses

CCGL	CRY	CRENS	DI	INF	MARR	WG	BLR	DR	MS	CPM	LTV
(√)	(×)	(√)	(√)	(√)	(√)	(×)	(×)	(√)	(×)	(√)	(√)
[+]	[+]	[+]	[+]	[+]	[-]	[+]	[+]	[+]	[+]	[-]	[+]

Note: This table shows the overall decision of the hypothesis. (√) which indicates that the hypothesis was supported while (×) informs that the hypothesis was not supported. In addition, [+] denotes that the relationship was positive [-] signifies that the relationship was negative.

It is evident from this table of statistics that except for four identified price drivers, eight variables areconsistent with the theorised propositions. Table 6 may be referred to see the parameter estimates and the statistical significances of the eight price-relevant factors. The model-specific analyses are summarised in the Notes to Table 6. It may be concluded that the following eight factors significantly drive the property prices in the country. These factors are CCGLor capital gain/loss; CRENS or rental per square foot; DI or disposable income; INF or inflation; MAARR or number of marriages; DR or bank deposit rate; CPM or market risk premiums; LTC or loan to value ratio.

It is also observed in that table that the model fitness is excellent, as indicated by summary statistics.The R-Squared value (91.56%) is evidence of the high explanatory power of the model tested in explaining the variation in residential prices. The F-statistics are also significant suggesting the model is relevant and fits well. In the paragraph above (see also the table for the size of the estimated parameters), eight variables are significantly driving the property price formation.

Further investigation is on whether the sentiment index on the property a good indicator of actual price formation is (thus also the return to holding the property). We used a constructed sentiment index(SI) presented in Cheong et al. (2021) and examined its co-movement with the actual price movement over a lengthy period (see Figure 8).

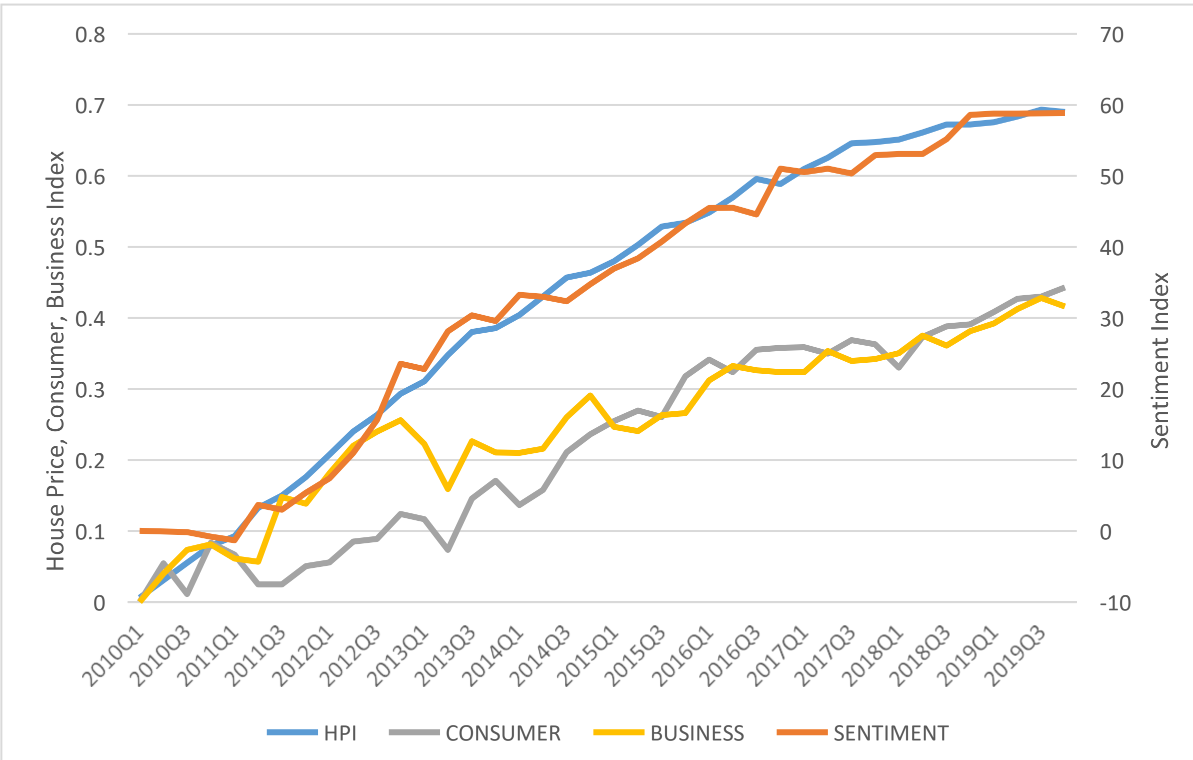


Figure 8: Relationship between Housing Price Index and Sentiment Index, Malaysia

The relationship is plotted for (i) housing price shown in the top graph with the left scale showingthe price and (ii) consumer prices and inflation (bottom graph). It is evident that the sentiment index is highly correlated with the housing prices and that the consumer prices sentiment index isalso correlated. In an earlier section, evidence was produced that the housing prices over 38 years.

Tracks the inflation rates. This graph also shows that the sentiment index is correlated withthe consumer price index values. Closer scrutiny of the latter indicates that the relations between consumer price and the sentiment index values have been getting very close since 2015. This evidence shows that if polled ahead of time, the sentiment index can be a leading indicator of housing priceformation.

Summary of Findings

This working paper provides new and interesting findings not yet reported about the hotel and Malaysia's property sector pricing behaviour. Based on this ongoing research funded by a nationalgrant, our results have potential referencing value in the literature if published. In contrast, it has led to three major findings on the hotel and overall property sectors from data analysed over a lengthy period. The data gathered spans 38 years to 2019, with about 15 factors examined as to how these factors are inter-related and top executives of property companies explaining theirperspectives as suppliers of the economic good called built units in two major sectors.

Supply-side comments: The developers see the real estate sector as a key contributor to economic activities while also pointing out the social role of building affordable housing as an unfinished job because of several challenges to fulfilling this social function. Parsing down to some granular level, it is admitted that the national goal of providing affordable (a target of RM300,000 has been suggested as the goal) for low-income groups (defined as bottom 40 per centhouseholds with about RM43,00 annual incomes) is yet achieved after almost half a century of trying to reach this goal. Three comments emerged as key issues: (i) The land-bank held by state governments should impact the pricing of the lands available to encroach on such landsas a township expands. This problem is the same as that in Ireland, where the Church is a block owner of about 70 per cent of lands.

The second factor from builders' insights is that there are fragmented regulatory bodies at the Federal level leading to the high cost of development charges and the high land cost given the block-ownership problem. There is a need for state jurisdictions to be controlled through lawsat the Federal level to speed up start to completion time to bring down the capital cost of longer start to finish time experienced because of the lack of Federal laws that could help to overcome delays and too many layers of approvals from land, zoning (state-controlled) and the overall control of housing. That also applies to the hotel sector. Finally, developers suggest a need tosource materials locally to meet the standards to bring down the cost of importing, especially with currency depreciation that increases the cost of imported items. If Malaysia is a home for producingBoeing parts, is it not time to manufacture specialist materials for housing?

Pricing Factors at Play in the Market: Two out of some 15 factors are relevant for pricing issues as reported in this study. First, the housing sector prices have doubled, and so has the inflation rate over the same 38 years. While this is now verified, what is unknown is the shareof the high land prices for landed properties in the suburban areas and the prices being veryhigh for those who wish to stay nearer to the urban centres in high-rise units. Part of the reason forthis demand nearer to the city, as in other countries, is the cost and time to travel to work and leisure located at the city centres, let us add the heavy traffic congestion in all cities that makes families move to the city suburbs and push up costs and prices.

The statistical analyses showed that affordability - measured as multiples of annual incomes needed to buy a unit – is around six compared to the international norm of 3 times. This perspective helps explain why the public perception is "housing is not affordable". Thisis also partly due to the economy such as this one studied being susceptible for periodic down cycles, more so in this region than in developed countries. In addition, an adverse effect of the high-price- properties is that households have taken too much debt, which makes household finances highly fragile. Finally, we noted that consumer prices and incomes are the two main drivers of the pricesof the properties, be it hotels or housing.

Institutional reasons for low affordability and the high price of land, and high development cost (due to fragmented regulations) are perhaps the real drivers for low affordability and lack of sufficient supply of targeted priced units. Further studies may have to examine the institutional reasons to understand why affordability is low. The supply side cannot buildmore than 20 per cent for an expected demand of 40 per cent of built units as low-cost units.

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A STUDY ON CONSUMPTION PREFERENCE OF CULTURAL AND CREATIVE TOURISM PRODUCTS OF THE "POST-90S" GROUP BASED ON PRODUCT ATTRIBUTES

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Abstract

The rapid progress of cultural and creative tourism products is of great significance in promoting sustainable development and establishing tourist attractions' image. The "post-90s" group with considerable consumption potential is susceptible to cultural and creative tourism products in this era. The main subject of this study is the "post-90s" group, focusing on their preference for the attributes of cultural and creative tourism products. In the factorial analysis, cultural, creative, practical, and memorable attributes are four first-class attributes of artistic and innovative tourism products. There also exist fourteen second-class in this analysing approach relatively. After using the analytic hierarchy process (AHP method) in studying product preference of cultural and creative tourism products, we found out that among four first-class attributes, the "post-90s" group valued cultural attributes most highly, while their preference for innovative, practical, and memorable decreases in sequence. They attached importance to attributes such as originality, national quality, regional spirits, and sense of design for second-class attributes.

In contrast, soundness, aesthetic sense, and the possibility to be recycled are less critical. This study enriches existing research on the concept and attributes of cultural and creative tourism products. Furthermore, our study guides relevant companies to design and expand the cultural and creative tourism products with higher efficiency and thus utilize resources more appropriately.

Keywords: Cultural and creative tourism products; The post-90s group; Product attributes; Consumer preference

INTRODUCTION

In 1947, the word "Cultural Industry" first appeared in Adorno and Horkheimer's Dialectics of Enlightenment and came to the public's attention. With cultural industry beginning to thrive, "Culture and Creative Industries" were born. "Culture and Creative Industries" was firstly mentioned in our Taiwan district, while cultural and creative products with cultural and creation quality are the main output of culture and creative industries. In this era, the heated research topic of cultural and creative products are the designing of its external appearance (Kwon, Lee, & Kim, 2015), featured speciality (Hsu, 2004; Hu, 2017) and marketing (Liu, 2018), etc. Culture and tourism intermingling, the cultural and creative product concept has expanded to the tourism field. Scholars of tourism have studied this concept with the new name, "cultural and creative tourism products". Cultural and creative tourism products are tangible products with regional, creative, and cultural features represented by tourist souvenirs. Tourists are likely to be motivated by various types of tourism activities and purchase these products at every stage of their travelling. With the blending of culture and tourism, cultural and creative tourism products are attracting increasingly heated public attention. At the same time, the Forbidden City has explored a new creative developing route with the help of the progress of cultural and creative tourism products. In the current academic field, the study of cultural and creative tourism products mainly covers these aspects: how to create cultural and creative tourism products with regional features (Liu, 2018; Wang, 2019; Xue, 2018), how to use high-tech to explore cultural and creative tourism products (Li, 2018; Wang, & Zhang, 2019), and how to expand its market (Yuan, 2018). Generally speaking, cultural and creative tourism products and main consumer groups are not paid enough attention in the current stage.

In recent years, cultural and creative travelling has become a trend, with more "post-90s" groups willing to consume products relevant to cultural and creative quality. They pursue individuality and unique aesthetic value, while cultural and creative tourism products are perfectly equipped with these qualities. The "post-90s" group is gradually taking up the consumer market with rising purchasing ability, preferring to buy products with originality and creation. It cannot be ignored that the taste, consuming potential, and the characteristics of being active on social media of the "post-90s" group are leading the developing trend of cultural and creative tourism products market. Therefore, this essay focus on the "post-90s" group as the main subject, using factorial and analytic hierarchy researching approaches to study their preference for cultural and creative tourism products. The aims of this study are 1. summarize the attributes of cultural and creative tourism products and form the scale of the attributes of cultural and creative tourism products; 2. explore the preferences of the "post-90s" group on the attributes of cultural and creative products by analysing results with relevant data.

LITERATURE REVIEW AND THEORETICAL BASE

Product Attributes

Product attributes are closely connected to and influence people's consumption. The studies of the post-90s group belong to the research field of customer behaviour. When purchasing products, one of the essential factors the customers consider is their attributes. There exists a widely-accepted perception in academia that studying product attributes preference of customers is considered to be of great significance for marketing and understanding customer behaviour (Zi, 2019; Yang, Zeng, & Gu, 2011; Cheng, 2009; Hossain & Onyango, 2004; Taylor, 2003; Engel, Blackwell, & Eastbo, 1978).

Product attributes refer to the product's relatively fixed features, commonly considered the combination of the product's qualities and revealing its uniqueness (Sun, 2019). In the current stage, the primary studies on product attributes are divided into two categories: the first category focuses on analysing attributes of specific products and understanding customers' purchase behaviour and satisfaction level (Zi, & Lin, 2019; Zhao, Yang, Yang, & Li, 2019); the second category mainly studies how to recognize the meaning of product attributes by adapting relevant approaches to extracting consumers' cognitive attributes of a specific type of product (Ji, Gao, Li, & Gao, 2020; Bie, 2018; Sun, 2018). There are numerous research findings among scholars worldwide about the categorization of product attributes. Mittal (2001) is the first scholar who classified products attributes into functional and enjoyable categories, mentioning that customers' satisfaction with products' applicable quality is merely essential, while their preference for enjoyable quality is prior (Li, Lu, & Hu, 2011). Voss (2013), together with other scholars, established a more integrated measuring scale based on Mittal's perspectives. In addition, some scholars widened existing theory, further categorizing it into functional, social, emotional, conditional quality, and pursuit of freshness. Another approach raised by Olson and Jacoby in an article published in 1972 is to classify products attributes into inner and outer attributes (Nie, He, 2017).

Moreover, they stated that the inner quality, which will not change if the nature of the product is fixed, lies in the physical components of the product. Outer rate includes all elements connected to the products and not belonging to the entity, for instance, the price, name, and advertisement. From this standpoint, some scholars explore further: Myers and Shocker (1981) divided product attributes into qualities relevant to products, results, and customers. It is widely accepted that categorization is based on functional and enjoyable attributes and inner and outer attributes. A large number of scholars nationwide are using these two classifying approaches to analyze product attributes.

Attributes of Cultural and Creative Products

Sorting out the basic attributes of cultural and creative tourism products contributes to understanding their nature and exploring specific significance. Cultural and creative tourism products share some similarities with the cultural and creative products and tourism souvenirs in their concept, while the uniqueness still exists. Shi (2018) regards that practicable, artistic and cultural, regional and ethical, economical, memorable, portable, and trend following. Qiao and Jiao (2013) considered souvenirs relevant to natural or cultural tourism resources are unique products characterized by memorable, regional, artistic, and portable quality. Xu and Zhang (2012) explored young travellers' preference of product attributes, purchase motivation, buying behaviours, and a specific sequence of souvenirs' attributes sorted into memorability, enjoyment, uniqueness, aesthetics, representativeness, practicability quality, value, diversity, and customization. According to Xia Wu, Song Lu, and Yecheng Zhang (2015), product attributes include marketability, symbolism, and regionality, among which regionality is elementary. Jia Qi (2019) summarized four attributes after studying features of cultural and creative products: uniqueness and transcendence, promoting education and public welfare, nationality, seriality, and continuity. It is generally accepted that attributes of cultural and creative products mainly include: cultural, practical, memorable, national, creative, regional, portable, et cetera, which are their primary characteristics.

Characteristics of the post-90s Group and Purchasing Preference of Tourism Products

The post-90s group refers to the generation born between 1990-01-01 to 1999-12-31, equipped with consumption capability, decision-making ability of household purchase, and consumption potential in the future (Zhong, 2015), which is the reason why exploring their purchase preference is of vital significance to analyse the future market and promote tourism. People of this age group prefer an economical and comfortable style of purchase. In specific, tourism souvenirs with local lifestyle elements and distinctive features satisfy the demands of young people, for instance, local handicrafts and cultural and creative products. Customers, especially the post-90 group, are greatly concerned about the portability and convenience in their purchase process (Cao, & Chen, 2013). By adopting the questionnaire methods in their survey of the tourism products market of Beijing and concentrating on elements that influence the buying of tourism souvenirs, Martin et cetera (2015) found out that cultural meaning, creativity, price, and quality are the main factors affecting the market.

Nowadays, there is a gap in the research of cultural and creative tourism product attributes since most surveys are limited to the category of products, just revealing customers' tastes for specific types, for instance, products with cartoon elements and stories. Meanwhile, when studying factors that can influence consumption, studies mainly focus on vague aspects such as cultural features, price, and techniques, while the customers—the post-90 group are neglected. This gap hasn't been made up in all databases of academic research globally. In recent ten years, purchase motivation, buying features, and marketing strategies have concentrated on research worldwide. Moreover, specific elements, for instance, features of cartoons and derivations of historical figures, focus surveys on the post-90 group's preference of cultural and creative products. In contrast, their taste of product attributes is largely ignored.

Classical Preference Theory

Preference theory functions as the theoretical basis of this study, focusing on the “post-90s” group’s preference for product attributes. Bentham (2000) and Mill (2007) first raised the "preference" theory, which was established by the Marginal Utility School, with Marshall as the representative figure. In the pioneering stage, scholars regarded that "preference" was equivalent to "effect", which means the product's value to customers. Then, in the middle of the nineteenth century, by verifying that purchasing reveals people's behaviours, Samuelson (1937, 1947) proposed the "Revealed Preference Theory", holding that the reason for customers' buying behaviours lies in their unmet needs no matter they are known or not. That is to say, when deciding to buy a particular product, customers' "preference" is "revealed".

Having thoroughly studied Kotler’s Product Design Hierarchy Theory, this study adopts the first research approach prevalent in academia: take the post-90s group as the object, analyse their preference for the attributes of cultural and creative tourism products by taking the analytic hierarchy process method and extracting the attributes of cultural and creative tourism products, and finally form guidelines for research on the post-90s group's purchase behaviours. On the practical level, enterprises can be provided with useful suggestions to design these products more pertinently.

OVERVIEW OF THIS RESEARCH

The focus of this study is the post-90s group's preference for cultural and creative tourism products. First, we summarized the attributes of these products in the literature review and then collected data from questionnaires. Next, we will use the AHP method to put product attributes in sequence based on statistical weights. Our research was conducted in four steps: 1. Verify the attributes of cultural and creative tourism products and issue pre-survey questionnaires. 2. Use the Factorial Analysis approach to revise the pre-survey questionnaire. 3. Redesign and issue formal questionnaires based on the AHP method. 4. Collect data and form the result using the AHP method. The preparation stages, including the first and the second step listed above, are revealed in the third part of our thesis, while analysis of preference, including steps three and four, is shown in the fourth part.

Scale Analysis of Attributes of Cultural and Creative Tourism Products

Attributes of Cultural and Creative Tourism Products

In the literature review part, general attributes and specific attributes of cultural and creative products are reviewed comprehensively. First, five first-level qualities are summarized and detracted based on existing research: cultural, creative, practical, aesthetical, and memorable features. Then twenty-one second-level attributes are defined initially through the further exploration of the concept, which is listed below.

Table 1. First Level and Second Level Attributes of Cultural and Creative Product

First-class Feature	Second-class Feature	Resource
Cultural	1. National and Regional Feature①	①Wu, Lu, & Zhang(2015). “Research Process of Global Tourism Souvenirs”

First-class Feature	Second-class Feature	Resource
	2. Artifacts and Material② 3. Hierarchical② 4. Storytelling②	②Li, & Zhang (2019). "Research-based on KANO Model of Customer Preferences of Museum's Cultural and Creative Products"
Creative	1. Style Designing① 2. Originality②③ 3. Environmental Friendly② 4．Enlightening④	①Wu, Lu, & Zhang (2015). "Research Process of Global Tourism Souvenirs" ②Li (2017). "Concept of Cultural and Creative Products' Bonus Design" ③Li (2018). "Vision and Designing of 'Attributes of Cultural and Creative Products'" ④Wang, & Zhang (2019). "Study of Basic Features of Cultural and Creative Products and Creative Designing"
Practical	1. Decorating and ornamental function① 2.Quality② 3.Portability② 4.Price② 5.Recyclability② 6.Firmness②	①Li (2018) "Vision and Designing of 'Attributes of Cultural and Creative Products'" ②Nie, & He (2017). "Review, Application, and Prospect of Product Attribute Research in Marketing"
Aesthetical	1.Color① 2.Shapw① 3.Texture①	①Li, & Zhang (2019) "Research based on KANO Model of Customer Preferences of Museum's Cultural and Creative Products."
Memorable	1. Experience① 2. Feeling① 3. Belief① 4. Emotional②	①Qiao, & Jiao (2012). "Analysis of Similarities and Individualized Design of Souvenirs from Different Tourism Resources" ②Nie, & He (2017). "Review, Application, and Prospect of Product Attribute Research in Marketing"

Questionnaire Design and Collection

After figuring out each specific feature of cultural and creative tourism products, we designed pre-survey questionnaires to analyse each of them based on their inner conception. The first part of our pre-survey questionnaire concerns basic customer information, including whether belonging to the "post-90s" group, their date of birth, gender, career, and monthly income or living expenses. The second part examines preferences for products attribute, where questions are based on the current thesis structure of scholars. This survey utilizes a five-point Likert Scale, and the scores of each option range from one to five points: 1-point reveals customers' absolute denying of purchase, 2-point is refusing to buy, 3-point shows the neutral attitude, 4-point demonstrates the willingness to purchase, and 5-point shows people's eagerness to buy the product. Furthermore, 29 items are listed in this scale to measure different product attributes apart from basic information. Taking the convenient sampling approach, we distributed questionnaires through social media such as Wechat and QQ. Among 404 questionnaires withdrawn, 320 of them are valid, 83.47% were distributed to people born after the 1980s and 1990s. It can be seen from the career choice question that the student group is the primary object of this survey, taking up 94.38% of the total research and numbering 302. The number of females is twice the number of males, taking up 69.7% of the total objects. It should be noted that this age and gender structure fits the current social occupation and age distribution of the post-90s generation. Therefore, this research can obtain objective and significant results.

Exploratory Factorial Analysis

Having collected the data, credibility and validity should be tested. The Cronbach's Alpha factor of each feature is more significant than 0.7, revealing that the general credibility is acceptable. A particular element should be deleted if the Cronbach's Alpha factor increases after deleting. This study's cultural, creative, practicable, aesthetical, and memorable features rise to 0.818, 0.796, 0.849, 0.898, 0.839 after deleting elements with the Cronbach's Alpha factor lower than 0.7. It can be found that all factors are close to 0.8, which shows that the overall credibility of this questionnaire is improved. The KMO value of the pre-survey questionnaire is 0.928, higher than 0.9, and thus we can utilize the factorial analysis approach. The P-value of the Bartlett test results is lower than 0.05, showing that this questionnaire is valid.

Utilizing the principal component analysis to extract factors, the eigenvalue should be greater than 1, performing orthogonal rotation on them by the maximal variance method, and removing items with load values less than 0.45, and abnormal ones extract four common factors in table 2 below.

Table 2. Load Matric of Factorial Analysis

Dimension	Number of Indexes	Component			
		1	2	3	4
Cultural	Q1	0.785			
	Q2	0.744			
	Q3	0.749			
	Q4	0.620			
Creative	Q6		0.744		
	Q7		0.664		
	Q8		0.621		
	Q9		0.453		
Practical	Q13			0.637	
	Q14			0.581	

Dimension	Number of Indexes	Component			
		1	2	3	4
	Q15			0.739	
	Q16			0.637	
	Q19			0.607	
	Q20			0.705	
Aesthetical	Q21			0.710	
	Q22			0.754	
	Q23			0.742	
Memorable	Q24				0.715
	Q25				0.782
	Q26				0.721

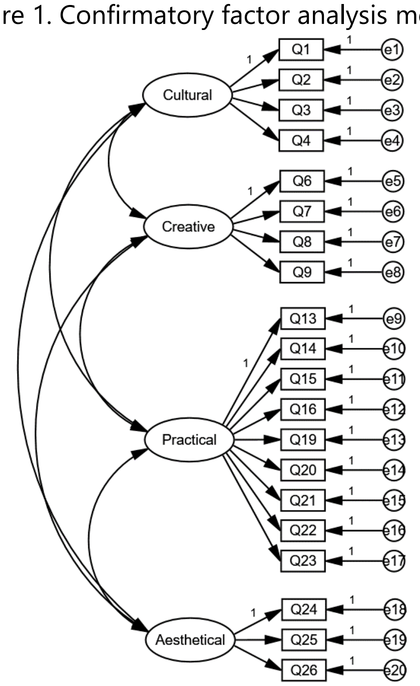
Extract Method： Principal Component Analysis
Rotation Method： Kaiser-Meyer-Olkin's measuring approach
a. Rotations converged after six iterations

Considering the results of factorial analysis and relevant expert opinions, this study believes that aesthetic features should be included in the practical feature. The aesthetical qualities such as colour, shape and texture are included in practicability as well. Since some overlap exists between the aesthetic and practicable features in product attributes and the concept of practicability is wider, aesthetic attributes should be included in practical attributes.

Confirmatory Factor Analysis

Aiming to verify the structural stability of the scale, this study uses Amos 25.0 software to conduct confirmatory factor analysis from three dimensions: structural validity, convergent validity and discriminant validity.

Figure 1. Confirmatory factor analysis model



Source: Amos 25.0 software, 2021

Structural Validity

It can be found from the table below that the value of X^2/df is 2.559 less than 3; RMSEA is 0.071 less than 0.08; the values of CFI, IFI and TLI are all greater than 0.9, and the value of AGFI is 0.841, which is close to 0.9. All of these data indicate that the model composed of four attributes is well adapted.

Table 3. Overall fitting coefficient table

X^2/df	RMSEA	GFI	AGFI	CFI	IFI	TLI
2.559	0.070	0.876	0.841	0.921	0.922	0.909

Convergent Validity

From the table below, we can see that the average variance extracted of cultural and practical is greater than 0.5, and the combined reliability is greater than 0.8, indicating that the topics corresponding to this part of the latent variables are highly representative. Although the creative and memorable average variance extracted and combined reliability values are not so high, they are still acceptable.

Table 4. Factor loading schematic table

First-class Feature	Second-class Feature	Number of Indexes	Path	Component	AVE	CR
Cultural	National and Regional Feature	Q1	Q1<--- Cultural	0.814	0.5544	0.8311
	Artifacts and Material	Q2	Q2<--- Cultural	0.785		
		Q3	Q3<--- Cultural	0.756		
	Storytelling	Q4	Q4<--- Cultural	0.606		
Creative	Originality	Q6	Q6<--- Creative	0.588	0.4393	0.7547
		Q7	Q7<--- Creative	0.7		
	Style Designing	Q8	Q8<--- Creative	0.781		
	Environmental Protection	Q9	Q9<--- Creative	0.558		
Practical	Decorating and ornamental function	Q13	Q13<--- Practical	0.643	0.5326	0.9104
		Q14	Q14<--- Practical	0.649		
	Quality	Q15	Q15<--- Practical	0.688		
	Portability	Q16	Q16<--- Practical	0.658		
	Recyclability	Q19	Q19<--- Practical	0.706		
	Firmness	Q20	Q20<--- Practical	0.731		
	Aesthetical Feature	Q21	Q21<--- Practical	0.832		
		Q22	Q22<--- Practical	0.834		
		Q23	Q23<--- Practical	0.795		
Memorable	Experience	Q24	Q24<--- Memorable	0.771	0.5402	0.7782
	Feeling	Q25	Q25<--- Memorable	0.664		
		Q26	Q26<--- Memorable	0.765		

Discriminant Validity

Table 5. Discriminative validity table

	Cultural	Creative	Practical	Experience
Cultural	0.5544			
Creative	0.242**	0.4393		
Practical	0.201**	0.219**	0.5326	
Experience	0.234**	0.213**	0.209**	0.5402
$\sqrt{AVE}$	0.745	0.663	0.730	0.735

**Represents the p-value is less than 0.01, and the diagonal line is the AVE average variance extraction amount.

As shown in the above table, there is a significant correlation between culturality, innovation, practicality, and memorabilia ($p<0.01$). In addition, the absolute value of the correlation coefficient is less than 0.5 and less than the square root of the corresponding AVE. These data prove that there is a certain correlation between the variables with a certain degree of discrimination.

Based on the results listed below, we modified the questionnaire and formed the four first-class and fourteen second-class attributes for cultural and creative tourism products, as it is shown in the table below.

Table 6. Attributes of the Cultural and Creative Products

First-class Feature	Second-class Feature
Cultural	National and Regional Feature
	Artifacts and Material
	Storytelling
Creative	Originality
	Style Designing
	Environmental Protection
Practical	Decorating and ornamental function
	Quality
	Portability
	Recyclability
	Firmness
	Aesthetical Feature
Memorable	Experience
	Feeling

STUDY ON THE PREFERENCE OF ATTRIBUTES OF CULTURAL AND CREATIVE TOURISM PRODUCTS

Designing Questionnaires

Having determined the attributes of cultural and creative tourism products, this study re-adjusted the pre-survey questionnaire utilizing the analytic hierarchy process approach. It redesigned the formal questionnaire following the steps of the establishment of the AHP model. 24 people of the post-90s generation with evenly distributed years of birth were invited to score the weights of the first and second level products attributes. All participates are required to fill these items respectively based on their understanding of each product attribute and prompts in the questionnaire as well as comparison of the importance degree in pairs. Attribute preferences of the post-90s generation can be analysed by this questionnaire.

AHP Method

AHP (analytic hierarchy process) method is proposed by Professor TL. Say, one of the most commonly used statistical methods. This method will decompose multi-objective decision-making issues and form a multi-index hierarchical model. Then the qualitative indexes are fuzzily quantified to compare the weights of each level and form the target decision through calculation. Combining quantitative and qualitative analysis methods enables the decision-maker to measure the relative importance of each index based on his own experience, value the weight of each standard in decision schemes reasonably, and obtain the advantages and disadvantages of objects using an algorithm.

Establishment of the Hierarchical Structure Model

The constitution of the specific index system of this research refers to relevant contents of the works cited and feedback obtained in the previous stage. Based on the first and second level of product attributes of cultural and creative tourism products, we targeted preference of these products as the objective layer and considered five first-level attributes as the criterion layer and second-level attributes as the index layer. Detailed content is listed in the table below.

Table 7. Evaluation Index System

Objective Layer	Criterion Layer	Index Layer
Product Attributes of the Cultural and Creative Tourism Products	Cultural	National and Regional Feature
		Artifacts and Material
		Storytelling
	Creative	Originality
		Style Designing
		Environmental Protection
	Practical	Decorating and ornamental function
		Quality
		Portability
		Recyclability
		Firmness
		Aesthetical Feature
	Memorable	Experience
		Feeling

Structuring the Judgement Matrix

Different products attributes have various influences on the preference of the post-90s generation on cultural and creative products, and in the same way, this generation's understanding of the importance of each attribute is diverse. In our research, we used the AHP method to determine the weight of each attribute and constructed a judgement matrix of different attributes based on the relationship between each layer in the established evaluation index system. In the first step, we compared the four criterion layers pairwise to assign specific weights respectively and then evaluated the importance of each feature under a single criterion layer. 1-9 scale method was utilized to assign the importance scale in the current stage.

Table 8. Indicator Importance Scale and Meaning Description

Number	Importance Scale	Scale Assignment
1	Two features have equal importance	1
2	One feature that is slightly important	3
3	One feature that is obviously important	5
4	One feature is distinctly important	7
5	One feature that is extremely important	9
6	One feature that is slightly important	1/3
7	One feature is unimportant	1/5
8	One feature is distinctly unimportant	1/7
9	One feature that is extremely important	1/9

Having established the index system, twenty people from the post-90s age group with evenly distributed birth years scored relatively weight of factors based on their understanding of each attribute.

Questionnaire Collection

A large sample is unnecessary since the second questionnaire utilized the AHP method, but the balanced distribution of birth year should be attached with great importance. In this concern, we should redesign the "Questionnaire Star" questionnaire based on the importance scale and indicators' meaning. By conducting a pairwise comparison of two levels of features, participants chose items important to them and scored issues we listed in the questionnaire.

Considering the small samples, our group members contacted our target group on Wechat, sent questionnaires, did not include directional items, and required them to record their birth year. We took efforts to select people born between 1990 and 1999 to carry out our survey, informing them of our purpose and requirements and asking them to independently finish the questionnaire. Twenty-four samples were collected from people of the post-90s age group with evenly distributed birth years in total. Having tested the consistency of the results, 18 valid questionnaires were collected. The judgement matrix is formed from the weighted average calculation of valid data, where the weight of each of them is equal.

Data Analysis

The second questionnaire takes SPSSAU as the research method, through which the results and weights of the matrix are automatically output (Zhou, 2017), as is shown in the table below.

Table 9. Weighted Statistical Table

Feature	**Cultural**	**Creative**	**Practical**	**Experience**	**Weights**	**Value of CI**	**Value of CR**
Cultural	1	1.5	2.6001	2	36.43%	0.065	0.073
Creative	0.6667	1	4.3346	2.3326	35.48%		
Practical	0.3846	0.2307	1	1.6667	14.48%		
Experience	0.5	0.4287	0.6	1	13.62%		

After calculating the fourth-order judgement matrix, the CI value is 0.065. According to the table of RI values, 0.890 is the result. In this way, it can be calculated that the value of CR is 0.073, which is lower than 0.2, revealing that the consistency test is successful. Constructing the fourth-order judgement matrix to analyse four first-level attributes, respectively, the final weights can be drawn: 36.428%, 35.475%, 14.476%, and 13.621%. It can be concluded that people from the post-90s generation value the cultural feature highest, followed by creation and practicability, while the experience is the least important. It is essential to study the second-level features and sort them in general, making it possible to put the preference of the post-90s group of attributes into the sequence. The total sequence of the output of SPSSAU is shown below.

Table 10. Overall Attributes Sorted Table

Target Layer	**Criterion Layer**	**Weight Vector**	**Index Layer**	**Weight Vector**	**Overall Weight**	**Ordering of the Total Hierarchical**
Product Attributes of the Cultural and Creative Tourism Products	Cultural	6.43%	National and Regional Feature	51.28%	18.68%	2
			Artifacts and Material	22.40%	8.16%	6
			Storytelling	26.32%	9.59%	5
	Creative	5.48%	Originality	55.49%	19.68%	1
			Style Designing	29.53%	10.48%	3
			Environmental Protection	14.99%	5.32%	7
	Practical	4.48%	Decorating and ornamental function	26.00%	3.76%	9
			Quality	23.82%	3.45%	10
			Portability	13.85%	2.00%	11
			Recyclability	13.42%	1.94%	12
			Firmness	10.23%	1.48%	14
			Aesthetical Feature	12.68%	1.84%	13
	Memorable	3.62%	Experience	71.154%	9.99%	4
			Feeling	28.846%	3.63%	8

The overall sequence, including the first and second features levels, is sorted in the table above. It can be found that among the first-level attributes, the cultural feature is the most important, followed by creative, practical, and memorable features. Among the 14 second-level attributes, originality, national and regional, style designing, and experience features take up the largest proportion. In contrast, portability, recyclability, aesthetics, and firmness account for the least percentage, most of which is under practicability (the first-level attribute). It can be concluded that originality, national and regional, and style designing are focused more by the post-90s generation, resulting in whether cultural and creative tourism products have unique features that greatly influence their consideration. On the contrary, they pay little attention to the practical function of products since firmness, aesthetics, and recyclability is not their focus.

CONCLUSIONS AND DISCUSSION

Conclusions and Implications

36.428%, 35.475%, 14.476%, and 13.621% is the respective weights for four first-level attributes of cultural and creative tourism products—cultural, creative, practical, and memorable features, revealing the post-90s generation attach the greatest importance to cultural feature, followed by creative and practical features, while memorability is not so important. Among the second level attributes of the cultural feature, they regard national and regional features as the most important, while artefacts and material receive little attention. Among the second level attributes of the creative feature, originality and style design are considered the most important, while environmental protection is relative of little significance. Among the second level attributes of the practical feature, an ornamental and decorating function is accounted for most, followed by quality, portability, and recyclability, while firmness is largely ignored. Experience is of much concern in memorable features. In a word, originality, national and regional feature, style design, and experience take up the largest proportion of the 14 second-level attributes, whereas portability, recyclability, aesthetics, and firmness account less.

Some implications can be drawn from the conclusions below, presenting them from theoretical and practical perspectives. At the theoretical level, clarifying the concept of cultural and creative tourism products further, making efforts to form the attributes scale of these products, and enriching relevant studies is where the contribution of this research lies. From the practical perspective, valuable suggestions are proposed to related government departments, tourism enterprises, and colleges. Government should strengthen the protection of patent property rights to stimulate the innovation vitality of the market. Furthermore, innovation development of enterprises needs to be pushed forward by perfecting laws and policies, simplifying the patent examination, approval, and infringement rights protection process, and providing financial and policy support. Relevant companies need to explore the inner conception of products in the creating process. For companies, originality and uniqueness should be paid enough attention to.

Meanwhile, it is of equal importance for them to combine folk customs and intangible cultural heritage to form their unique styles. Style designing should be a great concern for companies to establish their brands since it is one of the major attractions for the post-90s age group. Colleges should focus on the originality quality of students, guiding them to develop enthusiasm and skills by various approaches such as adding courses, holding competitions and cooperating with relevant tourism enterprises.

Discussion

This research focuses on exploring the post-90s generation's preference for cultural and creative tourism products. Appropriate scales are established by adopting a factorial analysis approach, playing a role as a foundation for the analysis of product attributes utilizing the AHP method. We sorted out a general sequence of fourteen attributes of these products based on our final founding, revealing the preference of this age group. However, the limitation of this study is that we only discuss the relative importance of these attributes for this age group but never cover the specific reason and further influence of this preference. From our point of view, the existing gap between the post-90s age group's consumption feature and their preferences of product attributes should be one of the major focuses for studies in the future.

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COFFEE AND COVID-19: FACTORS INFLUENCING THIRD-WAVE CAFE PATRONAGE

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Abstract

The purpose of this paper is to understand the factors influencing cafe customers' intention to patronise third-wave cafes during the Covid-19 pandemic. The Theory of Planned Behaviour (TPB) developed by Ajzen (1985) is used to examine the effect of attitude, subjective norms, and perceived behavioural control on intention to purchase.

Data were collected from 160 respondents in Klang Valley, Malaysia, using a self-administered Internet-based survey instrument. Bivariate correlation analysis and linear regression were used to empirically determine the effect of the studied variables on the patronage intention of cafe customers. The results showed that attitude towards product and service quality, subjective norms, and perceived behavioural control were positively and significantly correlated with intention to patronise. The regression model explained 42% of the variance in cafe customers' intention to patronise. These findings are consistent with the reviewed literature in the area of food service and cafe consumer behaviour.

The results suggest opportunities for Malaysian third-wave cafe operators to increase patronage during the Covid-19 pandemic. Suggestions for cafe managers to consider include ensuring consistently high quality of the coffee products served; employing baristas who are knowledgeable in coffee preparation; investing in clean and attractive decor and furnishings in order to attract customers; providing a wide variety of attractive food and non-coffee beverages suitable for customers of varying tastes; adjusting prices to respond to the changing business environment; offering takeaway and delivery services, and being prepared to employ effectuation strategies to navigate the challenges of the Covid-19 pandemic.

This research on Malaysian third-wave cafe patronage provides empirical evidence that the consumer behaviour of cafe customers can be framed within the model of the Theory of Planned Behaviour and suggests practical implications to be considered by Malaysian cafe owners and managers for increasing patronage during the Covid-19 pandemic.

Keywords: Third-wave café; Café; Coffee; Theory of Planned Behaviour, Malaysia

INTRODUCTION

Malaysians like to go out often and "have coffee" with friends and family as a social activity. Previously Malaysians would go to a *warung* or a *Kopitiam* to drink Nescafe Tarik, but recently, some young urban Malaysians have preferred to visit third-wave cafés and drink cappuccinos. Third-wave cafes are American-style cafés serving gourmet Italian-espresso-based coffee drinks, as well as other kinds of food and non-coffee beverages (Morris, 2008). This fascinating new development in the vibrant Malaysian foodie scene is part of a global cafe trend, and this worldwide cafe sector is expected to be worth US$ 237.6 billion by 2025 (GlobalNewsWire, 2020). In Malaysia, the speciality roast coffee market was worth US$ 30.3 million in 2015 (MarketResearch, 2020). The coffee market is expected to be one of the fastest-growing sectors in the global food industry, with a forecast cumulative annual growth rate of 5.8% from 2019 to 2024 (GlobalData, 2020).

However, the Covid-19 pandemic has significantly impacted the cafe scene in Malaysia, as the various phases of Movement Control Orders imposed by the Malaysian Government beginning in March 2020 to date (September 2021) have prevented customers from dining in these cafes or limited seating to 2 customers per table (National Security Council Malaysia, 2020). To continue business operations during this period of disruption, cafe business owners and managers need to understand what factors influence cafe customers' intention to patronise cafes. The business crisis caused by the pandemic could provide opportunities for cafes that can adapt quickly to the changing business environment.

Therefore, this study aims to investigate the factors that influence the behavioural intention of cafe customers in Malaysia. The Theory of Planned Behaviour could be a useful model to understand cafe customers' behaviour in this situation. An online survey will be conducted to collect data on Malaysian cafe customers. This paper will firstly discuss the background of the café industry internationally and in Malaysia; the use of the TPB model to examine the factors that influence the behavioural intention of cafe customers; the methodology used in data collection and data analysis; discuss the findings of the research, and finally, conclude with discussions on the theoretical and practical implications of this study.

LITERATURE REVIEW

Background

The café industry has grown significantly since the 1990s, spurred by the evolution of coffee consumption from a mass-market beverage into a speciality product (Carvalho, Paiva and Vieira, 2016). This growth in coffee consumption is commonly described as comprising three "waves" (Manzo, 2015), of which cafés play significant roles in the second and third waves. In Malaysia, the "first wave" refers to the strong and bitter, black, inky local coffee served in *Kopitiams,* where the coffee beans are dark roasted with margarine and sugar (Time Out, 2016). The "second wave" of coffee consumption was characterised by the consumption of espresso-based mixed beverages in branded chain cafés such as Starbucks (Smoggia and Riedel, 2018). In Malaysia, during the late '80s and early '90s, Malaysians consumed high-priced frothy frappuccinos in air-conditioned Coffee Bean & Tea Leaf and Starbucks franchise cafe outlets (Time Out, 2016).

The "third wave" of coffee consumption was characterised by the consumption of special, high-quality coffee beverages, differentiated by coffee bean varieties, region, roasting and preparation, similar to other premium food products like wine and cheese (Manzo, 2015). This consumption usually takes place in independently owner-operated cafés, instead of mass-produced franchises, with individually-unique ambience and décor, high levels of customer service, and various other foods and beverages (Patterson, Scott and Uncles, 2010; Manzo, 2015; Carvalho et al., 2016). Malaysia, too has experienced the same phenomenon, with a corresponding boom in third-wave café businesses in the 2010s (Lee, Lee, Chua and Han, 2017). Malaysian third-wave cafe customers began displaying all the characteristics of the typical third-wave coffee connoisseur. For instance, Malaysian cafe customers began to pose questions to baristas on every step of production from plantation to roaster to brewing machines while describing coffee as 'chocolatey', 'acidic', 'floral', or 'nutty', just like describing wine (Time Out, 2016). In addition, they asked about coffee's flavour profiles and brewing parameters on the menu (Maelzer, 2021).

The growth of the third-wave café in Malaysia is partly driven by growth in real gross domestic product and disposable income, and also by Malaysia's population demographics, which comprise young, educated, urban consumers who frequently consume Western lifestyle food products in restaurants (US Foreign Agricultural Service, 2018). As a result, third-wave cafes grew quickly in bigger cities like Kuala Lumpur and Penang (Schlage, 2020). In March 2020, however, all cafe consumption and business activity were disrupted for the first time when, in response to the Covid-19 disease pandemic, the Malaysian Government enacted the first Movement Control Order (Bunyan, 2020).

Impact of Covid-19 on Cafés

The World Health Organization (WHO) declared the outbreak of Covid-19 as a Public Health Emergency of International Concern (PHEIC) on 30 January 2020 (WHO, 2020). The 2005 International Health Regulations imposes a legal duty on countries to promptly respond to PHEICs. As a result, the governments in many countries imposed physical distancing, wearing of masks and lockdowns preventing outdoor social activities, including dining in restaurants (Pfattheicher et al., 2020). For example, the Malaysian government imposed the first lockdown known as MCO1 from March-May 2020, with a resultant country-wide economic loss of RM2.4 billion every day (Timbuong, 2020). During the two-week lockdown from June 1 to 14, CGS-CIMB estimated an aggregate capacity cut of 25% or economic losses of RM1 billion a day" ("Analysts", 2021). Together with many other industries, the cafe industry was badly affected. The impact on these small independent cafes may be roughly gauged from the reported impact on small-medium enterprises in Malaysia; the SME Association of Malaysia estimated that the MCO caused 40% of Small Medium Enterprises (SMEs) to temporarily cease operating and that as many as two million people may have lost their jobs ("Businesses", 2021). Another estimate is provided by the Malaysia-Singapore Coffeeshop Proprietors' General Association (MSCPGA) and Malaysian Muslim Restaurant Owners Association (Prisma), who reported that over 2,000 coffee shops in Malaysia have permanently ceased operations, representing around 10% of similar foodservice outlets in Malaysia (Ong, 2020).

However, third-wave cafes may yet have growth opportunities in the hostile Covid-19-impacted business environment. Eggers (2020) opined that Small Medium Enterprises (SMEs) have advantages during crisis environments. A literature review of 69 papers was conducted by Eggers on SMEs' tactics and strategies in overcoming previous disasters and crises such as the 2008 Global Financial Crisis; the 1997 Asian Financial Crisis; the 2010 Christchurch Earthquakes; 2011 Thailand Floods; and the 2015 Russian Financial Crisis. Although SMEs such as cafés suffer a liability of smallness during crises; however, crises are also times of opportunities for SMEs. The reasons are that SMEs can be more flexible in decision-making, and SMEs are generally closer to their customers.

Furthermore, Sarasvathy (2001) postulates that businesses have opportunities for growth during crises by employing "effectuation strategies". Effectuation strategies achieve objectives by creating plans based on possible operationalisations of generalised aspirations within current constraints and limitations (Sarasvathy, 2001). These constraints are imposed by factors in the organisation's internal and external environments, explicit assumptions of dynamic and non-linear environments. In contrast, causation strategies are made in static and linear environments. In a case study on the success of U-Haul, which created and owned 100% of a do-it-yourself moving USA-wide industry within four years of inception using a small capital outlay of US$ 5,000, Sarasvathy argued for the adoption of effectuation strategies for organisations during times of crisis.

Therefore, during the crisis caused by Covid-19, which may be considered a dynamic and non-linear environment, effectuation strategies could provide opportunities for organisational survival and growth. For instance, Cottle Coffee envisioned a contactless café where baristas can prepare a cup of artisan coffee and maintain a traditional theatrical experience in a virus-proof environment (Lagias, 2020). This is to be achieved through using fully automatic grinders, presses, steamers and espresso machines behind a protective screen between the barista and the customers. Hence, there could be opportunities for third-wave cafes during the Covid-19 crisis in Malaysia. However, to put this opportunity to good use, café owners and café managers will need to understand how to influence the patronage of third-wave cafes during Covid-19.

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) (Ajzen, 1985) is a socio-psychological model for understanding and predicting human behaviour. The theory proposes that human behaviour can be predicted by understanding individuals' positive or negative attitudes towards that behaviour; the social pressures (or "subjective norms") perceived to influence the individual towards that behaviour; and the degree of actual or perceived control the individual has towards performing that behaviour. The TPB has been widely used in consumer behaviour research in general and is also used in food consumption research. For example, the TPB has been used in alcohol, fish, and dairy products (Ajzen, 2015) and coffee.

In the coffee context, the TPB model has been used to analyse the consumption of organic coffee. For example, Lee, Bonn and Cho (2015) conducted a study on 482 cafe customers in South Korea and found that the TPB elements of attitude, subjective norms, and perceived behavioural control influenced the purchase intention of organic coffee beverages. However, this Korean study focused on the factors influencing the choice of organic coffee over other beverage choices. As far as the author is aware, no research employs the TPB model to understand the factors influencing consumer choices between competing cafes. Therefore, it is hoped that this study will contribute to both academic and practical understanding of the third-wave cafe industry in Malaysia.

Structured on the TPB framework, the conceptual model proposed for this study consists of the constructs of Attitude, Subjective Norms, Perceived Behavioural Control, and Intention to Patronise.

Intention to patronise

This research seeks to understand the variables which influence Malaysian consumers' intention to patronise third-wave cafes. In this study, intention to patronise is defined as the perceived desire of the customer to revisit the cafe after having once patronised the business (Bujisic, Hutchinson and Parsa, 2014). Intention to patronise is an academic research subject with high practicality. Foodservice business owners and managers naturally want to attract happy customers who would ideally like to visit again and make repeat purchases. While the intention is not the same as actual behaviour, Ajzen's TPB model suggests how intention can predict actual consumer behaviour when moderated by the other elements of the TPB model (Ajzen, 2015). Therefore, the intention to patronise is the focus of this study, which extends Ajzen's TPB model to the third-wave cafe industry in Malaysia.

Attitude

The TPB is a general theory that can be applied across industries, as it does not define which beliefs are thought to influence the intended behaviour (George, 2002). Therefore, it is dependent on researchers to specify the beliefs to be used in the model. This study is grounded in extant research in the restaurant and cafe industry on the beliefs which influence consumer behaviour in the foodservice industry. Therefore, the relevant beliefs examined in this study are the customers' evaluation of the product quality of coffee, food, and non-coffee beverages in a cafe; and service quality of the cafe.

In an on-site study that surveyed 834 respondents in Melbourne cafes, Chen and Hu (2010) found that cafe customers' perception of value was highly influenced by the coffee quality, such as freshness and taste. Coffee connoisseurs are more likely to patronise third-wave cafes for artisan coffee if the coffee is of high quality in taste. High-quality coffee is considered more delicious, has beautiful aromatics, and has unique characteristics depending on the coffee farm of origin (Bean Shipper, 2021). Many Malaysian third-wave cafes devote much effort to maintaining consistently high coffee quality. For instance, the Ra-Ft Café serves high-quality coffee by sourcing their coffee beans from specific coffee-producing countries; roasting the beans on-site; and serving their coffee in dark Italian-style (De'Longhi, 2019). This attracts their customers to continuously patronise the Ra-Ft Cafe.

Furthermore, staff knowledge is important in the third-wave cafe industry, as consumers expect baristas to discuss brewing techniques and coffee beans with them (Hamilton, 2020). Using the extended model of the consumption system approach, Zhang, Kim and Goodsir (2018) surveyed 205 respondents in two local cafes in Auckland, New Zealand and found that the strongest predictor of cafe customer revisit intention was service quality which as measured by staff friendliness, complaint handling, communication skills, speed of service, and staff knowledge.

Stevens, Knutson and Patton (1995) examined the key dimensions of service quality that influenced consumer behaviour and formulated the DINESERV scale for use in the foodservice industry. The key dimensions identified include tangibles such as clean and visually-attractive fittings; and reliable and responsive service from the service staff. Past research in cafe consumer behaviour has extended these findings to the cafe industry. For example, cafe customers were highly influenced by the décor and furnishings of the coffeehouse (Chen and Hu, 2010). This finding was also supported by Zhang, Kim and Goodsir (2018).

Therefore, we hypothesise that:

H1: There is a positive and significant relationship between Attitude and Intention to patronise third-wave cafés.

Subjective Norms

Subjective norms refer to a perceived social pressure formed by individuals about what behaviours are approved or disapproved of by people important to the individual, such as family, close friends, and other social referents (Ajzen, 2015). The TPB model proposes that subjective norms will influence the intended behaviour. For example, in research on 1,135 wine tourists in Australia win escape using the TPB model, Quintal, Thomas and Phau (2015) found that subjective norms had a positive and significant effect on revisit intention. It is possible that cafe customers' beliefs that patronising the cafe will be viewed favourably by the people who are important to the customer could influence the customer's intention to revisit. As far as the author is aware, there is little research linking subjective norms of cafe customers to intention to patronise third-wave cafes.

Therefore, we hypothesise that:

H2: There is a positive and significant relationship between Subjective Norms and Intention to patronise third-wave cafés.

Perceived Behavioural Control

Perceived behavioural control refers to an individual's perceived ability to perform an activity or behaviour or obstacles discouraging the individual from doing so (Ajzen, 2015). Examples of behavioural controls could be the anticipated difficulty of following a diet regime, the lack of time to perform an activity, or the lack of money to purchase an item. The more the individual believes the control is present, the greater its influence on the behaviour. For instance, a telephone survey was conducted on 1,199 respondents in Costa Rica on the consumption of coffee by Aguirre (2016). The study found that females were more likely to be influenced by price than males in considering coffee purchase intention.

Naturally, price is an important factor of perceived behavioural control influencing intention to purchase. For example, in research by Yu and Fang (2009) on 147 Taiwanese students, 121 respondents (82.3%) cited price as the most negative perceived element underlying their consumption of Starbucks coffee beverages. However, the perceived controlling factor of price over the behavioural intention of third-wave cafe consumption has decreased as interest in speciality coffee grows. For example, Aguirre (2016) noted that several Costa Rican respondents indicated a willingness to pay more for higher-quality coffee of better aroma, flavour, and origin. Previously, the perceived high cost of coffee, food and beverages in cafes were a key barrier to adoption by Malaysian consumers; however, this has changed as, in the late 80s, cafe owners found that connoisseurs were willing to pay RM10 for high-quality coffee (Time Out, 2016).

Additionally, exploratory research by Lee, Lee, Chua and Han (2017) interviewing third-wave cafe owners in Malaysia identified foot-traffic accessibility and parking availability as critical factors in attracting customers. The lack of available parking was cited as one of the reasons a cafe struggled to achieve higher sales volume despite being located in a high-traffic area.

During the Covid-19 pandemic, pricing and accessibility became key issues in Malaysia as many jobs were affected. As a result, the Malaysian Government initiated Movement Control Orders that disallowed dine-in at foodservice outlets, including third-wave cafes (National Security Council, 2021). Cafe customers' intention to patronise third-wave cafes may have been affected by the perception of the opportunity to access cafes for artisan coffee, food, other non-coffee beverages, and to access freshly roasted beans. Under similar circumstances elsewhere, businesses have responded by taking the mitigating actions of switching to online ordering and self-collect (or "takeaway") business models; in a survey on 105 foodservice outlets, including 22 cafes in New Zealand, cafe owners reported switching to self-collect business models and providing delivery services (Hemmington and Neill, 2021). Some cafe owners in New Zealand also resorted to reducing prices to mitigate this perceived barrier to purchase intention.

Furthermore, the perceived ability of third-wave cafes to control the coffee bean roasting process and to control the supply and selection of coffee beans may affect customers' intention to patronise cafes. For instance, to show their ability to control the entire production process, Feeka Coffee Roasters have their roaster and selection of coffee beans for connoisseurs (Schlage, 2020).

Therefore, we hypothesise that:

H3: There is a positive and significant relationship between Perceived Behavioural Control and Intention to patronise third-wave cafés.

METHODOLOGY

Data was collected using a self-administered online survey form. The conceptual model consisted of four constructs which were measured using a total of 18 items. The survey instrument was adapted from scales previously used in two relevant cafe studies; from research on cafe customers' perception of food and service quality by Kim and Jang (2013); and research applying the TPB to consumers of organic coffee by Lee, Bonn and Cho, (2015). All survey items were measured on a 5-point Likert scale ranging from 1: “Strongly Disagree” to 5: “Strongly Agree”.

The target population of interest are consumers of third-wave cafés in Klang Valley, Malaysia. A convenience and referral distribution method were adopted, targeting customers of third-wave cafés in Klang Valley, Malaysia. While answering the questionnaire, cafe customers were invited to reflect on a recent cafe purchase experience and encouraged to refer the questionnaire to acquaintances. The survey questionnaire was designed with screening questions to filter out potential residents outside the sampling frame, such as non-consumers of third-wave cafes and non-residents of Malaysia, should they happen to answer the questionnaire by mistake.

RESULTS

The responses were screened for incomplete questionnaires and outliers using Statistical Package for Social Sciences (SPSS) Version 20. A total of 160 completed questionnaires were retained for data analysis. The respondents are 41.25% male and 58.75% female, as shown in Table 1. The majority of the respondents are adults aged from 24 to 49 years old (74.38%), with the remaining respondents being young adults of university age (10.63%) and middle-aged and senior adults of 50 years and above (15.00%). Most of the respondents are employed (68.75%); several respondents are self-employed (15.00%), studying (9.38%), and unemployed or home-makers (6.88%).

Table 1. Descriptives

	Frequency	%
Gender		
Male	66	41.3%
Female	94	58.8%
Age		
18-23	17	10.6%
24-29	45	28.1%
30-39	45	28.1%
40-49	29	18.1%
50-59	18	11.3%
>59	6	3.8%
Occupation		
Unemployed/home-maker	11	6.9%
Studying	15	9.4%
Self-employed	24	15.0%
Employed	110	68.8%
Education Level		
Secondary school (SPM) or	6	3.8%
lower	27	16.9%
Diploma	89	55.6%
Bachelor’s degree	38	23.8%
Master’s degree or higher		

The variables were tested for reliability using Cronbach's coefficient alpha. Cronbach's alpha for all variables ranged from 0.635 to 0.835. Therefore, a result over 0.7 is recommended (Nunnally, 1978); however, the inter-item correlations within the scales were examined due to the small number of items in 3 of the 4 scales. Inter-item correlations ranged from 0.211 to 0.401; this is acceptable as the items fell within the 0.2 to 0.4 range suggested by Briggs and Cheek (1986). Hence, all items were retained.

H1: Attitude

Next, bivariate correlation analysis was performed to test the hypotheses, using Pearson's product-moment correlation (r) coefficient. The results show a positive and significant correlation between the dependent variable, Intention to Patronise, and the independent variable Attitude (r = 0.601, p < 0.01), as shown in Table 2. This is evaluated as a strongly positive relationship, according to Cohen (1998). Hence, the first hypothesis H1 is supported.

Table 2. Hypotheses Tests Results

Dependent Variable: Intention to Patronise
Independent Variables: Attitude, Subjective Norms, Perceived Behavioural Control

Hypo-thesis	Independent Variable	Pearson's correlation, *r*	Sig. (2-tailed)	Relationship with Intention to Patronise	Remarks
H1	Attitude	0.601	0.01	Strong positive	Supported
H2	Subjective Norms	0.277	0.01	Weakly positive	Supported
H3	Perceived Behavioural Control	0.532	0.01	Strong positive	Supported

The respondents' attitude towards coffee quality was significantly and positively correlated with their perceived patronising intention (M = 3.819, SD = 0.808). This finding is consistent with the extant studies on the influence of coffee quality on revisit intention, for example, by Zhang, Kim and Goodsir (2018). In a study on 205 cafe customers in New Zealand, coffee quality positively and significantly predicts future purchase intention. Some Malaysian third-wave cafe customers are as discerning as their overseas counterparts in appreciating good-quality coffee's perceived unique tastes.

Similarly, the respondents' attitude towards service quality attributes was significantly and positively correlated with their patronising intention. This finding is consistent with the reviewed literature on the influence of service quality on revisit intention. It confirms that Malaysian cafe customers are similar to other foodservice outlet consumers in evaluating the importance of service quality attributes. The service quality attributes that were evaluated include cafe staff, decor, furnishings, and utensils. The results suggest that these servicescape attributes are significantly influential in attracting third-wave cafe customers.

H2: Subjective Norms

The second hypothesis, H2, was tested using bivariate correlation analysis. The results show a weak but positive and significant correlation between the dependent variable, Intention to Patronise, and the independent variable Subjective Norms (r = 0.277, p < 0.01). Thus, the second hypothesis, H2, is supported.

This finding is consistent with Lee, Bonn and Cho (2015) research, suggesting that subjective norms could influence the organic coffee purchase intention of cafe customers. The positive and significant correlation shows that cafe customers may be influenced by the approval of their social referents, such as family and friends, to visit third-wave cafes. As described in the literature review, third-wave cafes are a relatively niche segment that caters primarily to connoisseurs of speciality espresso-based coffee beverages. The family and friends of coffee connoisseurs may not comprehend the unique desirability and value proposition of speciality coffee and hence could disapprove and dissuade potential customers from the patronage of third-wave cafes. This finding suggests that third-wave cafes should position themselves as family-friendly venues that cater to a wide variety of tastes, such as by offering food and non-coffee beverages. This can be seen in some cases, such as Niko Neko, which has two outlets known for matcha tea beverages, and Fine Coffee And Flowers in Ampang, a combination cafe and florist shop (Ong, 2021).

There could be several explanations for the weak correlation between the Subjective Norms and Intention to Patronise variables, which can be explored in future research. For example, as the third wave is relatively young in Malaysia, it could be that third-wave cafe consumers are "trendsetters" in the KL context and hence do not perceive pressure to patronise cafes from their social referents who are not cafe-goers. On the other hand, it could be that Malaysian third-wave cafe customers perceive themselves as the so-called "ambassadors" introducing the "cafe lifestyle" to their friends and family. The measurement of this construct could be refined in future empirical studies to shed more light on this issue.

H3: Perceived Behavioural Control

Finally, the third hypothesis, H3, was tested using bivariate correlation analysis. The results show a strong positive and significant correlation between the dependent variable, Intention to Patronise, and the independent variable Subjective Norms ($r = 0.532$, $p < 0.01$). Thus, the third hypothesis, H3, is supported.

These findings are consistent with the literature reviewed. The positive and significant correlation shows that price is a perceived control behaviour that influences the Intention to Patronise cafe customers ($M = 3.146$, $SD = 1.130$). These results extend the understanding of customer price sensitivity from the reviewed literature such as Yu and Fang (2009) to the Malaysian third-wave cafe context. The results also show that perceived accessibility influences the patronage intention of cafe customers ($M = 3.431$, $SD = 1.097$). This finding is particularly relevant during the Covid-19 pandemic, as the prohibition of dining-in as a pandemic control measure by the Malaysian Government may have caused cafe consumers to perceive an inability to access the cafe products and services.

Multiple Regression Model

Finally, standard multiple regression analysis was performed to evaluate how well the overall model conceptualised here predicted the Intention to Patronise of the respondents. The analysis generated a significant regression model ($F = 39.638$, $p < 0.01$), as shown in Table 3. The regression model shows that the independent variables explained 42% of the variance in Intention to Patronise (Adjusted $R^2 = 0.442$).

Table 3. Multiple Regression Results

Dependent Variable: Intention to Patronise

Independent Variables: Attitude, Subjective Norms, Perceived Behavioural Control

Adjusted $R^2 = 0.422$, $F = 39.638$, $p < 0.01$

Independent Variable	*B*	Beta	*t*-statistic	Sig.(2-tailed)
Attitude	0.752	0.44	6.177	0.01
Subjective Norms	0.025	0.03	0.465	0.64
Perceived Behavioural Control	0.396	0.30	4.212	0.01

The results show that, taken together, the variables of Attitudes, Subjective Norms, and Perceived Behavioural Control influenced the Intention to Patronise the surveyed Malaysian third-wave cafe customers. This finding is in line with extant literature on the foodservice industry, supports the reviewed literature on third-wave cafe consumer behaviour, and further provides empirical support for the important role of perceived control behaviours in cafe customers' decision to patronise third-wave cafes.

CONCLUSION

This study aims to investigate the factors that influence the behavioural intention of cafe customers in Malaysia. The results from the bivariate correlation of the data collected from the 160 respondents showed that Attitudes, Subjective Norms, and Perceived Behavioural Control were positively and significantly correlated to Intention to Patronise, which was supported by the extant literature. Furthermore, the regression model explained 42% of the variance in Intention to Patronise. Therefore, the results show that Intention to Patronise, also known as the desire of the customer to revisit the third-wave cafe, can be positively influenced by increasing the positive strength of the customer's beliefs in the three antecedent independent variables. The theoretical implications of these findings and some suggested practical implications for Malaysian third-wave cafe operators are discussed below.

Theoretical Implication

This study contributes to theoretical literature by using the Theory of Planned Behaviour to understand the factors influencing customers' intention to patronise third-wave cafes in Malaysia during the Covid-19 pandemic. This study confirms the findings of extant cafe research such as Zhang, Kim and Goodsir (2018) on the importance of coffee quality, food quality, non-coffee beverage quality, and service quality on the purchase intention of third-wave cafe customers. It extends the findings to the Malaysian context. Additionally, this research provides empirical evidence that Perceived Behavioural Control is a significant factor influencing the Intention to Patronise cafe customers in Malaysia. Price is shown to be a significant contributor to behavioural control, thus extending the finding of Yu and Fang (2009), which was based on Taiwanese Starbucks customers, to the field of third-wave cafes in Malaysia. Uniquely, this research also provides empirical evidence that the perceived physical ease of accessibility of the cafe influences the patronage intention of cafe customers. In summary, this research contributes to the body of knowledge of third-wave cafe research and further extends foodservice and consumer behaviour theory in the field of coffee consumption.

Practical Implication

This study has some practical significance for owners and managers of third-wave cafes in Malaysia. The findings show that during the Covid-19 pandemic, there are ways for third-wave cafe operators to influence cafe customers' intention to patronise their cafes.

Firstly, cafe operators need to ensure consistently high quality of the coffee products served to the customer. Adams and Russell (2019) suggest that this can be done by avoiding amateurish brewing, mishandling, or bad roasting; and properly sourcing for quality beans. For example, Bean Brothers, which has two outlets in KL, obtains coffee beans worldwide and expertly roasts the beans in-house in unique blends (Hamilton, 2020).

Secondly, third-wave cafe operators need to employ baristas who are knowledgeable in coffee preparation. Naturally, well-trained baristas would be needed to ensure consistent coffee quality standards are maintained. Furthermore, the expertise and willingness of baristas to discuss coffee with connoisseur customers can be a feature of customer service; for example, the baristas in the VCR Cafe, KL, were noted for their competitive expertise and enthusiasm in giving menu recommendations (Perfect Daily Grind, 2016)

Additionally, third-wave cafes need to invest in clean and attractive decor and furnishings to attract customers. Unique and creative artistic themes could help differentiate cafes by creating a unique aesthetic identity. For instance, Hamilton (2020) noted that the decorative themes of Malaysian third-wave cafes could range from modern minimalism to a "vintage and retro" cafe based out of a 1970s Volkswagen van.

Third-wave cafe managers also need to develop strategies to promote the "cafe lifestyle", as cafe customers' patronage intentions are influenced by subjective norms. Hence for example, in addition to promoting speciality coffee which may attract only select connoisseurs, cafes such as Pulp and Yellow Brick Road are known for providing a wide variety of attractive food and non-coffee beverages suitable for customers of varying tastes (Hen, 2021).

Fifthly, cafe managers need to be proactive in adjusting prices to respond to the changing business environment since the price is significant perceived control over cafe customers' intention to patronise.

Furthermore, cafe managers need to assure their customers that the supply chain of quality imported items such as coffee beans can be maintained during the Covid-19 pandemic, and "business as usual" can be conducted. For instance, Cottle Coffee in Petaling Jaya advertised that they were "still delivering and roasting" the usual coffee supply to their customers despite the pandemic (Lagias, 2020).

Crucially, it is suggested that cafe managers offer takeaway and delivery services to mitigate the impact of the Covid-19 pandemic on businesses affecting dine-in business. Cafe managers in New Zealand who were flexible enough to adapt - despite never having offered delivery options before - cited this strategy as contributing to business survival (Hemmington and Neill, 2021). In Malaysia, Artisan Roast KL joined many other cafes in assuring customers of the availability of its delivery services, including same-day delivery of beans to ensure freshness (Artisan Roast, 2020).

Finally, third-wave cafe managers need to be prepared to employ further effectuation strategies described by Sarasvathy (2001) to navigate the challenges of the Covid-19 pandemic or similar future crises in the business environment. This means being prepared to face unprecedented problems, being creative in improvising effective responses from whatever resources are available and being open to different ways of doing business. For example, Optimist Coffee in KL is known for the thoughtful quotations printed on its takeaway coffee cups. At the same time, Peep Coffee in Bangsar collaborated with a retail store to deliver a combined shopping and cafe experience (Hen, 2021).

Limitation and Future Research

While this research has contributed by empirically investigating factors that influence Malaysian third-wave cafe customers' intention to patronise, there are several limitations to the study, which provide potential avenues for future research.

One limitation of this study is the relatively small sample size which can be addressed by a replication study on a larger and more representative sample of respondents.

Also, replicating the research in a different context, for instance, in a different country such as Australia, would give further insights into the generalisability of the findings of this research. For example, cafe customers in another country may have similar or different influencing factors on behavioural intention.

A third methodological limitation is the use of an Internet-based survey questionnaire distributed by convenience sampling. Future research could involve distributing survey questionnaires at appropriate cafes to customers, such as Quintal, Thomas and Phau (2015) in investigating the winery industry, subject to future Movement Control Order restrictions by the Malaysian Government.

Fourthly, this study has only scratched the surface of analysing the response of Malaysian third-wave cafe operators to the changing business environment during the Covid-19 pandemic. A more detailed study into successful effectuation strategies could be conducted by interviewing cafe operators and empirically investigating the strategies used.

Another suggested avenue for future research is to extend the findings regarding the influence of physical accessibility during Covid-19 on purchase intention to other contexts such as other types of foodservice restaurants, for example, fast-food restaurants, full-service restaurants, and ethnic cuisine restaurants.

Lastly, research into additional factors influencing Malaysian third-wave cafe customers' intention to patronise could improve the conceptual model's predictive power. For example, the addition of the moderating factor of the source of income, as suggested by Kim and Jang (2013), could have implications on the pricing strategies of Malaysian cafes and segmentation strategies targeting a particular market. In addition, the majority of respondents in this study were working adults; it would be illuminating to examine if there were significant differences in price sensitivity, for example, amongst students or at different income levels.

In summary, this research on Malaysian third-wave cafe patronage provides empirical evidence that the consumer behaviour of cafe customers can be framed within the model of the Theory of Planned Behaviour and suggests practical implications to be considered by Malaysian cafe owners and managers for increasing patronage during the Covid-19 pandemic.

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DESTINATION BRAND EQUITY AND REVISIT INTENTION OF TOURISTS: THE THEORETICAL PERSPECTIVE

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Abstract

This paper offers a review of the literature on destination brand equity. It aims to provide tourism researchers with a comprehensive view of the general context, concepts, respective research methods, and different ways in which destination brand equity has been previously assessed. On that basis, the authors propose a theoretical model of the relationship between the components of destination brand equity and the intention to revisit of tourists, specifically about destination brand awareness, destination brand image, destination brand perceived quality, destination brand loyalty; and their impact on tourists' intention revisit to the destination under the influence of destination novelty. The study also suggests some directions for future research.

Keywords: Destination brand equity; Revisit intention of tourists; Destination novelty

INTRODUCTION

In the context of globalization and global tourism, increasingly fierce competition in the tourism industry occurs in several countries. When tourism is one of the main contributors to the economy, it is of the utmost importance that suppliers differentiate their destination brand and brand equity (Tasci, Gartner, & Cavusgil, 2007). Suppliers in countries with well-known tourist destinations encourage growth by highlighting appealing natural resources and selling distinctive tourism experiences through campaigns with specialized branding strategies to increase competitiveness (García, Gómez & Molina, 2012).

Unlike other tangible products, tourist destinations are unique and not marketed. They are also considered intangible products, multidimensional, and can give tourists different experiences. So, the tourist experience is subjective and depends on the trip itinerary, the purpose of the trip, culture, education level, and the experienced travel in the past. For this reason, destination brands become riskier because much of what makes up a brand can be altered by relatively simple human influences, natural events, and natural or sometimes targeted intervention. As a result, other destinations cannot directly determine destination brand equity. Instead, brand equity must be assumed based on tourists' spending, revisits compared to renewal rates and overall visit rates (Szymanski & Hise, 2000). Measuring the effectiveness of destination brand equity building on visitor perception is considered an essential tool for assessing intention to visit or return to a place (Pike & Bianchi, 2013).

Previous studies have shown that tourists tend to choose new and different experiences, not because of a lack of satisfaction but because they want to experience something opposite of their previous experiences (Crompton, 1979; Bigné et al., 2009; Niininen et al., 2004). It is a challenge for the tourism industry, as returning tourists is both economically and practically beneficial (Darnell & Johnson, 2001; Tjørve et al., 2018). Dedeoglu et al. (2018) argue that tourists who perceive novelty in the experience will want to experience the sensation again and thus may exhibit behavioural intentions. Through the issues mentioned above, the relationship between destination brand equity and destination revisit under the influence of novelty requires further research.

In addition, most empirical and conceptual tourism research focuses only on destination image (Kim & Perdue, 2011; Blain, Levy, & Ritchie, 2005; Konecnik, 2004; Gnoth, 2002; Cai, 2002) in measuring destination brand equity, but other aspects are still needed to accurately assess the effectiveness of destination brand equity (Konecnik & Gartner, 2007; Gartner & Ruzzier, 2011). Furthermore, diverse quantitative methods are needed to effectively recognize the constitutive elements of brand equity (Chan & Marafa, 2013). However, the lack of research on measuring destination brand equity has exposed the complexity of such assessments, and destination brand equity is a potential research gap that researchers need. Much more must be done in the future to expand into measuring repositioning and brand equity strategies (Pike & Bianchi, 2016).

Therefore, this study aims to provide tourism researchers with a comprehensive overview of the general context, perception of destination brand equity measurement from the point of view of tourists who intend to revisit their tourist destination. Research concepts, relationships between factors, and research hypotheses will be clarified by analysing previously studied destination brand equity literature. On that basis, the authors propose a theoretical model of the relationship between the components of destination brand equity and the intention to revisit of tourists, specifically about destination brand awareness, destination brand image, destination brand perceived quality, destination brand loyalty; and their impact on tourists' intention revisit to the destination under the influence of destination novelty. The study also suggests some future research directions to make practical contributions to Vietnam's destination brand from the perspective of foreigners. At the same time, they are good strategies to support the further development of Vietnam's tourism industry.

CUSTOMER-BASED BRAND EQUITY STUDIES

Recent developments in the theoretical underpinnings of destination brand equity and corresponding academic research models can be easily traced through a review of available reference journals on related databases and search engines. The databases used for literature review in this study include Web of Science, ProQuest, JStor, Willey Online Library, Science Direct, Taylor and Francis, Emerald Insight, Google Scholar, and a list of reference books. references, which grant access to thousands of journals.

Iterative and retrieval process (i.e. database search) by defining search concepts related to destination brand equity, explicitly using the English keyword: "Destination brand equity", combined with the keyword "revisit intension" to search the database. After filtering out related or off-topic articles on tourism, 32 articles were left, brief summaries of researchers (year), segment/sample and number, dimensions, number of items, analysis, and results.

Thereby, it shows that the topic of destination brand equity is of great interest, focused by researchers to clarify multidimensional concepts. From 2007 to 2020, the number of research papers on this topic has continuously increased. Even in early 2021, there were many articles published in specialized journals on this topic. Thus, showing that this is a topic of great interest, further research is necessary.

Table 1 below presents some research characteristics for destination brand equity. The analysed studies mentioned the research context, analysed variables, statistical methods, research tools, and research results, which showed different numbers and names of components of destination brand equity.

These studies mainly analyse the interplay between components of destination brand equity and give very different impact results. Among all the components, especially four elements of destination brand: BA: Brand awareness, BQ: Brand quality, BI: Brand Image, BL: Brand loyalty, have appeared quite frequently. Therefore, the authors will use those four fundamental factors to measure destination brand equity in this study. In addition, previous studies have not focused on studying the relationship between destination brand equity and destination re-visit intention. Also, a minority have examined this relationship under destination novelty. Therefore, further research is needed.

Table 1: Some studies on destination brand equity

Researchers (year)	Segment/Sample and Number	Dimensions	Number of Items	Analysis	Results
Huerta-Alvarez, Cambra-Fierro, Fuentes-Blasco, 2020	Lima, Peru (300)	BI, BA, BQ, BL, DMO-SCM, T-SMC, DBE	BI=4, BA=3, BQ=3, BL=4, DMO-SCM=4, T-SMC=4, DBE=6	CFA SEM	DMO-SMC, T-SMC→BA, BI BA, BI→BQ BQ→BL
Dedeoglu, Niekerk, Weinland, Celuch, 2019	Alanya, Turkey (478)	BA, SQ, NQ, FV, HV, BT, DBS, BL	SQ=23, NQ=5, FV=8, HV=10, BT=4, BS=3, BL=3	CFA SEM	NQ→HV SQ→FV HV→BT
Tran, Nguyen, Tran, Tran, Huynh, 2019	Hoi An, Vietnam (319)	OBE, BA, BQ, BI, BL	BI=4, BA=4, BQ=4, BL=3, OBE=3	CFA SEM	BA→BI, BQ, OBE BI→BQ, BL BQ→BL, OBE BL→OBE
Subaqyo, Ujianto, Susanti, 2019	Banyuwangi, Indonesia (250)	DBS, BV BA, BQ, BI, BL	DBS=4, BV=4 BA=3, BQ=3, BI=4, BL=3	CFA SEM	BA→BI, BV BI→BQ, BV, BL BQ→BV, BL BV→DBS, BL DBS→BL
Kotsi, Pike, Gottlieb, 2018	Dubai, United Arab Emirates (1200)	BV, BA, BQ, BI, BL	BV=4 BA=4, BQ=4, BI=4, BL=3	CFA SEM	BA, BI, BV→BL
Vinh, Nga, Nguyen, 2017	Danang, Vietnam (252)	DBE, BA, BQ, BI, BL	DBE=4 BA=4, BQ=4, BI=4, BL=4	CFA SEM	BA→BI BI→BQ, BL BQ→BL
Duman, Ozbal, and Duerod (2017)	Sarajevo	AI, CI, BP, CF, CJ, BL, AA	AI= 4; CI= 4; BP= 7; CF= 4; CJ=4; BL= 2; AA= 3	EFA MLR	Interaction, Performance→ CF, CJ→BR
Salehzadeh, Pool, Soleimani, 2016	Pool, Iran (367)	BP, DBE, RI	DBE=12, RI=4	SEM	BP → DBE DBE → RI BP → RI

Researchers (year)	Segment/Sample and Number	Dimensions	Number of Items	Analysis	Results
Pike and Bianchi (2016)	Australia; New Zealand (858), Chile (845)	BS, BI, BQ, BV, BL	BA= 5; BI= 4; BQ= ;4 BV= 4; BL= 4	EFA CFA SEM	New Zealand; BS, BI, BV→BL Chile; BS, BI, BV→BL
Shafaei and Mohamed (2015)	Islamic destinations	TIN, BA, BI, BQ, BV, BL	Theoretical	Theo retical	Theoretical
Kim et al. (2015)	Kore; Malaysian (326)	BA, BAS, BI, BL, OBE	BA= 3; BAS= 5; BI= 23; BL= 5; OBE= 4	EFA t-test chi square	Korea and China t-test BI, BAS, BL< .05 China and Japan t-test BI, BA, BAS, BL< .05 Korea and Japan t-test BA, BAS, BI<. 05
Kashif, Samsi, Sari udin, 2015	Lahore, Pakistan (Lahore Fort) (237)	BA, BI, BAS, BL	BA=3, BI=20, BAS=4, BL=4	CFA SEM	BI→BL, DBE BAS→BL, DBE BL→DBE
Kladou, Kehagias, 2014	Rome, Italy (382)	BA, BQ, BAS, BL, BASt	BA=4, BQ=4, BAS=9, BL, BASt=10	CFA SEM	BASt→BA, BQ BA→BQ, BAS BQ, BAS→BL
Kladou & Kehagias (2014a)	Greece; (399)	BASt, BA, BQ, BAS, BL	BASt= 5; BA= 3; BQ= 3; BAS= 3; BL= 4	EFA CFA SEM	BASt→BA; BA→BAS, BQ; BAS→BQ; BQ→BL
Kladou & Kehagias (2014b)	Italy; (382)	BASt, BA, BQ, BAS, BL	BASt= 5; BA= 3; BQ= 3; BAS= 3; BL= 4	EFA CFA SEM	BASt→BA, BQ; BA→BAS, BQ; BAS→BQ, BL; BQ→BL

Researchers (year)	Segment/Sample and Number	Dimensions	Number of Items	Analysis	Results
Bianchi et al. (2014)	Argentina, Brazil, Chile; Australian (598)	BA, BQ, BAS, BV, BL	BA= 4; BAS= 4; BQ= 4; BV= 4; BL= 3	PLS -SEM	Argentina: BI, BV→BL Brazil: BA, BI, BV→BL Chile: BA, BI, BV→BL
Konecnik Ruzzier, Antoncic, and Ruzzier (2014)	Slovenia and Austria; German (402) Croatian (404)	BA, BI, BQ, BL	BA= 5; BI= 16; BQ= 10; BL= 4	EFA CFA MI	Metric invariance fully, Scalar invariance partially supported.
Abbasi, Roosta, Nourbakhsh, 2014	Shiraz, Iran (330)	BA, BV, BI, BQ, BL	BA=5, BV=4, BI=4, BQ=3, BL=6	CFA SEM	BV→BL BQ→BV, BL BI→BV
Yuwo, Ford, Purwanegara, 2013	Bandung, Indonesia (400)	BA, BI, BQ, BL	BA=5, BI=17, BQ=12, BL=7	CFA	CDBE:BA, BI, BQ, BL
Lemmetyinen, Go, Luonila, 2013	Pori, Finland (Triangulation)	BA, BAS, BL, BQ, DP	Triangulation: secondary data analysis	Content analysis	The event contributes to the increase: BA, BAS, BL, BQ, DP
Al-Azzam, 2013	3 cities in Jordan: Aqaba, Amman, Ajloun (350)	BA, BI, BS, BL, DBS	BA=6, BI=5, BS=6, BL=8, DBS=6	CFA	BA → BL BI → BL BS → BL DBS → BL
Ferns and Walls (2012)	USA (195)	TIN, BA, BQ, BI, BL, RVI	TIN= 5; BA= 5; BQ= 3; BI= 7; BL= 4; RVI= 3	EFA CFA SEM	TIN→BA, Bex; BA, Bex, BL→RVI
Horng et al. (2012)	Taiwan (407)	DF, BA, BI, BQ, BL, TI	DF =5; BA= 3; BI= 12; BQ= 9; BL= 3; TI= 3	CFA LS-Regre	Model 1: DF →TI; Model 2: BA→TI; Model 3: BA, BI→TI; Model 4: BA, BI, BQ→TI;

Researchers (year)	Segment/Sample and Number	Dimensions	Number of Items	Analysis	Results
					Model 5: BQ, BL→TI
Im et al. (2012)	Korea; Malaysian (326)	BA, BAS, BI, BL, OBE	BA= 3; BAS= 5; BI= 23; BL= 5; OBE= 4	EFA CFA SEM	BA, BL→OBE BI→BL BAS→BL, OBE
Gartner and Konecnik Ruzzier (2011)	Slovenia; German (376) First-time (278) Repeater (98)	BA, BQ, BI, BL	BA= 5; BQ= 10; BI= 16; BL= 4	EFA CFA SEM	BA and BL is different according to first-timer and repeater
Pike and Bianchi (2011) Bianchi and Pike (2011)	Australia Chilean (341) Visited (120) Non-visited (221)	BA, BQ, BI, BV, BL	BA= 3; BQ= 3; BI= 3; BV= 3; BL= 3	t-Test CFA SEM	BA, BI, BV→BL
Chen and Myagmarsuren (2011)	Mongolia (128)	BA, BQ, BI, BC, BL	BA= 5; BQ= 8; BI= 16; BC= 1; BL= 2	EFA CFA SEM	BA→BI BI→BQ BQ→BC BC→BL
Pike et al. (2010)	Australia (845)	BA, BQ, BI, BL	BA= 5; BQ= 4; BI= 4; BL= 4	CFA SEM	BA→BQ, BI, BL BQ→BI, BL BI→BL
Pike (2009, 2010)	Australia; Year 2003 (523) Year 2007 (447)	BA, BAS (Cognitive and Affective), MY (BL)	BA= 2; BAS (Cognitive) =22; BAS (Affective) =2; BL= 3	EFA IPA	Brand position was not changed
Boo, Busser, Baloglu, 2009	Las Vegas, US Atlantic City, US (10000)	BA, BL, BV, Bex: BI, BQ	BA=4, BI=4, BQ=4, BL=4, BV=5	CFA SEM	BA→Bex; Bex→BV; BV→BL
Konecnik and Gartner (2007)	Slovenia; German (376) Croatian (401)	BA, BI, BQ, BL	BA= 5; BI= 16; BQ= 10; BL= 6	EFA, CFA SEM	Croatian: BI, BQ, BL and BA; German: BQ, BI, BL and BA

Researchers (year)	Segment/Sample and Number	Dimensions	Number of Items	Analysis	Results
Pike (2007)	Australia; (523)	BA, BAS (Cognitive and Affective), MY (BL)	BA= 2; BAS (Cognitive)=13; BAS (Affective)=2; BL= 3	FA	BAS←→BL

AI: Affective image of destination	*BJ: Brand Judgement*	*CI: Cognitive image of destination*
AA: Attitudinal attachment	*BCo: Brand communication (BCo)*	*CF: Consumer feelings about the vacation experience*
BA: Brand awareness	*BMP: Brand market performance*	*CJ: consumer judgments*
BL: Brand loyalty	*BPP: Brand profitability performance*	*DP: Destination Positioning*
BQ: Perceived quality	*OBE: Overall brand equity*	*PP: Pay premium*
BI: Brand image	*DBE: Destination brand equity*	*OAs: Organizational associations*
BV: Brand Value	*CBBE: customer-based brand equity*	*ITB: Intention to buy*
BAS: Brand associations	*SQ: Service quality*	*FP: Financial performance*
BASt: Brand assets	*NQ: Natural quality*	*RI: Re-visit intention*
BT: Brand trust	*FV: Functional value*	*TI: Travel Intention*
BP: Brand personality	*HV: Hedonic value*	*TIN: Travel involvement*
BPF: Brand performance	*DF: Destination familiarity*	*DMO-SMC: DMO-generated social media communication*
BR: Brand Resonance	*DBS: Destination Brand satisfaction*	*T-SMC: tourist-generated social media communication*
BS: Brand salience	*DR: Destination Resources*	*VU: Value in use*
Bex: Brand experience	*USP: unique selling proposition*	
BE: Brand extension	*CB: City Branding*	
BC: Brand choice	*CV: Consumer Value*	

Source: Górska-Warsewicz, 2020; Dedeoğlua et al, 2019; and compilation by author

THEORETICAL BASIS AND RESEARCH MODEL

Research concepts

Destination brand

A brand is a set of expectations associated with a customer's experience with a company product (Davis, 2002). In this view, branding is seen as an overarching element, a large set of which a product is a component to satisfy the functional and psychological needs of the customer. The destination is a multidimensional, complex concept and is viewed from different angles with different goals. Hall, 2000 considers a destination to be a well-defined geographical area; such as a country, an island, or a town; A place where facilities and services are designed to meet visitors' needs (Cooper et al., 1998).

The definition of destination brand is quite a few and scattered in theory. According to Ritchie and Ritchie (1998), a destination brand is a name, symbol, logo, or other image intended to identify and distinguish a place, as well as it must convey the promise of a memorable tourist experience is uniquely associated with a place. At the same time, it should enhance and reinforce the enjoyable memories associated with a place. Therefore, researchers have emphasized the importance of destination branding, which is a component of marketing activities to create accurate images, logos, symbols, and perceptions among tourists. Blain et al., 2005); while reinforcing uniqueness, supporting the formation, development, and display of a positive image of a tourist destination to the target market (Baker & Cameron, 2008).

Destination brand equity

The research on brand equity does not stop at tangible products or services but has gradually spread to tourist destinations. Several studies have been on brand equity for destinations (Boo et al., 2009; Konecnik & Gartner, 2007; Myagmarsuren & Chen, 2011). Compared with research on brand equity for products, research on brand equity for destinations is much less in terms of quantity and time of appearance. One of the reasons for this is that the concepts, ways of looking at destinations, and destination brands are quite complex and influenced by many factors. Aaker (1991) defines "a set of assets and liabilities linked to a brand, its name, and symbol, which add or subtract from the value provided by a product or service to a firm and/or that firm's customers" (p) .15).

Destination marketers have recognized the growing importance of brand equity in promoting their destinations. Boo et al. (2009) indicate that developing and measuring destination brand equity is challenging due to the complexity of the destination. Theoretically, a destination brand includes both tangible and intangible elements. Tourists perceive these components by a combination of the functional and psychological elements of a destination brand. As a result, the value and interest of a destination brand can change according to how tourists perceive the service or product. The components of destination brand equity used in this study continue to inherit from Aaker (1991), Konecnik & Gartner (2007), and other studies from Table 1 above because it presents a complete valuation of customers for the brand and significantly helps customers understand easily.

Destination brand awareness is defined as the image of the destination that exists in the minds of potential tourists (Konecnik & Gartner, 2007). When a tourist destination wants to be successful, it must first gain the recognition of tourists (Milman & Pizam, 1995). In tourism, perception plays a vital role in tourists' intention to return to the destination (Yuan & Jang, 2008). As a result, how to generate visitors' views of a location through certain sentiments and connections with the place is a critical topic (Murphy et al., 2007). The purpose of destination marketing is to raise the awareness of the tourist destination by advertising and creating a distinctive brand (Jago et al., 2003). Destination selection is made from a selection set, based on tourist evaluation criteria. More specifically, destination marketers must raise awareness of destination-associated visual images as a means for tourists to perceive the destination brand.

Destination brand image can be viewed as anything that associates the visitor's mind with the attributes of a particular city (Yuwo et al., 2013); it can be a country, an island, or a town (Hall, 2000). According to Cai (2002), building destination brand image is an important component in a destination brand equity model. Destination brand image refers to a set of connections associated with a brand tourist's mind, requiring the travellers to recreate the brand correctly from memory. Therefore, the more positive exposure, a tourist associates with a brand, the higher the brand value. Besides, the more unique and favourable images that tourists keep in their memory, the stronger the connection between tourists and destinations. Destinations make extensive use of images in promotional materials to raise awareness of attributes that set them apart from competitors.

Destination brand perceived quality is defined as tourists' perception of the destination's ability to meet their expectations (Konecnik & Gartner, 2007). Perceived quality is the customer's subjective assessment of a product's overall perfection or superiority (Zeithaml, 1988). Therefore, perceived quality is an important attribute of brand equity because it creates value for consumers by distinguishing the brand from competitors and giving consumers a reason to buy (Allameh et al., 2015). Destination brand quality is measured by two factors: service quality and physical quality. Personal experiences, special needs, and consumption situations can influence a customer's subjective assessment of quality. For the tourism industry, the perceived quality of a destination compares tourists' actual perceptions and expectations about a destination's service quality and is the main factor affecting consumer behaviour (Myagmarsuren & Chen, 2011).

Destination brand loyalty shows the degree of tourist attachment to a particular destination in terms of re-visit intention, along with the desire to recommend that destination to other travellers (Myagmarsuren & Chen, 2011). Brand loyalty is often approached from two main aspects, which are: (1) Attitude: is the commitment of customers to the brand (Aaker, 1991); and (2) Behaviour: The extent to which an entity has purchased a particular and in a unit of time (Javalgi & Moberg, 1997). In this study, the description of brand loyalty was considered to be equivalent to a tourist's intention to visit a destination. Among the various indicators of brand loyalty, travellers' recommendations based on their personal experience/visits are considered an essential attribute (Oppermann, 2000).

Revisit intention of tourists

Revisit intention to a destination is defined as an individual's willingness or willingness to make a repeat visit to the same destination (Tosun et al., 2015). Laroche and Teng (2001) argue that the brand selection process is sequential and in which brand understanding is shaped first, followed by three specific factors, ranked in order of importance, including attitude, trust level, and purchase intention. Bian and Forsythe (2012) demonstrated that a personal trait affects their behavioural intentions and directly affects the behaviour's intentions (Szymanski & Hise, 2000). Perceptions from visitors' previous experiences lead to their intention to return to the destination in the future. Travel motivation can be considered an indicator of their actions as their mindset to travel can greatly influence their future travel decisions (Jang & Namkung, 2009). Some finding also emphasizes the importance of measuring tourism perception and identifying the brand equity factor affecting the intention to return to a tourist destination (Stokburger-Sauer, 2011; Kim & Kim, 2005; Boo et al., 2009).

Destination novelty

Novelty in travel experiences is "the feeling that one is experiencing something new and the feeling that one is experiencing something different from the usual daily life" (Mitas & Bastiaansen, 2018, p.99). Recent studies show that novel experiences can trigger strong emotions and enhance attention, thereby increasing the rememberability of the experience (Skavronskaya et al., 2020). Previous studies found a positive relationship between novelty and behavioural intention in experience (Chang et al., 2014; Dedeoglu et al., 2018; Jang & Feng, 2007), and that novelty affects affect behavioural intention, both in the short and long term (Bigné et al., 2005; Bigné et al., 2009; Mitas & Bastiaansen, 2018). Dedeoglu et al. (2018) that tourists who perceive novelty in the experience will want to experience the sensation again, and thus may exhibit behavioural intentions.

The relationship between research concepts

The relationship between the components of destination brand equity

The results of several studies demonstrate that destination brand awareness positively affects destination brand image (Tran, Nguyen, Tran, Tran, Huynh, 2019; Subaqyo, Ujianto, Susanti, 2019; Chen and Myagmarsuren, 2011; Pike et al. 2010; Konecnik, 2010); Positively affect destination brand perceived quality (Keller, 1993; Tran, Nguyen, Tran, Tran, Huynh, 2019; Pike et al. 2010); Moreover, Kotsi, Pike and Gottlieb, (2018); Pike et al. (2010) also suggested that there is a relationship between destination brand awareness and destination brand loyalty. Similarly, for the relationship between destination brand perceived quality and destination brand image, research results of Myagmarsuren and Chen (2011) Aliman (2014); Konecnik (2010); Pike et al. (2010) demonstrated a direct, positive relationship between these two concepts.

At the same time, destination brand perceived quality can also influence destination brand loyalty (Huerta-Alvarez, Cambra-Fierro, Fuentes-Blasco, 2020; Tran, Nguyen, Tran, Tran, Huynh, 2019; Boo et al., (2009); Pike et al., 2010). With the actual research on tourist destinations, it has also been suggested that the positive relationship between destination brand image and destination brand loyalty is also confirmed by the actual research results of Tran, Nguyen, Tran, Tran, Huynh, (2019); Subaqyo, Ujianto, Susanti, (2019); Kotsi, Pike, Gottlieb, 2018; Aliman (2014); Pike et al. (2010); Bianchi et al., (2010); Pike et al., (2010); Boo et al., (2009). With those shreds of evidence, the author proposes to test hypotheses H1 to H6.

Destination brand equity and revisit intention of tourists

Previous studies suggested that perceived brand quality plays an important role in extending value to brand loyalty and consumer purchase (Low & Lamb, 2000). Murphy et al. (2000) found that trip quality has a positive effect on tourists' perception of the trip, as well as the intention to return to the destination. Destination marketers aim to build a distinct, effective and powerful identity image on encouraging tourists' intention to travel, with the expectation, of course, of making them return loyal tourists (Camarero et al., 2010). The concept of loyalty has been widely applied in marketing strategies to assess repurchase likelihood or consumer recommendations (Flavian et al., 2001). Yoon and Uysal (2005) state that brand loyalty benefits tourist attractions because tourists can re-visit or recommend the place to other potential visitors. Baloglu (2001) studied tourism and showed that loyalty and intention to travel are positively correlated. Ferns and Walls (2012) studied tourism and showed that loyalty and intention to travel are positively correlated. With those pieces of evidence, the author proposes to test hypotheses H7 to H10.

The role of the moderator of destination novelty

Previous studies have identified new levels of novelty based on current perceptions versus past experiences (Judd, 1988). Jang and Feng (2008) proposed a definition in which the intention to visit is the result of a subjective assessment of novelty-seeking. Tan et al. (2013) acknowledge that novelty with added value can create unique experiences for tourists. Low and Lamb (2000) also noted that brand loyalty and added value to the consumption experience of tourists was increased based on the destination novelty. Zhang et al. (2020) demonstrate that novelty and destination brand equity are closely related, novelty affected travel intention and intrinsic motivation through brand equity as they explore the nature of value-added from brand equity was an important mediator that connected novelty and tourists' travel intentions. For tourists, the novelty of a tourist destination can stimulate their preferences and beliefs about the destination, influencing their attitudes and decision-making processes.

The results of Duman and Mattila (2005) show a close relationship between novelty seeking and tourist motivation. Accordingly, if a tourist seeks novelty in a tourist destination, then novel experiences will significantly influence the intention to return to the destination and the destination brand equity (Zhang et al. 2020). With those pieces of evidence, the author proposes to test hypotheses H11 to H14.

Research model and hypothesis

Based on the relationship between the components of destination brand equity: destination brand awareness, destination brand image, destination brand perceived quality, destination brand loyalty; and the relationship between these factors to revisit intention of tourists under the influence of destination novelty, the proposed research model is shown in Figure 1. Moreover, the author uses and inherits the scale from previous studies, specifically in Table 2.

Table 2: Research scale

Scales	Items	Resources
Destination brand awareness	6	Pappu & Quester (2006); Yoo & Donthu (2001); Arnett & et al. (2003); Konecnik & Gartner (2007).
Destination brand image	4	Grace & O'Cass (2005) & Boo et al. (2009).
Destination brand perceived quality	5	Boo & et al (2009), Sweeney & Soutar (2001)
Destination brand loyalty	5	Bianchi & Pike (2011), Boo et al. (2009), Konecnik & Gartner (2007)
Revisit intention	3	Pike & Ryan (2004), Ryu & Jang (2006)
Destination novelty	5	Nicholson & Pearce's (2001), Zhang et al (2020), Blomstervik, et al (2020).

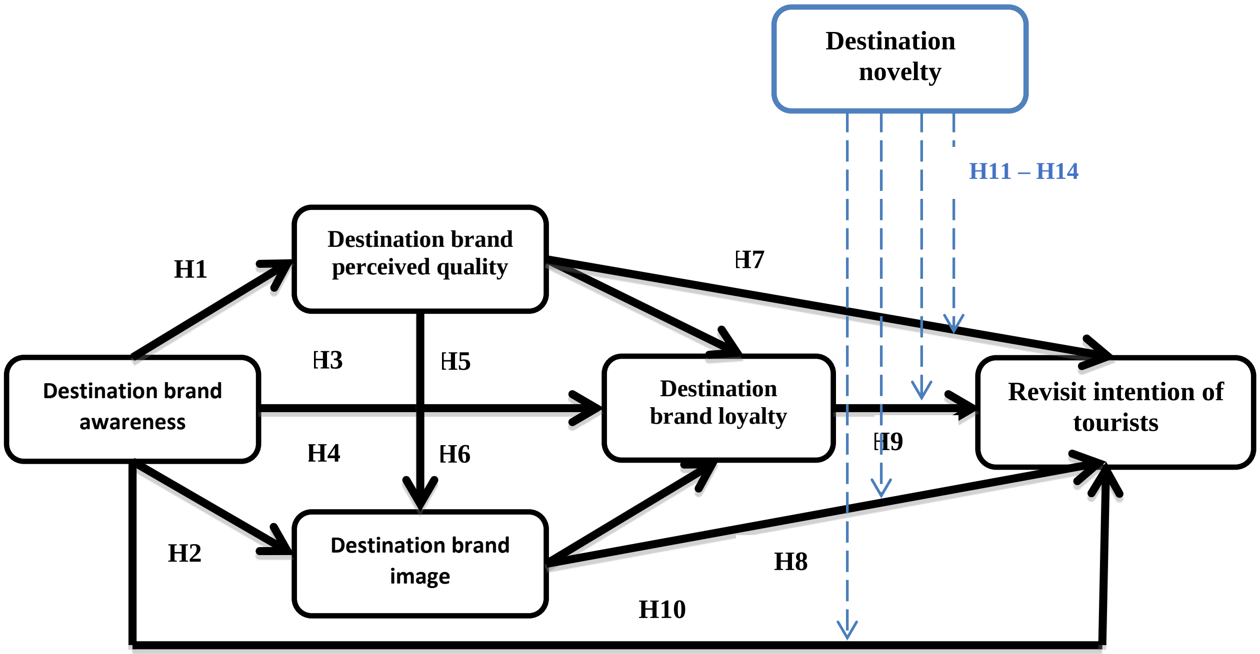

Figure 1: Proposed model of the study

As the literature that has been reviewed, this study proposes to put forward the following hypotheses that must be tested:

H1. Destination brand awareness will have a direct and positive influence on destination brand perceived quality.

H2. Destination brand awareness will have a direct and positive effect on destination brand image.

H3. Destination brand perceived quality will have a direct and positive influence on the destination brand image.

H4. Destination brand awareness will have a direct and positive influence on destination brand loyalty.

H5. Destination brand perceived quality will have a direct and positive influence on destination brand loyalty.

H6. Destination brand image will have a direct and positive influence on destination brand loyalty.

H7. Destination brand perceived quality will have a direct and positive influence on revisit intention of tourists.

H8. Destination brand image will have a direct and positive influence on revisit intention of tourists.

H9. Destination brand loyalty will have a direct and positive influence on revisit intention of tourists.

H10. Destination brand awareness will have a direct and positive influence on revisit intention of tourists.

H11. Destination novelty positively affects the relationship between destination brand awareness and revisit intention of tourists.

H12. Destination novelty positively affects the relationship between destination brand image and revisit intention of tourists.

H13. Destination novelty positively affects the relationship between destination brand loyalty and revisit intention of tourists.

H14. Destination novelty positively affects the relationship between destination brand perceived quality and revisit intention of tourists.

CONCLUSIONS AND SUGGESTIONS FOR FUTURE RESEARCH DIRECTIONS

Based on the theoretical basis and the actual research results, the paper has formed a theoretical model of the relationship between the components of destination brand equity and revisit intention of tourists. This theoretical model can be considered as a reference when applying the brand equity model survey to a specific destination to understand the needs of tourists. Only when the needs of tourists are fulfilled can a good tourism strategy be implemented. From the analysis of destination brand equity of Vietnam in general and destinations in Vietnam in particular, it will be constructive for the Government of Vietnam and tourism service providers to understand tourists' perceptions of Vietnam and evaluate and apply them to further develop the tourism industry.

This study only stops at building a theoretical model of the relationship between the components of destination brand equity and revisit intention of tourists. Therefore, this study has certain limitations and on top of those limitations, the paper suggests some directions for future research.

Firstly, this is a general theoretical model, so it may be necessary to make certain adjustments when applying to every single destination for each separate tourist group. According to the geographical distribution of the studies, Europe seems to be leading the research on destination brand equity. Africa and South America have yet to attract the same interest. To date, relatively few studies have been applied to the private sector in the Asian tourism industry, mainly in representative countries such as China, Korea, and Taiwan. Therefore, more attention should be paid to this research direction in Vietnam to supplement the data source.

Second, the evaluation of numerous current research papers demonstrates that research models are still inconsistent and interchangeable terms, complex linkages and alternative concepts are critical features of destination brand equity documentation. Other research efforts should be made towards establishing the pillars for which new research should be constructed. To date, this field of research has borrowed principles from previously developed theory that already have a basis (product/business brands), and introduced many factors/variables for future research directions.

Third, based on research concepts, future studies need to build scales for these concepts. Building an inherited scale, an anthology from previous studies, then conducts testing to form official scales for each specific destination. When conducting variable analysis and testing, the researcher should further consider the role of different sociodemographic variables, such as income, education level, or behavioral characteristics of tourists, and the influence of previous destination experiences to gain a more accurate perception of tourists' return intentions when conducting research.

Fourth, this study only collects questionnaire data from tourists to accurately reflect tourists' evaluations, perceptions, and attitudes. Therefore, research incorporating customer perspectives may not be sufficient to manage destination brands. As a result, additional effort has to be done to include stakeholder viewpoints, which can help to build a more comprehensive picture of the destination brand value prediction problem. Further study should be conducted on this approach.

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DEVELOPING THE RETAIL MARKET BY COCONUT PRODUCTS IN TOURISM – ECONOMIC RECOVERY AFTER COVID19 IN BEN TRE

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Abstract

Ben Tre is located in the Mekong Delta region with other 13 provinces in Vietnam. It has an area of 2,360-kilometer square, including 3 islands, An Hoa, Bao and Minh. It is surrounded by 4 branches of the Mekong River (Tien River, Ba Lai River, Ham Luong River and Co Chien River) and an interlaced system of rivers and canals of about 6,000 km. It is the province with the most significant river density in Vietnam. Being favoured by typical climatic, topographical and soil, Ben Tre has three ecological zones: freshwater eco-region, brackish water eco-region and saltwater eco-region, which form respective flora. In particular, the brackish water ecoregion is the most suitable for the growth of coconut trees, which are identified as one of the eight provincial value chains of Ben Tre; the province has identified three goals, which are increasing productivity, coconut production and income of coconut growers. In the context of increasing climate change, natural disasters, saltwater intrusion, the current COVID-19 pandemic has narrowed the area for planting other types of trees, but coconut trees remain well adapted to adverse conditions. This proves the vitality of coconut trees in the context of severe threats to the ecological environment, human health, and safety worldwide. Ben Tre can develop a retail market through coconut products in tourism, helping the destination to recover from COVID-19 pandemic. With 74,226 hectares of coconut land, Ben Tre is the province with the largest coconut area in the country. Many coconut varieties have good quality, high yield, high oil content, and there are also many varieties of coconut for drinking with high quality. Coconut farming is a long-standing practice in Ben Tre; coconut trees hold a particular position in the lives of the Ben Tre people. The context of the industrial revolution 4.0 has brought an excellent opportunity for the digital transformation of the Ben Tre coconut industry, which will be an essential premise to develop the retail market of the coconut in Ben Tre adapt to COVID-19. Besides, coconut trees play a role for ecology and the socio-cultural environment in Ben Tre. There is an opportunity to approach and exploit coconut trees from the perspective of the retail market, and to facilitate ways for ecotourism.

Therefore, the study is based on a review of the Ben Tre coconut industry, assessing the possibility of digital transformation with policy implications for developing the retail market of the coconut in Ben Tre based on promoting tourism.

Keywords: Ben Tre; Digital transformation; Retail market; Coconut in tourism; COVID-19

INTRODUCTION

According to Ben Tre Statistics Department in 2020, Ben Tre is the province with the largest area of coconut plantation with 74,226 hectares of coconut; coconut cultivation is a long-standing custom of Ben Tre people, coconut trees have held a unique position in the economic life of Ben Tre people since a long time ago. However, in the conditions of market economic development and international integration, the economic growth from coconut trees in Ben Tre has many shortcomings: the life of coconut growers is still challenging due to the high cost of living. The purchase of coconuts is low, and it is unstable; it is dependent on traders. Ben Tre recently has started eco-tourism with coconut gardens to increase the value of coconut trees. Still, it is spontaneous, and the local authorities do not know how to collect and mobilize resources in society to turn up the potential from coconut trees through coconut-based industries, which are various with over 500 products (Pham Van Luan, 2020).

Meanwhile, the management and business skills for coconut trade and retailing associated with tourism are still lacking. Ben Tre develops slowly among many provinces and cities in the region on integration and development. In the context of Industry 4.0, there are many great opportunities for the digital transformation of the coconut industry in Ben Tre. It will be essential to connect the development of the retail market of the coconut industry in Ben Tre, especially for recovering from COVID-19. In particular, the implementation of the Dong Khoi Start-up and Enterprise Development Program of the Ben Tre Provincial Pary Committee in 2017, passed over five years, has launched the spirit of entrepreneurship and enterprise in society, creating positive effects on businesses. The creative and start-up sector promotes the development of the retail market from coconut trees associated with tourism, contributing to economic and social development in Vietnam.

This paper focuses on the case of the coconut tree in Ben Tre, which represents part of Vietnam's potential retail market. It has potential, but it has not been exploited to meet the requirements of economic development adapt to COVID-19. Based on reviewing the Ben Tre coconut industry, assessing the possibility of digital transformation with policy implications for the growth of the retail market in Vietnam through a case study of Ben Tre coconut trees, a retail market can be established. Retailing of Ben Tre coconut trees associated with tourism is a new approach. At the same time, there will be discussions to get necessary solutions to exploit the retail market with coconut trees as the primary channel through tourism.

THEORETICAL BASIS

Since a long time ago, coconut trees have become a signalment of Ben Tre; people often say, "Looking at coconut trees makes them miss Ben Tre". Research themes, theses, projects on the coconut are therefore various. However, most research themes, ideas only focus on describing coconut varieties, know-how and processes of coconut farming, processing coconut candy from a technical perspective, which has shown an essential role of the coconut in the life of Ben Tre people. In addition to these studies, there are also several articles and scientific reports on coconut research published in journals and presented at conference forums. However, retail market research for Ben Tre coconut trees associated with tourism still have many gaps; they are almost ignored with the traditional approach in favour of coconut trees under the perspective of agriculture, cultivation or processing in factories. Documents were collected, researched and explained in this study by a new approach and conceptual framework drawing on trade, service, economy, and culture. We will discuss the potential of the retail market for coconut trees in Ben Tre associated with tourism. It is a guide for further research, contributing to an understanding of the retail market for Ben Tre coconut trees related to tourism, thereby developing a broader research application in the region.

RESEARCH METHODS

The primary research method used in this study is researching and analysing documents under the majors of Agriculture, Archaeology, Cultural Studies, History, Cultural Management, Tourism Studies, Sociology, Cultural Economics, Retail Trade and Services. They were used to find out the position and role of coconut trees from an economic, cultural, and social perspective in Ben Tre, Vietnam. Therefore, we determine the value and function of coconut trees in connecting and developing the retail market associated with tourism. In addition, the authors also use fieldwork methods, field surveys, observations, data collection by taking photos, taking notes, interviewing, as well as synthesizing and processing statistical data. Thereby we aim to propose solutions to develop the retail market associated with tourism in Ben Tre in particular and Vietnam in general with suggested policy implications for the public economic recovery in Vietnam and the world adapt to the COVID-19 pandemic.

RESEARCH RESULTS

Ben Tre coconut tree from a retail market perspective

Farmland in Ben Tre is accreted by alluvium from more than 6,000 km of rivers and canals, with an average river density of 2.7 km/1 km2. Ben Tre is also the province with the most significant river density in Vietnam (Pham Van Luan, 2021). It has climatic, topographical and soil conditions with three ecological zones: freshwater ecoregion, brackish ecological zone, and saline ecoregion. Thereby, it formed the corresponding pes of vegetation. Ben Tre's farmland is fertile, suitable for fruit trees, especially coconut trees, with an annual production of 600 million coconut fruits. The coconut trees produce various and unique products such as food, beverages, or handicrafts, which are popular with tourists.

Figure 1: Coconut products: Coconut candy, Coconut water drink, Coconut handicrafts and Coconut Musical Instruments (Source: Authors - 2020)

Coconut trees have a unique natural, humane and spiritual ecological life, which is the highlight of Ben Tre tourism. More than 2000 years ago, the nipa leaf pattern was engraved on pottery fragments excavated at Giong Noi Site, Ben Tre City (Ben Tre Museum, 2006; p. 17).

In Ben Tre, the brackish water ecological area is the most suitable for coconut trees to grow, according to Mr Do Thanh Thuong (1937-2019) living in Con Oc, Hung Phong commune, Giong Trom district) and the only Vietnamese received the award of Best Coconut Grower in Vietnam and the title of Tree of Life awarded by the Asia-Pacific Coconut Association "…*in brackish water, the amount of oil in copra, micronutrients and sweetness of coconut water is also. better*" (Pham Van Luan, 2019). Ben Tre has features over 74,000 hectares of coconut plantation accounting for approximately half of the country's coconut area. Coconut is the main crop of Ben Tre province, the price of coconut products on the market directly affects the lives of more than 160,000 households, accounting for over 50% of the population (Pham Van Luan, 2020); when coconut trees are not associated with tourism, they have been a spearhead of Ben Tre's economy because of a broad foundation through the small and long-standing retail market in the countryside.

Coconut holds a vital role in the lives of Ben Tre people. Coconut trees are not just trees that provide raw food, drinks, fuel, wood, leaves to build houses. Recent research shows that Coconut is also a tree that gives clean biomass energy and effectively absorbs greenhouse gases (Dang Van Cu, 2020) in the context of increasingly severe climate change. The whole world is living with COVID-19. Coconut have a high use value, which rarely other trees have. All parts of coconut trees can be exploited. The coconut tree is concerned in research by scientists worldwide in many different fields: plant characteristics, cultivation process, exploitation, cuisine from coconut.

In Ben Tre, in addition to coconut varieties (industrial) producing high-quality oil, high yield, high oil content, there are also varieties of water-drinking coconut that are diverse, of high quality, and have coconut water very suitable for the retail market. Ben Tre is the cradle of the genetic diversity of Vietnamese coconut varieties. In Mr Do Thanh Thuong's coconut plantation (see Figure 2), there are more than 20 precious coconut varieties. He is the only coconut grower in Ben Tre who has preserved and propagated successfully many coconut varieties. Thanks to many local coconut varieties, he is the one who has made a significant contribution to creating a collection of drinking coconuts with a complete set of types from Green Siamese Coconut, Siam Green, Siam Fire, Siam Red, Siam Nim, Coconut Pineapple, Green Pond, brown rice, pineapple coconut. Many varieties of coconut exist which are typical for Vietnam, such as Soc coconut (striped coconut shell) and Eo Nau (the fruits are small and fruitful and thus suitable for producing cream coconut (Pham Van Luan, 2019) This is one of the favourite dishes for the retail market, especially for tourists who visit Ben Tre.

Figure 2: Mr Do Thanh Thuong (known as Mr Tam Thuong) and the certificate "King of Coconut"
(Source: Authors)

The unique features of Ben Tre drinking coconut varieties are diverse and colourful, creating an attractive site for tourists. They can bear produce fruits after 18 months planting like the blue Siam coconut. The trees are both short and fruitful and can create a sight for tourists. They also directly supply fresh coconut water to the retail market, meeting the needs of tourists to enjoy refreshing drinks. Transportation of the fruit still retains the water quality and freshness of the coconut. Genetic diversity and genetic diversity exploitation of water coconut varieties in Ben Tre meet the needs of many retail market customers, especially guests from training courses, conferences, seminars, research for students, domestic and foreign experts, and travellers camping on the coconut ecotourism journey.

For Ben Tre people, coconut trees and coconut products meet the needs of material life. Ben Tre coconut products with more than 200 items have been present in 68 countries and territories, contributing an annual average of US $ 200 million to the province, accounting for 40% of the province's total export turnover (Ben Tre Province People's Committee 2017). Coconuts also hold an essential role in the spiritual life; most Ben Tre people's customs, practices, beliefs, and culinary festivals all use coconut trees or receive effects from them. However, the retail market associated with tourism in Ben Tre is still underdeveloped and not organized properly, so a great potential is wasted.

It is worth noting that climate change, natural disasters, and saltwater intrusion have reduced the area of crops, but coconut trees are still resilient since they tolerate and adapt well to adverse natural and social conditions. Therefore, developing the retail market associated with tourism based on industries produced from coconut trees will be less risky. Moreover, for ecotourism, "coconut houses" built with materials from trees, coconut leaves and other products made from coconut trees can provide a unique experience to tourists. The highlight that makes the coconut tree a symbol of the retail market for both Ben Tre and Vietnam is the unique feature that many other trees do not possess. Products produced from coconut are suitable for life in the time of climate change and help save energy, protect the environment, and develop a healthy and sustainable retail market when associated with tourism.

In contemporary life, the issue of protecting the ecological environment, using organic products capable of rapid destruction or regeneration is a concern by everyone; Therefore, the use of household tools and souvenirs made from coconut not only helps visitors feel fancy and attractive but also helps them to be more aware of their experience as well as their contribution to coconut eco-tourism. On the other hand, in the context of many concerns about food safety and hygiene, the demand for drinking fresh coconut water and using coconut products is increasing day by day, creating positive effects in the future and connecting coconut trees with developing the retail market associated with ecotourism and a safe and sustainable culinary culture.

Developing the retail market for coconut products associated with tourism

Tourism activities in Ben Tre province started in the mid-1960s of the 20th century, especially in Con Phung island, a place where *Dao Dua* (Coconut Religion) was born (Boyle, 1972). In the 1980s, the province had a tourism company which operated mainly in Con Phung and mainly served delegations of central government officials or other areas to come to Ben Tre. In the 1990s, Con Phung became the first destination in the tourist journey of the province (Pham Van Luan, 2021). In 1997, Tien Giang tourism companies brought visitors to Con Phung island. Since 2000, Ben Tre tourism further expanded. The Master plan on tourism development of Vietnam to 2020, strategic vision to 2030 approved by the Prime Minister in Decision No. 2473/QD-Ttg dated December 30, 2011, recognized Ben Tre in the Mekong Delta tourist area (Southwest) as one of the important tourist centres of the nation; increasingly, road and waterway tourist routes are connecting major tourist centres. Moreover, with the advantage of geographical location and various cultural heritage treasures, Ben Tre tourism has great potential for development; this is an excellent opportunity to develop the coconut retail market.

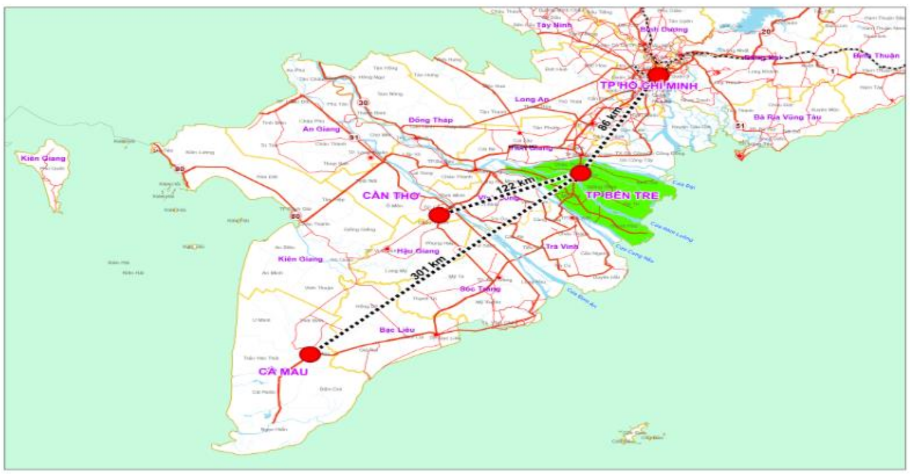

Figure 3. Distance from Ben Tre to Ho Chi Minh city and other provinces or cities (Source: Ben Tre Provincial Tourism Promotion Center-2020)

Currently, Ben Tre tourism destinations are expanded to 9/9 districts and cities in the province. The province presently possess the following: 31 tour operators, 84 accommodation with 1,496 rooms, 42 tourist attractions, and 135 eating facilities with 34,781 seats, 64 motorboats, 73 rowing boats, 54 horse-drawn carriages with more than 1,600 qualified seats to serve visitors; The resort and restaurant Forever Green Resort, The hotel Diamond Star, Coconut hotel, homestays, service facilities, new tourism products have made Ben Tre an indispensable destination in the map of tourism in the Mekong Delta and Vietnam. The rapid tourism development has created favourable conditions to promote the growth of the retail market. Products made from coconut trees can be further marketed to tourists who come to Ben Tre and who have an interest in buying local souvenirs. In 2020, despite the effects of drought and COVID-19, Ben Tre still welcomed 827,194 visitors (183,063 international visitors and 644,131 domestic tourists). Revenue from tourism accrued to 763 billion VND, with the average spending of international visitors reached 100 USD/day and night, an increase of 20 USD/guest compared to 2018; the spending of domestic visitors averaged 1,100 000 VND/day, a rise of 200,000 VND/guest compared to 2018 (Pham Van Luan, 2021; p.67).

Table 1: Number of visitors and revenue from Ben Tre tourism from 2014 to 2020 (Source: Pham Van Luan – 2021)

No	Number of tourists / Year	Total	Domestic	International	Subtotal
1	**2014**	834,784	459, 131	375,653	562, 000, 000
2	**2015**	951,653	518,651	433,002	700, 000, 000
3	**2016**	1,153,075	650,062	503,013	860, 000, 000
4	**2017**	1,291,444	741,444	550,000	1,057,000,000
5	**2018**	1,574,128	892,857	681,271	1,329,000,000
6	**2019**	1,882,025	1,085,839	796,186	1,791,000,000
7	**2020**	827, 194	644, 131	183, 063	763, 000,000
Total		**9,214, 303**	**5,377,115**	**3,836,188**	**7,311,000,000**

Being associated with tourism, the retail market has the potential to prosper and develop, improving people's livelihoods and promoting tourism. Ben Tre has organized 15 tourism fairs, participated in the Culture and Tourism Week of Ho Chi Minh City and other events such as VITM Hanoi, ITE City, Ho Chi Minh City, MDEC Forums - Mekong Delta, and Berlin Tourism Fair (Germany). These events have helped businesses update information, present their products, promote their brands, opening opportunities for the retail market of coconut trees as a highlight of Ben Tre tourism.

In Ben Tre, there aren't any crops that can create as many jobs through the retail market as the coconut trees. All coconut trees are used to create valuable products, from flowers, leaves, stems, meat, outer shells, shells. Therefore, coconut trees are multi-purpose trees. Because of creating value-added products, coconut trees have created jobs for all sectors from men, women, people with disabilities, the elderly, and the young generation in Ben Tre. These products and the associated economic activities can help Ben Tre people to escape from poverty if they know how to exploit the role of coconut trees in tourism development, as also mentioned by the chairman of the Vietnam Tourism Association, Nguyen Huu Tho, at the Workshop "Building specific tourism products in Ben Tre province.

However, now there is a "...paradox in Ben Tre that the price of raw coconut is still low", so coconut farmers' lives always face many difficulties. Experts stated this, scientists, and businesses in the thematic discussion session "Coconut industry development based on indigenous resources and market development" at the Mekong Connect Forum (Ben Provincial People's Committee, 2017). In our opinion, solving the paradox problem is not just from the technical-economic perspective of coconut trees, which has long been done in Ben Tre. It is time to determine the position of coconut trees in the retail market associated with tourism. If only one tourist comes to Ben Tre to buy 1 product from coconut, Ben Tre has at least 1 million potential customers for the retail market every year.

Developing the retail market associated with tourism: the example of coconut jam

As in other Eastern countries, jam is an indispensable dish, reflecting a characteristic of Vietnamese people during Tet (Hoang Ha, 2018). Creative innovation from coconut jam, Crispy desiccated coconut is one of the precious gifts for tourists when coming to Ben Tre today. Importantly, in the 1990s the coconut jam expanded the market out of Ben Tre province to Ho Chi Minh City, Hanoi, Hai Phong. In the early 21st century, coconut jam was in danger of disappearing. People almost turned away from coconut jam because of its negative health image where consumers stated to be "afraid of sweet, afraid of fat". In the light of the risks in the market, especially stock shortages and price pressure, coconut jam factories in Ben Tre have decreased significantly. Only when some sample coconut and organic coconut gardens were built, farmers were supported to improve their planting and caring for coconuts. The raw materials of Ben Tre coconut trees could produce a variety of valuable products. Products such as desiccated coconut, coconut milk powder, canned coconut milk, activated carbon, pure coconut oil, etc., are becoming export products, and the traditional coconut jam experienced a revival in the retail market. At this stage, besides the native coconut jam, a new product, coconut jelly, appeared. When the start-up movement in Ben Tre flourished, young entrepreneurs created start-ups, invested in modern machinery, and innovated processes and production technology towards industrialization (Hoang Ngoc, 2017).

As the new version of traditional Ben Tre coconut jam, crispy desiccated coconut jam is produced in a short time to serve the conventional New Year as before but has become a jam used regularly throughout the year and is a favourite by many countries around the world, as exports to China, France, the US, Australia, and Canada show. The crispy desiccated coconut contributes to the diversification of goods and developed the export market of Ben Tre coconut. Up to now, coconut products have been exported to more than 100 countries and territories. The traditional market has been consolidated and maintained. At the same time, it gained many new markets in which Asian countries are on the top with the proportion of over 60%; next is the Americas region with nearly 20%; Europe 12%; Africa 5% and Oceania countries 3% (Pham Van Luan, 2021). Ben Tre has established the position of traditional coconut jam through the version of crispy desiccated coconut. At the same time, coconut products are uses for various tourism products, including souvenirs and households or guesthouses with beautiful coconut gardens, reflecting the speciality of Ben Tre. Producing a new product to serve and attract tourists helps food facilities have more typical products for cuisine made from coconut like crispy desiccated coconut in Ben Tre. These have also appeared at events, festivals, tourism fairs inside and outside the province and have great potential for development in the retail market.

In recent years, the relationship between artisans and traditional coconut jam makers and diners developed in many ways. Along with the support of digital technology, video technology is integrated into smartphones, internet-connected computers, iPad, televisions, etc. As a result, today's diners have many opportunities to choose, approach and satisfy their food enjoyment needs to be based on the criteria of nutritional quality, food safety and hygiene, and increasingly towards clean and organic agricultural products and food. Consumers are more and more concerned about environmental and health issues that are the requirements of the current retail market. Factories try to satisfy the consumer's demand for coconut products with new projects such as coconut snack, crispy desiccated coconut, drawing text on fresh coconut (Phu Quy coconut project); Ngoc Hiep Coconut Soap project; Ngoc Thu with Escoco Cty cosmetic coconut oil project and paper made from coconut – beauty products from coconut; the project of Creating shapes from coconut leaves connecting to developing eco-tourism (Coconut Leaves Club); brick wall from coconut shell project, coir cone project.

Figure 4. Coconut flowers (from coconut leaves); Logo of Ben Tre Province on Coconut Paper and Coconut Cosmetics (Source: Authors)

Because of these trends, young entrepreneurs such as Do Phu Loi, Chau Thanh district, Ben Tre province launched the initiative to produce Coconut Snack – a version of the traditional coconut jam, the first product of crispy desiccated coconut in Ben Tre since 2016. In 2018, a group of 3 young starters in Mo Cay Nam district, Ben Tre province, led by Huynh Minh Thanh, embarked on a research and trial production of crispy desiccated coconut products. Since the traditional coconut jam with high sugar content is difficult to store, Mr Thanh had the idea to form Funny Fruit company and researched and experimented to come up with a recipe of crispy desiccated coconut with many typical flavours such as ginger, milk, coffee, cocoa with low sugar and low fat. Hos creation can be stored longer under normal conditions and joined well in the retail market. In particular, the crispy desiccated coconut researched and processed by Funny Fruit company, when eaten, has a feeling of self-dissolving in the mouth, not affected by fibre. Consequently, coconut products based on the traditional indigenous background of Funny Fruit company have soon to be accepted by the market. In June 2019, Funny Fruit's crispy desiccated coconut was voted 3-star of the OCOP product at Ben Tre province (Pham Van Luan, 2020).

Figure 5. Traditional coconut jam (left), Snack Viet by Coco company (middle) coconut crunchy dried by Funny Fruit Company (right) (Source: Authors, 2021)

Huynh Minh Thanh said: "With the idea of wanting to exploit and improve the value of coconut trees, from traditional coconut jam with high sugar content, difficult to be stored, I decided to research and preserve traditional coconut jam by new technology, new flavour, stimulating taste along with home and local economic development, creating stable jobs for people, helping them adhere to coconut trees. However, at present, the greatest difficulty of the company is accessing the domestic and foreign retail markets; the initial capital is not enough to invest in equipment, machinery, advanced technology, and business. Moreover, costs to research and develop new products, it is essential to pay attention to share and access to the state's business support policies" (Pham Van Luan, 2020). In the coming time, the company will continue to invest in perfecting a modern drying system to improve product quality and value; attend fairs to promote products; cooperate with Ben Tre Creative Start-up Team to continue researching and creating a new product to meet the needs of the retail market. The start-up path of young entrepreneurs in the coconut industry in Ben Tre is still ahead.

Recommendations to develop the retail market for coconut ecotourism

In this section, recommendations are made for policy makers to promote the strengths of coconut trees for retailing and eco-tourism in Ben Tre, Vietnam.

The role of coconut trees for ecology, economy and socio-cultural in Ben Tre is clear. However, coconut trees from the perspective of the retail market have not been fully utilized under current socioeconomic transformations: people's income is increasing, the need for health care and protection is increasing, food hygiene and safety standards and health promotion are increased concerns by the community. Meanwhile, coconut trees and related products can satisfy some of those increasing demands. Because there are a lot of Lauric Acid in the composition of coconut oil when entering the human body, this active ingredient is quickly converted into energy, so it does not increase cholesterol and coconut oil is still low in fat. It has a feature to fight against viruses and bacteria. It also helps destroy the viral envelopes making it easier for the immune system to destroy it. Coconut cuisine is very diverse, with more than 300 dishes made from coconut are very suitable for visitors to choose from, making a difference in coconut specialities and retail markets that not every local can have. (field data over 5 periods of the Coconut Festival in Ben Tre - Pham Van Luan, 2019).

In Ben Tre, people used to use fresh Siamese coconut (coconuts grown in 7 or 8 months) to replace water for infusion for wounded soldiers during the war when lacking medicine and limited medical facilities for treatment (Nguyen Thi Le Thuy, 2012). Today, material life is improved, people want to prolong their lives, especially Vietnamese customers, who prefer to use natural products without preservatives. Therefore, fresh coconut water is most suitable. This is a strength of coconut in the retail market.

Coconut nectar, besides its very high sugar content, features minerals, macronutrients, 12 vitamins and 17 amino acids in the top of the 18 essential amino acids that are good for health. Compared to other bottled soft drinks, coconut nectar is very nutritious and pure. If it is pasteurized and processed correctly, it is capable of competing and replacing bottled soft drinks in the market with a comparative advantage in terms of public health protection. Sugar from coconut nectar is one of the many products exported vigorously to Thailand (Department of Agriculture, 1999); most people around Bangkok use sugar from coconut nectar in food processing because sugar from Coconut nectar is free of toxins, chemicals and contains more nutrients than cane sugar.

Figure 6. Coconut planted for water with curved text (left), Coconut nectar of Huong Dua Factory (middle) and Coconut Water of Bianco (right) (Source: Authors – 2021)

Coconut is not only good for public health but also holds an important role in beauty care. Virgin coconut oil contains a lot of vitamin E, which is used in beauty services, skincare, massage and haircare. "Due to the bactericidal properties of coconut oil, virgin coconut oil is used as a dietary supplement, and the Thail Coconut Research Agency (Dhamodaran et al., 1993) encourages each employee to take 2 teaspoons of the oil. Virgin coconut oil every day and in the Philippines the market for refined coconut oil in capsule form is widely available at drugstores around the country" (Ediriweera, 1996).

It is time for the retail market associated with tourism based on coconut trees to pose as a new approach for sustainable development in Ben Tre. Developing the retail market of coconut products related to tourism in a small province with limited economic potential like Ben Tre will exploit its strengths and make a difference in ecotourism in the coconut kingdom of Ben Tre, affirming the unique position of the coconut tree. Ben Tre will have a breakthrough when developing the retail market for products made from coconut trees, thereby expanding its exports. It is necessary to have a program to collect scientific data to convert the number of products produced from coconut trees, thereby building a treasure trove of indigenous knowledge.

Moreover, handicrafts from Ben Tre coconut, can further promote the Ben Tre coconut brand through the retail market to domestic and foreign tourists. Business with coconut trees as the foundation, such as coconut houses, wedding gates made from coconut leaves, coconut cuisine, straws, coconut water, coconut paper, or coconut nectar is can relate to various ecotourism activities. Retailing products made from coconut trees such as household appliances and souvenirs can be attractive to both domestic and international tourists. In the context of many concerns about food safety and hygiene, the demand for fresh coconut water and coconut products tends to further increase. Eco-tourism and a safe culinary culture protect the environment, thereby sustainably developing the retail market for products made from coconut trees.

Discussing the highlights from the Ben Tre Coconut tree associated with tourism to develop the retail market for products made from coconut trees, one issue that we need to pay attention to is the Ben Tre Coconut Festival. It has been 12 years since the first Ben Tre Coconut Festival was held in 2009, which was followed by four more festivals, the latest held in 2019. Yet, Ben Tre has not exploited and developed the retail market for products made from coconut trees in the biggest coconut festival in Vietnam. To make Ben Tre Coconut Festival become a national cultural - economic - tourism event, reaching an international level, the Ben Tre government needs to identify the core beliefs of the festival. The Ben Tre Coconut Festival is based on science, research, and clarification of the symbolic value of the coconut belief as a milestone, the soul of the Ben Tre Coconut Festival, from which there is an integrated solution towards market development. The retail market for products made from coconut trees at the Ben Tre Coconut Festival.

CONCLUSION

Coconut trees play a role for the ecology and the socio-cultural environment in Ben Tre. It has been argued that there is an opportunity to approach and exploit coconut trees from the perspective of the retail market, and to facilitate ways for ecotourism. Various products such as coconut jam and coconut tree-based souvenirs have been brought to the market. Yet, developing the retail market from coconut trees in Ben Tre so far shows that there is still untapped potential. The requirement to approach the retail market to develop coconut ecotourism shows that to build coconut ecotourism products is a matter of showing the community the value chain of coconut trees, training human resources for the tourism and retail market. This is necessary because they are the ones who design and directly create the experiences in the tourism product, who interact in the entire process of tourism associated with the retail market. With a rich system of coconut ecotourism resources from the retail market in Vietnam, it is possible to develop a diverse and attractive system of coconut ecotourism products, attracting tourists with unique characteristics. Coconut-based retail and ecotourism products can contribute to the recovery of small businesses in Vietnam in the context of COVID-19.

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EXAMINING THE ASYMMETRIC IMPACT OF ATTRIBUTE-LEVEL PERFORMANCE OF YOUTH HOSTELS ON TOURIST SATISFACTION

Jing Huang (Nankai University), Danpu Xing (Nankai University), Shiyu Zhou (Nankai University) and Yanjun Chen (Nankai University)

Abstract

Youth hostels have developed fast after entering the Chinese market, however, they have been facing fierce competition, and problems such as low tourist satisfaction and low tourist loyalty have also appeared. It is necessary to investigate how to improve tourist overall satisfaction of youth hostels efficiently. The related studies are obviously insufficient, and the linear relationship assumption between youth hostel attributes and tourist overall satisfaction is problematic, which ignores the difference in the way each attribute affects. Recently, the asymmetric relationship between product or service attribute-level performance and satisfaction has been proposed, which further explores the dynamic relationship between attribute-level performance and satisfaction. And classification of attributes could be conducted according to the Three-Factor Theory. The paper adopts a mixed method to identify attributes of youth hostels from the perspective of tourists, examine the asymmetric effects of youth hostel attribute-level performance on tourist overall satisfaction, and discuss how to optimize the attribute-level performance of youth hostels and enhance tourist satisfaction efficiently.

Keywords: Youth hostel; Tourist satisfaction; Attribute performance; Asymmetric effect; the Three-Factor Theory

INTRODUCTION

In recent years, tourists have shown younger characteristics. Affordable youth hostels with young people as the main target market has good prospects. Youth hostels have developed in the Chinese market for more than 20 years. There are currently nearly 200 International Youth Hostels distributed throughout China. In addition, China has also developed its own youth hostel brands, such as UTELS and Desti, which have developed their own culture based on the concept and spirit of the International Youth Hostel. Although youth hostel has developed fast, they are facing some challenges now. Preferential policies for non-profit organizations are not applicable to International Youth Hostels, in other words, Youth hostels in China lack support from the government, youth hostels in China need to gain profits to survive.

Recently, the types of accommodation products have become increasingly diverse in China. There are a large number of affordable homestays and theme hotels. Youth hostels are facing fierce competition. At the same time, there are huge differences among China’s youth hostels in terms of hardware facilities and management methods, causing a huge gap in youth hostel product quality. Consequently, problems such as low tourist satisfaction and low tourist loyalty have appeared in youth hostel field. How to effectively improve the tourist satisfaction of youth hostels is a problem that cannot be ignored by Chinese youth hostel practitioners.

Satisfaction plays an important role in creating loyal customers and spreading good reputation. The purpose of the paper is to explore the effective way to enhance tourist satisfaction and maintain the competitiveness of youth hostels. For the purpose, the paper has to solve three questions: 1. What are attributes of youth hostels from the perspective of tourists? 2. Whether the asymmetric effects of youth hostel attribute-level performance on tourist overall satisfaction exist? 3. How to classify youth hostel attributes according to the three-factor theory?

For academics, the assumption of asymmetric relationship is innovative in youth hostels field, enriching the research perspectives of youth hostel satisfaction. On the other hand, the paper helps expand the application range of asymmetric impact assumption. For practitioners, the study of identifying youth hostel attributes and dimensions from the perspective of tourists can help understand tourists' needs and preferences. The further study of exploring the asymmetric influence of youth hostel attribute-level performance on tourist satisfaction is valuable for youth hostel practitioners to get the priority of promoting the attribute-level performance and improve resource allocation efficiency.

LITERATURE REVIEW

Relationship between Attribute-Level Performance and Satisfaction

Researchers supporting the satisfaction performance model believe that satisfaction is the degree to which product or service attributes meet customer needs. The research of Oliva, Oliver & MacMillan (1992) claimed that some of multiple service attributes had the significant influence on service satisfaction, which verified the influence of attributes on satisfaction. Gardial (1994) concluded that customers tended to evaluate satisfaction based on product attributes rather than the whole. Anderson, Mittal (2000) proposed customer satisfaction was a function of product attribute performance. Phillips, Baumgartner (2002) found that what really affected satisfaction was customer sentiment, and customer sentiment came from attribute performance. Many studies have supported the view that there is an influential relationship between product or service attributes and satisfaction.

It makes sense to explore the relationship between product or service attributes and satisfaction, because customers may be satisfied with one attribute while dissatisfied with another attribute (Tahir Albayrak, Meltem Caber, 2014). The perception of attribute performance affects overall satisfaction. Previous researchers used multi-attribute research methods, such as IPA, to determine the priority of promoting attribute-level performance, assuming a linear relationship between attribute-level performance and overall satisfaction (Jian-Wu Bi, Yang Liu, Zhi-Ping Fan, 2019). However, the assumption of linear symmetric relationship does not fully conform to the actual situation. There is an asymmetric relationship between attribute-level performance and overall satisfaction. In the tourism field, the asymmetric relationship has attracted the attention of researchers. Existing studies have focused on tourism destinations (Zhang Chunhui, Ma Yaofeng, Bai Kai, 2014), the hotel industry (Tahir Albayrak, Meltem Caber, 2014, Füller and Matzler, 2008, Jian-Wu Bi, Yang Liu, Zhi-Ping Fan, 2019, Özgür Davras, Meltem Caber, 2019), and the catering industry (Ki-Joon Back, 2012). Although some researches on the asymmetric relationship between attribute-level performance and tourist satisfaction in the hotel industry have been conducted, the number is also limited. Researchers have focused on different research methods and the outcomes of different market segments. Tahir Albayrak, Meltem Caber (2014) adopted Importance-Performance Analysis (IPA) and Asymmetric Impact-Performance Analysis (AIPA) to prioritize hotel attributes, and the result showed AIPA was more effective, which assumed there was the asymmetric relationship. Jian-Wu Bi (2019) revealed the variety of asymmetric relationship with respect to different market segments, including different types of hotels, different types of tourists and tourists from different regions. Füller and Matzler (2008) explored the difference in asymmetric relationship between different life style segments. In addition, Jin-Soo

Lee, Ki-Joon Back, and Eric S.W. Chan (2014) focused on hotel human resources and examined the asymmetric impact of work life quality attribute performance on frontline employees' job satisfaction.

However, researches on youth hostel satisfaction are obviously insufficient, and the asymmetric relationship between youth hostel attribute-level performance and tourist satisfaction hasn't been explored. Because the attributes of different products or services vary greatly, it is significant to identify attribute and conduct the empirical research on the asymmetric influence in youth hostels field.

The Three-Factor Theory of Customer Satisfaction

Kano (1984) proposed the three-factor theory in quality management field, which extended Hertz's two-factor theory. The three-factor theory divided the attributes into three categories: basic factor, excitement factor and performance factor. Matzler & Sauerwein (2002) further clearly defined three factors. The basic factor is the attribute that has a negative asymmetric effect on the overall satisfaction. It is the minimum demand of customers. When it is not provided or fulfilled, it is more likely to cause customer dissatisfaction, but when it is carried out, it will not promote overall satisfaction. The excitement factor is the attribute that has a positive asymmetric effect on the overall satisfaction. Customers have no expectation of this attribute. When it is fulfilled, it will bring customer satisfaction and become a "surprise" for customers, while when it does not exist, it will not cause customer dissatisfaction. Performance factor is the attribute that has a linear and symmetric relationship with overall satisfaction. Customers have clear requirements for this. When its performance is high, it will prompt customer satisfaction, in contrast, it will lead to customer dissatisfaction.

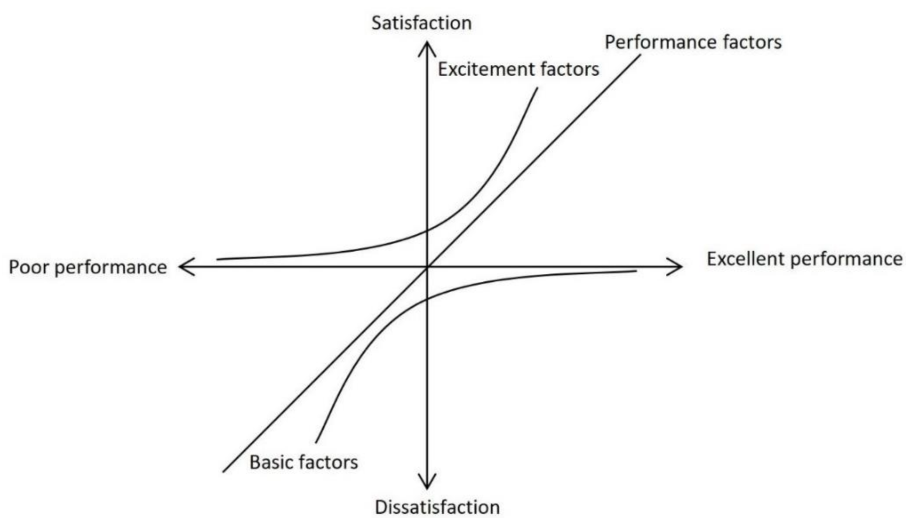

Figure 1. The Three-Factor Theory of Customer Satisfaction

Brandt (1987) introduced penalty-reward-contrast analysis (PRCA) to examine the asymmetric or symmetric relationship between attribute-level performance and satisfaction and categorize the attributes. Product or service attributes are coded into two sets of dummy variables, which represent the attributes at a high-performance level and those at a low performance level. With two sets of dummy variables as independent variables and the tourist satisfaction as the dependent variable, dummy variable regression is conducted, and finally it creates two sets of regression coefficients known as penalty and reward indices. By comparing penalty and reward indices, researchers identify the three-factor structure of customer satisfaction. Mikulc, Prebeac

(2008) further proposed an impact-asymmetry analysis (IAA), which adopted the impact asymmetry index (IA) as a quantitative standard for three-factor identification. IA is an index generated with penalty and reward indices. And this index ranges from -1 and 1. When it is close to 1, the attribute belongs to the excitement factor, when it is close to -1, the attribute is the basic factor, when it is close to 0, the attribute is the performance factor.

METHODOLOGY

The Identification of Youth Hostel Attribute

At present, the Internet has become the main way for tourists to book accommodation products. Online reviews about youth hostels are generated by tourists who have stayed in youth hostels, thus online reviews are suitable to explore the youth hostel attributes from the perspective of tourists.

Online Review Collection

Trip.com Group is one of the leading online travel agencies in the world, providing a full range of travel services including hotel reservations, which have more than 400 million members. So Trip.com was selected as the source of online reviews. The sample is the top five youth hostels in the number of reviews located in Beijing and Lijiang. Finally, the paper collected 2,330 online reviews posted on Trip.com in 2020.

Content Analysis of Online Review

Online reviews are tourists' feedback about youth hostels, representing the needs and expectations of tourists (Yang and Fang, 2004). As a result, the paper utilized ROST CM6.0 software to analyse the frequency and co-occurrence of refined online reviews.

The Analysis of Relationship between Attribute-Level Performance and Tourist Satisfaction

On the basis of identified attributes of youth hostels, a questionnaire was designed to measure the attribute-level performance and tourist satisfaction, and then the dummy variable regression was conducted to verify the asymmetric relationship between youth hostels attribute-level performance and tourist satisfaction.

Questionnaire Development

The questionnaire was divided into three parts: the attribute-level performance of youth hostels, tourist satisfaction and basic information about tourists. The items of the first part were derived from identified youth hostel attributes. One item "I am very satisfied with the Youth Hostel." was utilized in the measurement of tourist overall satisfaction. Yi (1990) stated that the measurement / re-test reliability of single item was acceptable. Many researchers have also actually applied single item to measure overall satisfaction (Assaker& Vincenzo, 2011, Shi Chunyun, 2014, Zhang Chunhui, 2014). A five-point Likert scale was used to measure attribute-level performance and tourist overall satisfaction (1: strongly disagree,5: strongly agree).

Data Collection

The questionnaires were distributed to tourists who have stayed in youth hostels by convenience sampling methods. Some were collected on Wechat, the other were collected on Credamo, a professional research platform with millions of online subjects. In total,267 responses were collected from 17th March 2020 to 5th April 2020, in which 260 responses were valid.

RESULT

The Identification of Youth Hostel Attribute

Frequency Analysis

Firstly, the paper refined the collected reviews, ignoring unrelated words and replacing the set of words which have similar meaning with one word. The results of frequency analysis about Beijing youth hostels are displayed in Table 1. “Youth hostel” was the most mentioned word as the theme of the reviews. The next word was “clean”, which was associated with “hygiene”. The two high-frequency words “environment” and “decoration” reflected tourists' attention to the indoor decoration of youth hostels. “Transportation” and surrounding scenic spots reflected tourists' requirement for geographical location. “Room”, “air conditioner” were related to the accommodation comfort. “Cost-effective” and “cheap” reflected the tourists’ desire for low price. “Service” and “reception” were the way to contact with tourists. “Quiet” and “sound” expressed the needs for a quiet environment.

Table 1. Top 40 Most Frequently Mentioned Words of Beijing Youth Hostels

.	**Word**	**Frequency**	**.**	**Word**	**Frequency**
1	Youth hostel	134	21	Forbidden City	26
2	Clean	117	22	Drum-tower	25
3	Environment	111	23	Facilitate	25
4	Room	111	24	Beside	25
5	Convenient	109	25	Subway station	24
6	Location	103	26	Geographic location	24
7	Hygiene	97	27	Enthusiasm	24
8	Service	87	28	Alone	22
9	Reception	86	29	Decoration	20
10	Surrounding	64	30	Air conditioner	20
11	Comfortable	63	31	Luggage	20
12	Beijing	59	32	Cheap	19
13	Transportation	48	33	Youth	18
14	Bathroom	45	34	Jingshan	18
15	Cost-effective	43	35	Friend	18
16	Facility	33	36	Staff	17
17	Manner	30	37	Dormitory	16
18	Subway	29	38	Sound	16
19	Boss	28	39	Around	16
20	Quiet	27	40	Bed	15

The high-frequency words of Lijiang youth hostels were similar to Beijing. It was worth mentioning that "atmosphere" only appeared in Lijiang list. "Fun", "lively" were specific description of youth hostel social environment, making tourists impressed. "Friend", "youth" referred to tourists' interactive objects in youth hostels, receiving the attention of tourists. "Games", "werewolf", "sing" were associated with activities organized by youth hostels.

Table 2. Top 40 Most Frequently Mentioned Words of Lijiang Youth Hostels

	Word	**Frequency**		**Word**	**Frequency**
1	Youth Hostel	660	21	Delicious	96
2	Atmosphere	285	22	Interesting	96
3	Friend	278	23	Staff	94
4	Clean	269	24	Werewolf	93
5	Room	257	25	Game	75
6	Environment	252	26	Member	74
7	Lijiang	249	27	Alone	73
8	Comfortable	225	28	Affordable	65
9	Desti	224	29	Lively	63
10	Enthusiasm	218	30	Transportation	61
11	Ancient city	205	31	Outdoor	59
12	Hygiene	196	32	Free	58
13	Reception	194	33	Sing	58
14	Location	193	34	Quiet	57
15	Convenient	189	35	Tidy	54
16	Service	185	36	Fun	54
17	Boss	156	37	Pet	53
18	Facility	144	38	Surrounding	52
19	Backpack	114	39	Complete	52
20	Youth	105	40	Public Area	52

Co-occurrence Analysis

Inherent contacts of high-frequency words are displayed clearly. Friend, service, environment, reception, location, transportation, hygiene, surrounding were important central nodes, with associated specific concepts distributed around them.

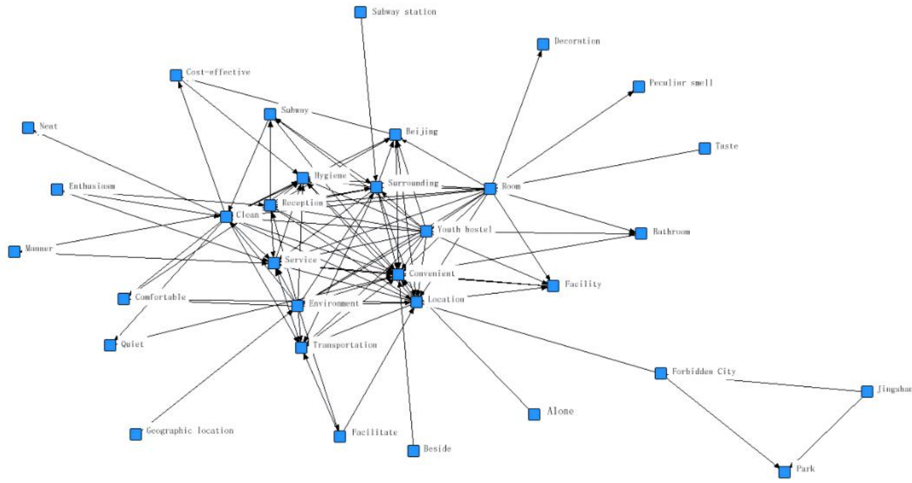

Figure 2. Visual Representation of Co-occurrence Analysis Results of Beijing Youth Hostels

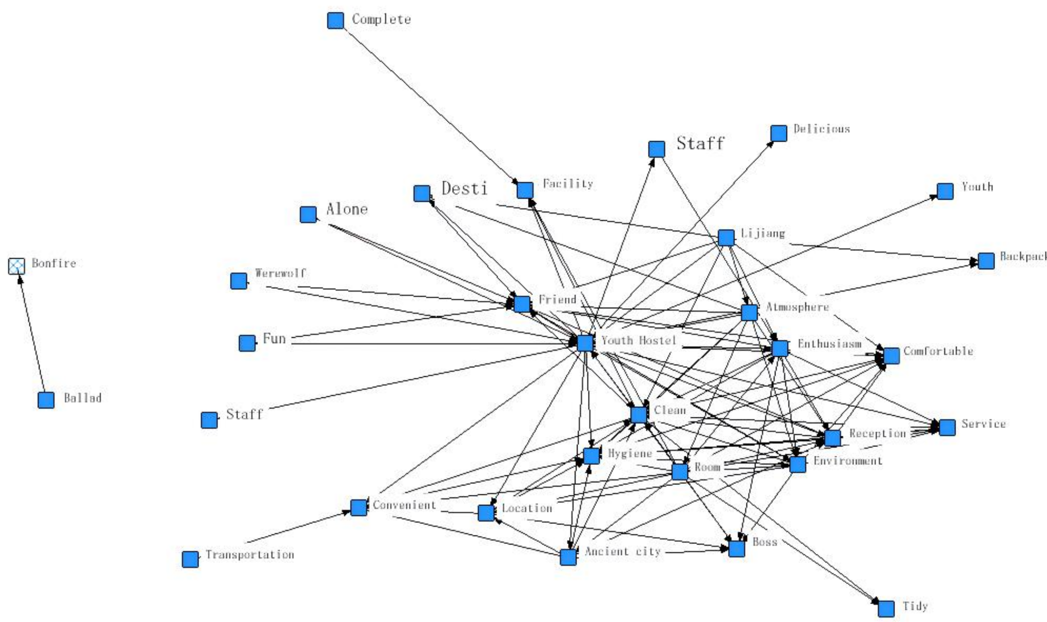

Figure 3. Visual Representation of Co-occurrence Analysis Results of Lijiang Youth Hostels

Youth Hostel Attribute and Dimension

The literature about youth hostel service quality was obviously limited. After introduced to China, youth hostels were analysed as a new accommodation product. The tangible attributes (such as location, facilities, sanitation) and intangible attributes (such as communication atmosphere, youth hostel culture) have been found by previous researchers. Based on previous researches, according to the results of content analysis, 22 youth hostel attributes were summarized, and then five dimensions were further refined, namely accommodation quality, indoor environment, entertainment conditions, service and tourism cost.

Table 3. The Identified Results of Youth Hostel Attribute

Dimension	**Attribute**	
Accommodation quality	Room hygiene	The room is clean and tidy.
	Public area hygiene	The public area is clean and tidy.
	Sleep comfort	Bedding is comfortable, so you can have a good sleep.
	Supporting facilities	There are a complete set of supporting facilities.
	Sense of quietness	You can enjoy a quiet personal time.
	Sound insulation	The room's sound insulation is good.
Indoor environment	Decoration features	The indoor decoration is unique.
	Being aesthetic	The indoor environment is beatiful.
	Interior layout	The indoor layout is comfortable.
	Pleasant atmosphere	The atmosphere is happy and relaxing.
	Interactive environment	It is easy to make friends here.
Entertainment conditions	Leisure activities	There are many activities for entertainment.
	Entertainment facilities	There are abundant entertainment facilities.
	Public space area	Public space is spacious and comfortable.
Service	Service capabilities	Service outcome is great.
	Service attitude	Service attitude is great.
	Employee personal charm	Employees have personal charm.
Tourism cost	Cost-effective	Youth hostel is cost-effective.
	Promotion	There are promotions.
	Transportation convenience	It is traffically well.
	Surroundings	It is near scenic spots or business districts.
	Simple route to arrive	It is easy to find.

The Analysis of Relationship between Attribute-Level Performance and Tourist Satisfaction

Survey Participants

Of 260 participants, the proportion of male（44.6%） and female（55.4%） were approximately equal. Participants aged 19-25 and 26-35 accounted for more than 90% of the sample. Half of participants' monthly income belonged to ￥1,000 and ￥4999 group, which was consistent with the low-price characteristic of youth hostels.

Table 4. Profile of Participants (N = 260)

	Frequency	%
Gender		
Male	116	44.6
Female	144	55.4
Age		
≤18	4	1.5
19-25	156	60
26-35	92	35.4
36-45	7	2.7
46-55	1	0.4
Income		
<1,000	9	3.5
1,000-2,999	104	40
3,000-4,999	41	15.8
5,000-6,999	46	17.7
7,000-8,900	36	13.8
≥9，000	24	9.2

Exploratory Factor Analysis

The Cronbach's alpha coefficient was 0.951, which proved that the reliability of the overall scale was good. KMO value was 0.953, and Bartlett test of Sphericity was significant (Chi- Square = 3693.735, df = 231, P <0.05), indicating that youth hostel attribute performance scale was suitable for factor analysis.

The exploratory factor analysis with varimax rotation was conducted by SPSS 22.0 software. The study deleted the items with low factor-loading (< 0.40) or cross loading issues, and 15 items were retained. After deleting seven items, the KMO value was 0.925, and Bartlett test of Sphericity was significant (Chi- Square = 2058.781, df = 105, P <0.05), indicating that the new young hostel attribute performance scale was suitable for further factor analysis.

The factor analysis was conducted again, the results indicated that 15 items belonged to 3 factors: accommodation quality, leisure and entertainment environment, tourism cost. The three factors accounted for 64.313% of the total variance. The Cronbach's alpha coefficients of three factors were above 0.7, suggesting their reliability were all acceptable. The exploratory factor analysis results are shown in Table 5.

Table 5. Results of Exploratory Factor Analysis

	Factor loading	Eigen value	% Variance explained	Cronbach's alpha
Factor1: Accommodation quality		7.191	29.9	0.899
Public space area	0.687			
Sound insulation	0.771			
Simple route to arrive	0.533			
Room hygiene	0.689			

	Factor loading	Eigen value	% Variance explained	Cronbach's alpha
Public area hygiene	0.666			
Quietness	0.685			
Sleep comfort	0.759			
Supporting facilities	0.782			
Factor 2: Leisure and entertainment environment		1.3	19.696	0.854
Employee personal charm	0.697			
Leisure activities	0.788			
Entertainment facilities	0.779			
Interactive environment	0.756			
Factor 3: Tourism cost		1.156	14.717	0.711
Transportation convenience	0.791			
Cost-effective	0.554			
Surroundings	0.819			

The Multiple Regression Analysis Results

In order to compare symmetric relationship and asymmetric relationship, multiple regression analysis was employed first. Mikulić & Prebežac (2011) revealed the risk of providing misleading implications in theory and practice with standardized dummy regression weights. As a result, unstandardized regression weights were used in multiple regression analysis and dummy variable regression analysis.

Table 6. Results of Multiple Regression Analysis

	Unstandardized Regression Coefficients	SE	t	p	VIF
Accommodation quality	0.558	0.066	8.491	0	2.011
Leisure and entertainment environment	0.264	0.052	5.133	0	1.897
Tourism cost	0.261	0.066	3.957	0	1.547

The results of multiple regression analysis suggested three dimensions significantly predicted tourist satisfaction, in which accommodation quality had the strongest relationship with tourist satisfaction. Three dimensions explained 62.5% of the total variance($F=144.895$， $P<0.05$).

The Dummy Variable Regression Analysis Results

First, the asymmetric influence of youth hostels dimensions on tourist satisfaction was investigated. Before the dummy variable regression analysis was carried out, two sets of dummy variables needed to be created. For the first dummy variable assessing the influence of low performance, the attribute performance ratings lower than the lower quartile were re-coded as 1 and the other as 0. For the second dummy variable assessing the influence of high attribute performance, the attribute performance ratings higher than the upper quartile were re-coded as 1 and the other as 0. Impact-asymmetry analysis was adopted, and IA index was used to compare an attribute's satisfaction-generating potential (SGP) to its dissatisfaction-generating potential (DGP) (Back, 2012). -0.2 and 0.2 were used as the boundaries of three factors. The equations calculating IA index are as follows:

$$\mathrm{SGP_i} = \frac{\mathrm{RI}}{\mathrm{RITS_i}} \qquad (1)$$

$$\mathrm{DGP_i} = \frac{|\mathrm{PI}|}{\mathrm{RITS_i}} \qquad (2)$$

$$\mathrm{IA_i} = \mathrm{SGP_i} - \mathrm{DGP_i} \qquad (3)$$

in which: RI is the reward index; PI is the penalty index; RIOS= RI+|PI|=range of impact on tourist satisfaction.

Table 7. Results of IAA for Youth Hostel Dimension

	RI	**PI**	**IA**	**Factor**	**Perf.**
Accommodation quality	0.258	-0.791	-0.508	Basic	3.831
Leisure and entertainment environment	0.289	-0.383	-0.14	Performance	3.505
Tourism cost	0.144 （P>0.05）	-0.281	/	Basic	4.094

The results of dimension categories are shown in Table 7. Tourism cost influenced tourist satisfaction at the low performance, indicating it was the basic factor. Accommodation quality was classified as basic factor having negative asymmetric effect on tourist satisfaction. Leisure and entertainment environment were the only dimension acted as the performance factor.

In order to explore specific impacts of youth hostel attributes on tourist satisfaction, the analysis about asymmetric relationships between youth hostels attributes of each dimension and tourist satisfaction were employed. For the first dummy variable assessing the influence of low performance, the lowest attribute performance ratings were re-coded as 1 and the other as 0. For the second dummy variable assessing the influence of high attribute performance, the highest attribute performance ratings were re-coded as 1 and the other as 0.

Table 8. Results of IAA for Youth Hostel Attribute

	RI	**PI**	**IA**	**Factor**	**Perf.**
Accommodation quality （R2=0.51）					
Public space area	0.122(p>0.05)	-1.529	/	Basic	3.719
Sound insulation	0.38	-1.367	-0.565	Basic	3.654
Easy to arrive	0.185 （p>0.05)	2.651	/	Basic	3.831
Room hygiene	0.282	-1.086(p>0.05)	/	Excitement	4.031

	RI	PI	IA	Factor	Perf.
Public area hygiene	0.22	-0.252(p>0.05)	/	Excitement	3.942
Quietness	0.169(p>0.05)	-0.378(p>0.05)	/	Insignificant	3.823
Sleep comfort	0.074(p>0.05)	-0.094(p>0.05)	/	Insignificant	3.788
Supporting facilities	0.166（p>0.05)	/	/	Insignificant	3.862
Leisure and entertainment environment （R2=0.364)					
Employee personal charm	0.42	-1.2	-0.481	Basic	3.485
Leisure activities	0.305	-0.26(p>0.5)	/	Excitement	3.481
Entertainment facilities	0.473	-0.163（p>0.05)	/	Excitement	3.465
Interactive environment	0.097（p>0.05)	-0.262(p>0.05)	/	Insignificant	3.588
Tourism cost （R2=0.279)					
Transportation convenience	0.343	-1.694	-0.663	Basic	4.046
Cost-effective	0.529	-1.694	-0.524	Basic	4.177
Surroundings	0.26	-0.529（p>0.05)	/	Excitement	4.058

In accommodation quality dimension, public space area, sound insulation and simple route to arrive were basic factors, while room hygiene, public area hygiene were excitement factors. In leisure and entertainment environment, employee personal charm was classified as a basic factor, leisure activities, entertainment facilities were identified as excitement factors. Transportation convenience, cost-effective were categorized as basic factors of tourism cost, whereas surroundings was an excitement factor. Some attributes were statistically insignificant and ignored. The results of factor category are presented in Table 9.

Table 9. Results of Attribute Factor-category

Factor	Dimension	Attribute
Basic factor	Accommodation quality	Public space area Sound insulation Simple route to arrive
	Tourism cost	Transportation convenience Cost-effective
	Leisure and entertainment environment	Employee personal charm
Excitement factor	Accommodation quality	Room hygiene Public area hygiene
	Leisure and entertainment environment	Leisure activities Entertainment facilities
	Tourism cost	Surroundings

DISCUSSION AND CONCLUSION

Theoretical Implications

From the perspective of tourists, youth hostels had three dimensions, including accommodation quality, leisure and entertainment environment, tourism cost, and 15 attributes. Besides, the asymmetric effects of youth hostel attribute-level performance on tourist overall satisfaction were confirmed. Two dimensions, accommodation quality and tourism cost showed negative asymmetric effect on tourist overall satisfaction and were classified as basic factors of tourist overall satisfaction. Compared with tourist satisfaction, they have a stronger effect on tourist dissatisfaction. The dimension, leisure and entertainment environment, basically reflected a linear and symmetric effect on tourist overall satisfaction, and it belonged to performance factor. For each dimension, asymmetric effects between attributes and tourist overall satisfaction were also confirmed. Some attributes exhibited negative or positive asymmetric effects on tourist overall satisfaction.

Asymmetric relationship deepens the researches of youth hostel satisfaction. Comparing symmetric and asymmetric influences of youth hostel attribute-level performance on tourist satisfaction, it was concluded that the assumption of asymmetric effect could investigate more accurate priorities of promoting attribute-level performance. According to the results of traditional multiple regression analysis, the dimension of youth hostels that had the most significant impact on tourist satisfaction was accommodation quality, followed by leisure and entertainment environment and travel cost. After introducing the asymmetric relationship, the two dimensions of accommodation quality and travel cost exerted negative asymmetric effect. When they do not exist, tourists tend to be dissatisfied. When the performance is higher than expectation, the improvement cannot lead to tourist satisfaction, as a result, it is unnecessary to continue inputting any resource. Leisure and entertainment environment basically showed a linear and symmetric relationship, and tourist satisfaction could be promoted with the improvement of its performance.

In this research, two dimensions of youth hostel, accommodation quality and tourism cost, played a negative asymmetric effect, and no dimension which played a positive asymmetric effect was identified. The outcome is consistent with the previous researches. Zhang Chunhui (2014) found that most of the destination attributes played negative asymmetric effect taking Beijing as the empirical case. Albayrak (2017) suggested that daily tour service attributes were all basic factors. At the same time, this is in line with the perspective of prospect theory. Individuals have loss aversion. Faced with the same degree of loss and reward, people will react more strongly to negative losses, and amplify negative effects easier.

Practical Implications

Asymmetric relationship between youth hostel attribute-level performance and tourist satisfaction could prioritize youth hostels attribute performance more effectively. In order to optimize resources, attribute performance and factor category should be both considered. Accommodation quality and tourism cost were basic factors, and their performances were both above the average performance score of all attributes (3.797), which wouldn’t cause tourists dissatisfaction, as a result, youth hostel practitioners just maintain the performance level. The dimension, leisure and entertainment environment, was a performance factor, and its performance improvement could provide the increase in tourist satisfaction. And its performance score is 3.505, lower than the average. It is necessary and effective to promote the performance for obtaining high tourist satisfaction. In summary, youth hostel practitioners should give priority to improving the dimension of leisure and entertainment environment, and the performance of the two dimensions, accommodation quality and tourist cost, should be only kept above tourists' expectations.

Specifically, for the dimension of leisure and entertainment environment, four attributes were at a low performance level, lower than the average performance of all attributes (3.797). In this case, employee personal charm would greatly decrease tourist satisfaction as a basic factor. In order to prevent tourist dissatisfaction, employee personal charm should be promoted first. Youth hostel practitioners can hire enthusiastic employees to increase communication between employees and tourists. Two attributes, entertainment facilities and leisure activities were excitement factors, which wouldn't cause tourist dissatisfaction at the low performance level, but the attributes at high performance level would increase tourist satisfaction greatly. Therefore, after employee personal charm attribute, practitioners should pay attention to enrich the entertainment facilities in public spaces, organize more group activities such as hiking, bonfire parties, board games. Besides, the attribute of interactive environment was statistically insignificant and ignored.

In the three-factor structure of tourist satisfaction, dimensions of youth hostels were classified into two basic factors and a performance factor. Accommodation quality and tourism cost as basic factors reflected tourists' basic needs for accommodation products. The leisure and entertainment environment was the only dimension where youth hostels remain competitive. Besides, youth hostels lacked excitement factors that could provide "surprise" to tourists, resulting in a lack of competitive advantages. In a word, youth hostels lacked uniqueness and attraction. Youth hostels should take advantage of youth hostel culture, observe and create new attributes.

Limitations and Suggestions for Future Research

The questionnaire was distributed to tourists who had stayed in youth hostels. However, tourists differ with regard to the awareness of youth hostel, different types of tourists have different needs for youth hostels, and their perceptions of attributes are also different. Besides, youth hostels in different regions also present different characteristics. Future research could explore the difference of different market segments in youth hostel field. What's more, the paper verified the asymmetric effect of youth hostel dimension performance and attribute performance on tourist satisfaction. The outcomes of factor classification were inconsistent. For example, the dimension of tourism cost was the basic factor. When the relationship between attribute performance and tourist satisfaction was explored, different attributes of tourism cost were identified as excitement factors and basic factors. The reasons for the difference are yet to be studied in the future.

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HOW RESIDENTS' EMPOWERMENT INFLUENCE ON COMMUNITY SUPPORT FOR TOURISM IN BAGAN WORLD HERITAGE SITE, MYANMAR

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Abstract

The tourism industry is one of the world's largest industries with a global economic contribution and generates one of the primary income sources for both developed and developing countries. Bagan became a UNESCO World Heritage Site in 2019, and it is one of the most popular tourist destinations in Myanmar. The tourism business in Bagan has a multiplier effect within the local community as more employment opportunities, better infrastructures, and locals may own their businesses such as hotels, restaurants, travel agencies, and souvenir shops. Such tourism development has also brought better health care, quality living standard, better educational facilities, and the subsequent decrease in migration rate. However, recent studies have demonstrated that residents perceive the economic benefits from tourism and the development of the tourism industry about non-economic factors such as psychological, social, and political empowerment within the local community. Hence, this study aims to identify the perception of residents on their empowerment through tourism by using Resident Empowerment through Tourism Scale (RETS) theory to analyse residents' empowerment through tourism and how such empowerment may contribute to shaping community response to support tourism development. A self-administered questionnaire survey was used to collect data from 450 residents in Bagan. Data were analysed using Confirmatory Factor Analysis (CFA) and Structural Equation Modelling Method (SEM) through SPSS' AMOS. The results have shown that the residents were influenced by the economic benefits from tourism and self-esteem strengthened by psychological empowerment.

Furthermore, residents were empowered by social factors such as pride being a resident from Bagan. The four dimensions of empowerment led the local community to support tourism development in Bagan. The results of this study may help the key tourism decision-makers and stakeholders to effectively achieve their strategic management goals in tourism planning and management within Bagan World Heritage Site.

Keywords: residents' empowerment; community support for tourism; community participation; sustainable tourism; world heritage site

INTRODUCTION

Tourism is an aspect of economic geography, strengthening the economies of many countries. It can provide employment opportunities in different sectors such as accommodation, transportation, entertainment, catering, and other tourism-related activities. Also, tourism has become the leading industry in the service sector globally. It offers a significant share in Gross Domestic Product (GDP), employment and different opportunities of developing countries for their economic growth. Furthermore, the growth of the tourism industry brings increasing diversification and competition among the destinations. Therefore, attracting more visitors has become the priority of national tourism authorities or travel agencies for most countries worldwide. Such importance is highlighted even more in the actual COVID-19 pandemic situation. The collapse of the tourism industry reflects negatively in many national economies depending on local tourism, both in regional and international perspectives.

Bagan is an important Buddhist heritage site in history, archaeology, and other Buddhist heritage sites in Southeast Asia. The tourism industry inBagan has multiplier effects like employment opportunities, better infrastructure facilities, engaged in tourism-related activities, own business as hotels, restaurants, travel agencies, souvenir shops and also affected as better health care, quality living standard, better educational facilities, and decrease in migration rate to the local communities. The residents perceive the economic benefits from tourism. However, the development of the tourism industry is related to the non-economic factors of psychological, social, and political empowerment within the local community. Primarily, the residents' livelihoods that depend ontourism will result in them analysing economic and non-economic costs and benefits theygrant through tourism impacts and rely on that they determine to support or oppose tourism development. With the cooperation and support of UNESCO, Bagan was inscribed as a World Heritage site by the decision of the 43rd Session of the World Heritage Committee in May 2019. Then, UNESCO formulated overarching themes based on a comprehensive assessment of issues in and around Bagan World Heritage Property in the Management Plan, key management 34 in particular: "To ensure empowerment of the localcommunities to allow them to partake in decision- making and local governance."

The cluster of community, socio-economy and livelihood has been described as one of the overarching themes in key management objectives. It includes an outline related to residents' empowerment, which proposes to ensure the local communities' empowerment to allow them to partake in decision-making and local governance. While the UNESCO asked for empowerment of the local community in Bagan, there has not been any pre-implementation plan about community empowerment, therefore, am measurement of the level of residents' empowerment, to identify the relationship between empowerment and tourism impacts and to make sure how the impacts lead to shape community response to support tourism development, is actually required. To better understand the relationships among residents' characteristics and perceptions of their empowerment and support for tourism development in a community, this study developed and tested a RETS model that describes the relationships mentioned above.

The purpose of this study is two folds; Firstly, this study aims to understand the level of local community empowerment within the Bagan World Heritage Site. The second goal is to identify the perception of the local stakeholders relatively to their psychological, social, and political empowerment through tourism in Bagan World Heritage Site. The study applied Residents' Empowerment through Tourism Scale (RETS) for the primary objective and examined the other social, psychological, and political constructs within the scope of empowerment. RETS is a scale developed by Boley and McGehee (2014) to measure the resident perceptions of psychological, social, and political empowerment through tourism. This scale has subsequently been used as a tool to predict residents' support for tourism development together with their perceived economic benefits. Additionally, the inclusion of the RETS as an antecedent to resident attitudes toward tourism would build off of the previous work done by Beritelli and Laesser (2011) and Ryan (2002), who points out the importance of empowerment plays within tourism development and the local community (Boley and Mcgehee,2014; Ranasinghe and Pradeepamali, 2019).

LITERATURE REVIEW

Community Empowerment within Tourism Development

Empowerment is described as the power to do something on an individual or collective level. At the same time, it can be a valuable tool to improve the capacities and assets of local communities, both individually and collectively; community empowerment needs community members' engagement and collective action rather than individual action (Ahmad and Talib, 2015). Many studies have emphasized the importance of residents' empowerment for sustainable tourism development (Budeanu, Miller, Moscardo, Ooi, 2016, Cole, 2006; Di Castri, 2004; Petric, 2007; Scheyvens, 1999, 2002; Sofield, 2003, Boley, McGehee, Perdue, Long, 2014; Boley, Maruyama, Woosnam, 2018; Ranasinghe, Pradeepamali, 2019). In the tourism context, community empowerment is a criticalcomponent to implement sustainable development of the tourism industry (Boley, McGehee, Perdue, Long 2014).

Much of the research has taken place within the context of sustainable tourism development, which applied Triple Bottom Line (TBL) based on the economic, environmental, and social-cultural sustainability to evaluate the residents' quality of life in the form of bringing maximum benefits to the local community (Dwyer, 2005 and McCool and Lime, 2001). The previous study of Choi and Sirakaya (2005) argues that community participation is required to succeed in sustainable development. But Cole (2006) highlighted that community participation is not the final goal, and sustainable tourism development will fail if residents are not empowered. It also indicates that residents' empowerment represents the upper end of the participation ladder when community individuals are active agents of change and can find answers to their problems, make decisions, implement actions, and evaluate their solutions. Similarly, Choguill (1996) describes eight degrees of local community participation, with empowered community members having the most control. As a result, empowerment is defined as a higher level of community participation in which residents are involved and have control over the planning process. Scheyvens' (1999) highlighted the multi-dimensional view of empowerment, which occurs not just on a political level but also a psychological and social one, is based on both psychology and development within the tourism context.

Recent studies (Dodds, Galaski, 2018; Byrd 2007) have highlighted the strong connection between the empowerment of local people and their quality of life through tourism. While several studies have focused on general power and community participation without considering community empowerment and its contribution to sustainable tourism (Boley, Maruyama, Woosnam 2015; Bello, Lovelock, Carr,2018), residents' empowerment is a prerequisite for sustainable tourism development (Shakeela, Weave 2018; Strzelecka, Boley, Strzelecka, C, 2017). Furthermore, the social exchange theory can explain the effect of community empowerment on sustainable tourism development. The critical concept of social exchange theory is social power because it determines the ability of the community to take advantage of tourism outcomes. More social power to the community leads to better decision making and opportunities to build local capacity. That is, empowered communities are better equipped to gain potential benefits from tourism development (Butler,2017; Mendoza-Ramos, Prideaux 2018). Psychological Empowerment within the tourism

Psychological empowerment can also rise when the residents' pride and self-esteem are enhanced because of outside recognition of the uniqueness and value of their culture heritage, their natural resource, and their tradition (Scheyvens,1999; Weng and Peng, 2014). A local comcultural that is optimistic about the future has faith in the abilities of its residents, is relatively self-reliant and demonstrates pride in traditions and culture can be said to be psychologically powerful. In many small-scale, unindustrialized societies, the preservation of tradition is essential in maintaining a group's sense of self-esteem and well-being (Mansperger, 1995). Di essentializes psychological empowerment as tourism's ability to renew residents' sense of pride in the "universal value of their culture and environment."

The pride and self-esteem associated with psychological empowerment have been recognized as some of the most fundamental non-economic benefits of tourism (Stronza and Gordillo, 2008) and is an essential element of a thriving, sustainable tourism destination (Scheyvens, 1999). The previous literature findings like (Besculides, Lee and McCormick, 2002; Woosnam, Norman, and Ying, 2009) lead to believe psychological empowerment will positively influence resident perception within tourism. Zimmerman (1995), Boley, McGehee, Perdue and Long (2014) and Ranasinghe and Pradeepamali (2019) described psychological empowerment has to be included as a precedent to resident support and positive perception on tourism since it benefits residents to receive from tourism activities that would increase their pride and self-esteem. Based onthe above discussion, it is proposed:

H1 – Residents' psychological empowerment is related to their intention to supporttourism

Social Empowerment within Tourism

Social empowerment is perhaps most clearly a result of ecotourism when profits from tourism are used to fund social development projects, such as water supply systems or health clinics, in the local area (Regina Scheyvens 1999). Social empowermentcan be occurred by strengthening the relationships of the local community and other tourism-related stakeholders. Such efforts also promote community cohesion linked with building solid networks for individuals (Scheyvens, 1999). According to Friedmann (1992), social power, in the form of skills, knowledge and community relationships, is the most important form of empowerment and provides the building blocks for political and psychological empowerment. Scheyvens (1999) describes social empowerment as enhanced community equilibrium, with residents feeling more connected and beginning to work together.

Di Castri (2004) sees social empowerment as having an essential role in helping establish community partnerships that bring people together to work on common interestsand concerns. Similarly, Jamal and Getz (1995) describe community collaboration as a necessity for successfully managing the turbulence of planning tourism at the local level and assurance that a variety of voices are heard and given credence. In essence, socialempowerment through tourism can be described as residents' perceiving their communityto be more cohesive, with an increased connection to the community and fellow residents. Thus, it can be postulated that

H2 – Residents' social empowerment is related to their intention to support tourism

Political Empowerment within Tourism

Political empowerment is the dimension of empowerment that closely resembles the overarching notion of residents "gaining mastery of their affairs" (Rappaport, 1987). According to Scheyvens (1999), the role of political empowerment in the tourism context is to provide all community groups with a forum to raise concerns and questions about tourism development. (Boley, McGehee, Perdue, and Long, 2014). Therefore, in a situation of empowering residents in tourism decision-making, it positively affects overall community support for tourism. In addition, political empowerment, within a tourism context, increases residents' perceptions of socio-political control: the extent to which individuals perceive themselves as being motivated and capacity to utilize social and political resources (Zimmerman & Zahniser, 1991).

Sofield (2003) notes political empowerment happens more often in a democratic setting that facilitates knowledge transfer and promotes local leadership. Farrelly (2011) adds that local people are more likely to feel that they can achieve the desired outcomes with robust and well-informed leadership. In addition, local community participation in tourism decision-making is the essential component of sustainable tourism because residents shapefuture tourism according to their needs which "ensures community support and acceptanceof tourism development projects" (Cole, 2006). In contrast, without active participation leading to political empowerment, locals "have the inconvenience of tourism without economic advantages" (Sofield, 2003).

Cole (2006) and Timothy (2007) both recognize that empowerment is not mere inclusion in the participation process but is at the top rung of Arnstein's (1969) participation ladder where people have the agency to steer and control the tourism development process. Scheyvens (1999) emphasizes that political empowerment must provide a forum for all community groups to raise concerns and questions about tourism development. She also adds that the community political structure needs to represent all community stakeholders fairly. Another important aspect of political empowerment is theability of residents to raise questions regarding tourism development. In essence, politicalempowerment can be described as residents' having agency or control over the direction of tourism development within their community. Thus, it is hypothesized as

H3 – Residents' political empowerment is related to their intention to support tourism

Weber's Theory of Formal and Substantive Rationality (WFSR)

Max Weber, the famous sociologist, developed Weber's Theory of Formal and Substantive Rationality (WFSR) to explain an individual's motivation behind engaging indifferent forms of economic activities (Jagd, 2002; Kalberg, 1980). The WFSR theory is atheory that holds promise in realigning SET and bridging the divide between either focusing solely on the economic factors influencing resident attitudes toward tourism or exclusively examining the non-economic factors (Andereck et al., 2005). This theory's suitability in researching individual attitudes is rationalized since it consists of economicand non-economic variables such as values, beliefs, and morals. Thus, the theory has extensively been applied in researching human economic transactions and their ancestries, asproposed by Andereck et al. (2005). When (Kalberg 1980) explains that treating human rationality is only driven by economic gain (McGehee 2007), it illustrates that economic rationalization of individuals has a formal or substantive stance while emotional factors are influential in such rationalizations.

Max Weber stated that the rationalization process could occur in various fields of life, and it can be found in a sequence between formal and substantive rationality. While formalrationality focuses on maximizing the economic benefits through the market law (Kalberg, 1980), substantive rationality focuses upon the individual's morals within their decisionrelating to the different economic activities and considering a range of possible values. The formal component highlights the significance of measuring the relationship between the resident's perceptions of their support for tourism development and economic benefits from the tourism industry. On the other hand, the substantive components emphasize the reliability of non-economic measures and resident perceptions on whether or not tourism empowers them when trying to develop support for tourism. Therefore, it is important to comparehow residents balance formal factors such as economic benefits from tourism with the substantive factors as empowerment when deciding even if they support or oppose tourism in developing countries.

SET theory was embraced by formal rationality in WFSR, constructing measures to identify residents' perceptions of personally benefiting from tourism, as argued by Boley(2014). Although it is, it doesn't carry a version of economic connotation. So, Boley, through his studies in 2014, added clarity to the constructs adapting "personal benefits from Tourism" to "personal economic benefit from tourism" by providing a rationalized measureto be tested in models in resident attitude research. Successively, a significant number of researchers have been conducted to test the relationship between direct economic benefitsfrom tourism and residents' support for tourism and related activities (McGehee and Andereck, 2004). Thus, individual benefits about financial gains from tourism are believed to become a significant factor of resident perception of tourism impacts for residents' support for tourism and related development in their area. Based on the above discussion, it can be stated that:

H4 - Residents' support for tourism is related to perceived economic benefits from tourism

METHODOLOGY

The RETS model, developed by Boley and McGehee (2014), has been adapted to this study. This model consists of five constructs, namely: psychological, social, political empowerment, tourism impacts residents' support for tourism which is rooted from Boley and McGehee's (2014) RETS model, with also personal economic benefit from tourism asa construct from Strzelecka, M., Boley, B.B. and Strzelecka, C. 2016. These constructs have been used in RETS model in the scale construction. In addition, the proposed hypotheses, including the RETS, economic benefit, support for tourism, have been tested for reliability to ensure the constructs of residents' empowerment and support for tourism.

To ensure the proposed constructs are valid and labelled as equivalent, Malhotra et al. (1996) suggested focusing on the functional, conceptual, instrument and metric equivalence. Based on this, the research analysis began with RETS model by Boley and McGehee (2014), the economic benefit from tourism and support for tourism. The residents' empowerment influence on support for tourism had been justified through a theoretical lensthat blended the commonly used SET and WFSR. The blended theoretical perspective provided the ability to simultaneously account for residents' formal rationality as measured through their perceptions of the economic benefits of tourism while also including the substantive factors of psychological, social, and political empowerment.

For testing the hypotheses, this research applied Confirmatory Factor Analysis (CFA)to assess model fit and the validity of the proposed constructs (Hair, Black, Babin, and Anderson, 2010). This study utilized the Confirmatory Factor Analysis (CFA) conducted in SPSS' AMOS as revealed good model fit and construct validity for all constructs included in the model. Furthermore, if it is based upon the root-mean-square error of approximation (RMSEA) being less than 0.08 and the comparative fit index (CFI) being higher than 0.90,it was concluded the model's fit was acceptable and close to the standard cut off points (Hair et al., 2010).

RESULTS

The result showed the basic characteristics of the 450 respondents, including age range, gender, marital status, education level, how many years have been in Bagan, and you or your family work for the tourism industry. Most of the respondents' age is 30 to 39 (38.7%), followed by 40 to 49 years old (30.4%), 18 to 29 years old (21.3%), and 50 years old and over (9.6%), respectively. There were 224 (49.8%) female respondents and 226 (50.2%) male respondents. 250 (55.6%) respondents out of 450 are married, followed by 200 (44.4%) singles. Regarding the education level, 212 (47.1%) of the respondents are secondary school level, followed by 198 (44.0%) graduated, 38 (8.4%) university, 2 (0.4%)of respondents hold master's degree, respectively. According to survey results, 336 (74.7%) of the respondents have lived in Bagan for 20 years, and more, followed by 55 (12.2%) have lived for 11 to 20 years, 34 (7.6%) have lived for 6 to 10 years, and 25 (5.6%) of respondents have lived in Bagan for five years and under. Regarding employment in the tourism industry, most of the respondents, 411 (91.3%), were working in the tourism industry, while 39 (8.7%) of respondents did not work within the tourism industry in Bagan.

Table (4.1) CFA of residents' empowerment, economic benefit and support for tourismscales

Scale	**Item description**	**N**	**R**	**Error**	**AVE**	**CR**
Psychological empowerment:	*Tourism in Bagan*	450			0.377 37.7%	0.751
	Proud to be residents of Bagan	450	.55			
	Feel special because people travel to see the Cultural Heritage of Bagan	450	.63*	.124		
	It reminds me that we have the unique cultural heritage to share with visitors	450	.68*	.127		
	Remind me that we should keep our unique culture	450	.58*	.119		
	Makes me want to share about what we offer	450	.62*	.125		
Social empowerment:	*Tourism in Bagan*	450			0.505 50.5%	0.753
	Makes me feel more connected to local community	450	.74*			
	Fosters a sense of community spirit	450	.66*	.089		
	Provide ways for me to get involved in the community	450	.73*	. 089		
Political empowerment:	*I feel like*	450			0.729 72.9%	0.915
	I have a voice in tourism development decisions	450	.87			
	I have access to the decision-making process when it comes to tourism in Bagan	450	.89*	.041		
	My opinion makes a different in how tourism is developed in Bagan	450	.80*	.046		

Scale	Item description	N	R	Error	AVE	CR
	I have an outlet to share my concerns about tourism	450	.85*	.045		
Economic benefit		450			0.571 57.1%	0.842
	Tourism helps me pay my bills	450	.76			
	A portion of my income is tied to tourism	450	.83*	.067		
	Economically benefit from more tourism development	450	.73*	.069		
	My family's income depends future tourism development	450	.69*	.07 1		
Support for tourism		450			0.371 37.1%	0.701
	I believe tourism should be actively encouraged in Bagan	450	.55			
	I support tourism development and want to see it remain important	450	.65*	.095		
	Bagan should remain popular tourist destination	450	.65*	.098		
	Bagan should support the promotion of tourism	450	.57*	.095		

Note: Measure of model fit: chi-square (160) = 417.667; RMSEA = 0.06; CFI = 0.931.R, standardized regression coefficient; AVE, average variance extracted; and CR, construct reliability. Scale: 1 = Strongly Disagree to 5 = Strongly Agree.
*p D .001

The residents' empowerment, economic benefits and support for tourism scales were analysed by using Confirmatory Factor Analysis (CFA) to construct whether the factors were underlying dimensions in the set of 20 variables. According to the results shown in Table (4.1), the construct reliability (CR) for the "Psychological Empowerment was (0.751), followed by the CR values (0.753) for the "Social Empowerment", (0.915) CR values for "Political Empowerment", (0.842) CR values for "Economic benefit" and (0.701) CR values for "Support for Tourism" respectively. The CR values of all the constructs ranged from (0.701) for Support for Tourism to (0.915) for Political Empowerment. These five constructs suggest that the constructs of this model have thestrong internal consistency with the values above the recommended value of 0.7 by Hair etal, (2010).

Table (4.1) shows the results of the average variance extracted (AVE) values for all constructs. The AVE score for Political Empowerment is 0.72, followed by 0.571 for Economic Benefit, 0.505 AVE score for Social Empowerment, 0.377 AVE score for Psychological Empowerment and 0.371 for Support for Tourism, respectively. The three constructs have AVE ranging from 0.505 to 0.729, which exceeded the recommended value of 0.5 except Social Empowerment and Psychological Empowermentwhich indicates the convergent validity of the measurement model. Fornell and Larcker (1981) suggested that if the AVE score is less than 0.5, but the construct reliability (CR) of all the constructs is higher than 0.6, the convergent validity of the construct is still adequate.

Table (4.2) Correlations and squared correlations between the constructs

	Psychological	Social	Political	Economic	Support
Psychological	**0.377**	0.26	0.07	0.15	0.48
Social	0.512***	**0.505**	0.25	0.18	0.21
Political	0.258***	0.500***	**0.729**	0.31	0.37
Economic	0.393***	0.424***	0.555***	**0.571**	0.27
Support	0.690***	0.458***	0.192**	0.522***	**0.371**

Table (4.2) showed the correlations and squared correlations between the constructs. The values above the diagonal line are squared correlations, and the values below are correlations estimates. The values shown on the diagonal line with bold are average variance extracted estimates in Table (4.2). It revealed that the model which conducted by CFA in SPSS (AMOS) was fit. And all the five constructs included inthis model had strong validity. The root-mean-square error of approximation (RMSEA) forthis model was 0.06, which is less than the recommended value (0.08), and the comparativefit index (CFI) score was (0.931), which is higher than the recommended value (0.90). Therefore, it was concluded that the model's fit was within acceptable limits and close tothe standard cut off points recommended by Hair et al. (2010).

Table (4.3) Hypotheses Testing

Predictor	Outcome	Std Beta	P	Support for relationship
Psychological empowerment	**Support**	.527***	.000	Y
Social empowerment	**Support**	.139 †	.074	Y
Political empowerment	**Support**	-.224**	.001	Y
Economic benefit	**Support**	.380***	.000	Y

R-Squared Support = .583 Significance of Estimates:
*** p < 0.001
** p < 0.010
* p < 0.050
† p < 0.100

The proposed hypotheses of this study were tested by using the statistical significance of the relationship and the nature of the hypothesized relationship. Table (4.3)shows that the SEM model supported hypothesis one "Residents' psychological empowerment is related to their intention to support tourism" (β= 0.527, *p*= 0.000), highlighting the residents' psychological empowerment that creates a response in the community support for tourism development. Hypothesis two, "Residents' social empowerment is related to their intention to support tourism", was supported by SEM model analysis. It highlights the importance of the significant relation between residents' social empowerment and their support for tourism. Thus, there is a significant andpositive relationship between social empowerment and resident support for Bagan World Heritage Site tourism. (β= .139, *p*= 0.74). For hypothesis three, "Residents' politicalempowerment is related to their intention to support tourism", was also supported by the SEM model. (β= -0.224, p= .001). There is still a positive relationship between residents' political empowerment and their support for tourism, focusing on the resident's perceptionof the political situation whether they can participate or not in the tourism decision makingprocess in Bagan. ACCORDING TO THE RESULTS, the SEM model also supports hypothesis four: "Residents' support for tourism is related with perceived economic benefits from tourism (β= 0.380, p= .000). The perceived economic benefits from tourism in Bagan are also important to support tourism by the local people in the area.

DISCUSSION AND CONCLUSION

Regarding psychological empowerment, this research finding revealed some partial similarities with the previous studies. Boley and McGehee (2014) found that the psychological empowerment focusing on increasing pride and self-esteem of the residents encourages to support the tourism development of their area. By enhancing the dignity and self-esteem of the residents, the local people feel proud about the cultural heritage and tourismproducts that they offer to the visitors. If local people feel happy to share about the uniquecultural heritage and acknowledge they should keep the cultural and natural resources of the destination proudly, the results suggested that the residents are more likely to support tourism development in their area. Furthermore, the empowerment-related to the feelings of enhancing self-esteem was revealed as one of the most influential factors among Weber's four dimensions of empowerment. The results showed that psychological empowerment, a non-economic construct is more significant than theformal motivations of economic benefit from tourism. This challenges the traditional perspectives of residents' attitudes being only the importance of money on tourism support. It provides the reliability to the theoretical point of view, such as Weber's Theory that allows for a different set of non-economic constructs that can be influence residents' attitudes towards tourism.

Social empowerment was also found positive influence on community support for tourism in this study. The results showed the local people's awareness of the tourism activities and the relationship between the community spirit and support for tourism within the community. Mainly, the positive impacts of tourism on the community network motivate local people to support more for tourism development. This can be seen in the perception of residents on their willingness to participate in the tourism activities in Bagan and their support for tourism development.This empowerment also revealed that Weber's Theory allows a diverse construct of non-economic factors influencing the residents' attitudes.

Compared with other dimensions of empowerment, such as psychological and social empowerment, the political empowerment level was relatively low. However, analysing the results is still an essential factor for the residents to support tourism. The residents need to have those kinds of empowerment to ensure that they can share their opinions and concerns about tourism in Bagan. Furthermore, the results revealedthat the more the local people participate in the decision-making process, the more they support tourism in Bagan. Thus, political empowerment is also the main factor to influence the support for tourism by the residents in Bagan, and the results showed the residents should have different platforms to contribute their perception of tourism, andthe related government organizations should be aware that and support residents in terms of creating various channels to participate in tourism activities.

Moreover, theeconomic benefits score reported by the respondents showed most of thepopulation is directly or indirectly employed by tourism according to demographic profiles.The majority of Bagan residents highly depend on the tourism industry, and a portionof their income comes from tourism-related businesses. Thus, this research revealed that the economic benefit from tourism for residents is significantly related to the support for tourism in Bagan World Heritage Site. Finally, the four dimensions of empowerment, psychological empowerment, social empowerment, political empowerment, and economic benefit from tourism, were positivelyrelated to the support for tourism by Bagan residents, according to the finding of this research. It is suggested that the strong relationship between government organizations and local stakeholders can bring the responsible and sustainable development of the destination. Especially in a World Heritage Site, the balance of the tourism development and cultural heritage should remain important for all the stakeholders, including the local community. The local community should also involve in the tourism decision-making process and make sure they are responsible for the sustainable development of the destination. The government organizations should encourage local people by creating the chance to contribute their opinions and collaborate with all related stakeholders. This study shows the importance of the residents' empowerment on the local community support andtheir perception on the empowerment highlighting tourism industry within Bagan World Heritage Site. According to research findings, residents are influenced by both economic benefits fromtourism and environmental and socio-cultural impacts.

In the previous study, Long and Perdue (1990) discussed that residents still support tourism despite the lack of economic benefit from tourism directly. Residents in Bagan are likely to support tourism more as most local people are employed within the tourism industry. This further predicts reliability for utilizing the blended theory of Weber Theory of Formal and Substantive Rationality (WFSR) and Social Exchange Theory (SET),which provides a solid theoretical perspective to examine how non-economic factors influence residents' attitudes towards tourism. According to the blended theory, the relationship between the four dimensions of empowerment and support for tourism could be linked to the unique integrity of Bagan residents and their commitment toeconomic benefits and non-economic values, including pride, self-esteem and recognition, community spirit. Moreover, Choi and Murray (2010) discussed the failure of the governmentto empower residents could not guarantee tourism development and sustainability of the destination. In Bagan, residents are eager to improve tourism-related business and basic infrastructure within the community. The government should encourage and raise awareness to the local people to coordinate with residents and related stakeholders to develop tourism systematically. This challenges all the stakeholders within the tourism industry to consider the importance of residents' empowerment and collaboratewith related agencies to support tourism development in Bagan.

The main goal for tourism development within the rural community is to make sure that all the voices of the local community are heard (McGehee and Andereck, 2004). The empowered communities are better equipped to gain potential benefits from tourism development (Butler,2017; Mendoza-Ramos, Prideaux 2018). Providing awareness to the local community about tourism and its impacts can assist strengthen the tourism industry by allowing all the stakeholders to make informed decisions about tourism development and activities in the community (Byrd et al., 2009). Therefore, the local authorities, Destination Management Organization (DMO), and related stakeholders in Bagan should consider the importance of educating, listening, informing, and participating residents in the decision-making of tourism development in the community. However, there is a lack of empirical studies of residents' empowerment and support for tourism in the Myanmar tourism context. The present research contributes to the literature or theoretical aspects by providing in the specific field of empowerment of the local community in Bagan World Heritage Site. This study examines four dimensions of empowerment; psychological, social, political empowerment and economic benefits positively related to the residents' intention to support tourism development within their community.

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MYA SILK – FROM AN EXCEPTIONAL FABRIC TO POTENTIALS OF REPRESENTING THE FASHION TOURISM OF VIETNAM

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Abstract

MyA Silk is an exquisite fabric from Vietnam. There are potentials of luxury goods from MyA Silk and its role in building the tourism image for Vietnam's fashion tourism in general. Therefore, the author has synthesized, analysed, and evaluated the current status and provided solutions to bring MyA Silk beyond the boundaries of Vietnam. The author's qualitative research was carried out by desk research and interviews with experts, besides the evaluations of customers on the official page of MyA Silk in social media. The author summarized the experiences of studying, experiencing, and practicing in countries with developed fashion industries.

Keywords: Exceptional fabric; Fashion tourism; MyA Silk; Potentials; Vietnam

INTRODUCTION

While everyone has heard of sports, religious, or cultural tourism, fashion tourism is relatively new and exciting. Fashion tourism involves traveling to and staying outside the usual environment to experiment, enjoy, and shop for fashion. Fashion tourism is not unique to developed countries such as the United States, France, or Italy with magnificent fashion weeks, but this is a new term in Vietnam. Because fashion tourism is not only shopping for luxury fashion brands, it is also an experience. Therefore, Vietnam has many opportunities to develop this exciting tourism industry.

So what are the tourist highlights that can promote fashion tourism in Vietnam? That is the garment. With the great advantage of being the world's leading textile and garment exporter, especially in Europe with a nearly 4% market share (vcosa, 2021), Vietnam has made a specific impression on European consumers, potential tourists for this fashion tourism industry. Among textile products, silk is always the most popular product. With high value and outstanding aesthetics, silk is always noticed in Vietnam and on international catwalks. Vietnamese silk is highly appreciated for its quality compared to Chinese or Indian silk and has the best foundation in Southeast Asia (TuoiTreOnlines, 2020). Famous silk villages in Vietnam stretch from North to South, such as Van Phuc, Ha Dong, Bao Loc, and Tan Chau silk village. Each silk village has a unique product, but it is impossible not to mention special silk, jet-black, in the poem "She wears MyA Silk. Bringing the boat to the near and far market" – that is MyA Silk.

MyA Silk (Tan Chau, An Giang) is high-class silk woven and processed with a unique formula. It has only a jet black colour, an extraordinary gloss that never fades, does not stretch, and does not absorb moisture. It is excellent in summer and very warm in winter. The famous type of consul is considered the pride of the people of Tan Chau. Tan Chau silk is classified as the most luxurious silk. Not only used in the country, but Tan Chau silk also appeared in India, Singapore, or the Philippines. And it was favoured by the elite and the royal family (Hương, 2017). MyA Silk is a type of silk known as the "Queen" of silks, much more expensive than other types of silk, originating from the traditional silk craft village of Tan Chau (An Giang, Mekong Delta, Southern Vietnam). MyA Silk is woven from high-quality silk and dyed with “Mac Nua” fruits. Thanks to the rigorous “satin No. 8” weaving process and the incredibly intricate hand-dying passed down from generation to generation, and MyA Silk is still the ultimate silk (Lê, 2020). However, in recent years, especially when the economy is open, Tan Chau silk in general and MyA Silk, in particular, are competing with hundreds of thousands of imported fabrics. Although of lower quality, modern fabrics have rich colours and textures at a lower price than Tan Chau silk, so they are more popular. In addition, when socio-economic development develops, people's ability to spend increases, in contrast to "eating well and wearing warm," now the trend is shifting to "eating well and dressing well" and even experience once. Therefore, choosing MyA Silk as a fabric for everyday wear was not a priority (Nhung, 2020).

However, there are many ways to develop the potential of MyA Silk, such as the independent development of a mid-range fashion brand or cooperation with other brands. MyA Silk can be used as the primary garment material for clothes or accessories with pure Vietnamese brands. However, there must be an overall synchronization from policy to conservation. At the same time, MyA Silk still has opportunities when the world fashion industry is making positive changes in spending on luxury goods. Making MyA Silk products a part of high fashion products such as Hermes, Dior, Chanel or LV is possible and can help MyA Silk step up to a new level.

LITERATURE REVIEW

Fashion tourism – a new direction for the tourism industry in Vietnam.

Fashion conveys different messages about cultural identity, cultural traditions, knowledge, style, or sophistication. The value of fashion is classified according to the production method (handmade or industrial) and the brand (high-end or low-end). The integrated genres of travel and fashion have become a part of the travel industry, just as travel has become a supplement to the fashion industry. Fashion tourism is a niche market segment, growing from three main sectors: Creative tourism, Cultural tourism, and Shopping tourism. Fashion tourism combines and interacts with Tourism Organisations, trade associations, tour operators, communities, and tourists. Fashion tourism provides an experience for travellers to enjoy, experiment, discover, learn, trade, and consume fashion. According to García et al. (2016), tourists to fashion venues spend vast amounts on shopping for fashion and accessories. World-famous fashion capitals such as Paris, New York, or Milan are always the destinations for worldwide brand followers with luxury brands. Emerging fashion countries such as Singapore, Korea, or Japan are famous for collections of high-end brands. Spend more when there are fashion events, ranging from EUR 1,865.00/person or more when shopping at Paris, New York, London, or Milan fashion weeks (Statista, 2016). But there is still an array of mid-range schools for all travellers, quality apparel at affordable prices with a firm brand name, or an offshoot of a strong brand that can drive tourists' shopping demands. There are many development opportunities. According to a General Statistics Office (2020) report, tourists spend more than USD 1.4 million on shopping activities, equivalent to USD 140 per person (2016). This number is increasing as the number of visitors to Vietnam has reached USD 800 in 2019 (Hà-Anh, 2020). Vietnam has all the natural, economic, and social conditions to develop and become a regional and international fashion destination, especially in this potential midsize segment of fashion tourism, which is the new orientation for the sustainable development of Vietnam.

Potentials to establish a fashion tourism destination in the region of Vietnam

Vietnam has many opportunities to become a mid-range fashion destination for tourists through natural, economic, and social factors. In terms of nature, Vietnam has an ideal location in Southeast Asia, being a critical transhipment gateway for both air and sea. For aviation, Vietnam has a favourable geographical position. From the southern airport (typically Long Thanh airport), it only takes about three hours to fly to the world's major economic and financial centres. It is expected to become a gateway airport, an international transit place, connecting with Korea, China, Japan, and Southeast Asia (Đức-Tuân, 2021). With a strategic location between three regional cruise tourism centres, including Shanghai, Hong Kong, and Singapore, Vietnam has the advantage of welcoming many cruise ships to ports along the coast from North to South (Le & Le, 2016). In terms of economic conditions, Vietnam is a country with a positive economic growth rate even during the pandemic. According to GSO (2021), Vietnam's economy still maintains growth with an estimated GDP growth rate of 2.91%

in 2020. The tourism industry alone accounts for over 9% of the total GDP and is expected to have a stable increase in the following years when the pandemic is over (Trang-Linh, 2021). A stable social situation, no problems affecting tourism, and an increasing population with good foreign language ability are the prerequisites for tourism development in Vietnam (Nhật-Nam, 2019).

MyA Silk – a potential representative for the fashion tourism industry in Vietnam

In the world, silk and its products always have a specific place to this day, with unique properties such as safe materials from natural, environmentally friendly, thin, light, soft fabric, incredibly cool in summer, warm in winter with relative elasticity. Moreover, the aesthetic value of silk that knocks out industrial materials is the pearly color that enhances the luxury for the user, which the upper class is always looking for (Ballenberger, 2007).

The Silk Road is a clear testimony to the history of the position of the international silk industry. According to Andrea (2014), Since ancient times, the consumption of silk products has always been a matter of concern because silk has special properties, meeting the exceptionally high demands of the elite. And only Asia, the cradle of the silk incubation and weaving industry, can create these special products. Therefore, silk plays an essential role in shaping the perception that luxury goods have existed for a long time. Vietnam is also a country with full conditions to develop this industry. According to Nguyễn Văn Kiềm and Huỳnh Minh (1964), in the book "Ancient Tan Chau," during the French colonial period, when they captured Cochinchina, the French colonialists were interested and wanted to exploit the mulberry industry to be able to supply raw materials for the country. Tan Chau (An Giang) has been selected as a critical area to implement measures to develop silk production for the whole of Cochinchina. Since then, the Tan Chau silk industry began to be opened and famous throughout Cochinchina with the brand MyA Silk - at the same time, very popular with the elite and the royal family. Sometimes Tan Chau silk appeared in Cambodia, India, Singapore, and neighbouring countries during the golden age. At that time, industrial fabrics were not as developed as today, so silk and brocade were vital consumer goods. Products made are sold all over the country. Because of the limited economic conditions in the past, leading to a shortage of fabrics, only well-off families could sew brocade and silk clothes to wear. Therefore, Tan Chau silk was once considered a "premium" item (Trị, 2011). To this day, Tan Chau silk and especially MyA Silk is still considered the queen of silks because of its superior quality and the quintessence of heaven and earth and human beings from Tan Chau, An Giang province.

METHODOLOGY

The article is replicated after examining literature reviews about silk and fashion history and industry in Vietnam and other countries. The data were collected from articles, social media, and books. After the literature reviews, it was conducted in two more qualitative methods: in-depth interviews and observations to ensure the suitability in different points of view. The purposes of the combination include (1) asking for ideas from experts about silk and MyA silk and (2) observing the perceptions of customers.

The main results were the artisan Tam Lang and the Vietnamese fashion designer Vo Viet Chung. The interviews were conducted via video calls because of the pandemic. The author collected data and recorded the interviews before sorting out the relevant information. The author also observed the reactions of customers via the main homepage of Tam Lang Silk – the official page of MyA Silk in Vietnam. Based on the rating and comments, the author could partially conclude the solutions for the upcoming development of the MyA silk.

RESULTS

Interviews with artisan Tam Lang

Nguyen Van Long or Tam Lang (2021) – the only alive artisan who knows how to use traditional techniques to create MyA Silk in Vietnam, share the feelings of pride of the MyA Silk. Until now, only Tam Lang continued producing this particular product because the other producers no longer saw the profit from the MyA Silk. The expenses for the productions are too high. The silk weaving industry has not flourished as it was 50 years ago, and its future is turbulent.

Furthermore, black is a sorrowful and cold colour, which will not be used frequently in daily clothes in Vietnam. And even in Ao dai, the traditional costumes of Vietnam, black is not a priority. Younger generations prefer wearing colourful and patterned fabrics rather than plain coloured silks. Consequently, the degree of development of MyA Silk is deficient.

Besides, producing a roll of it is challenging. According to artisan Tam Lang (2021), to create a silk roll of MyA Silk, there are many manual steps before combining with machines. Table 1 analyses the stages from silk incubation to finished products.

Table 1. The production stages of MyA Silk

Seq	Stages		Time	Details
1.	Growing mulberry and raising silkworms	Growing mulberries	Six months	Growing mulberry and raising silkworms are traditional occupations of Tan Chau, Cho Moi, and Cambodia border areas. Silkworm rearing is entirely handled by hand.
		Silkworm rearing	45 days	
		Silk incubation	Five days	
2.	Weaving part		To date, there is now a supporting machine beside the handloom	Making MyA Silk has to go through 6 stages. When weaving, workers must stand guard (each worker only watches one loom) to keep the silk from rippling. After weaving, the silk is boiled to remove all the glue and then dyed
3.	Dyeing part		Four months/ 500m of fabric	Mac Nua fruits (naturally grown, new fruit takes five years for large trees, market price USD 0.50 per kg) should be purchased. Mac Nua Fruits do not last long (the sap will run out when the fruit is ripe), so they must be used immediately. Only dye when it's sunny, because it's raining plastic can't stick to the fabric. The dyer has to wake up early, grind the millet, and comb the latex to mix the water in the right proportion. Dye the silk 100 times to infuse. Workers must dye at least 6 "skins."

Seq	Stages	Time	Details
			Each time the worker will "beat" the fabric (for breaking the fibre, easy to adhere to the colour) is counted as a "layer." The first "layer" was dyed and then dried and rinsed about 30 times in nearly ten days. The second and third skins do the same. The first three "layers" are for better fabric quality. The last three "layers" are for making the fabric more beautiful. The cloth is thoroughly beaten, washed with river water, dried, and ironed for the sixth layer. Dry directly on the grassland (do not dry by machine) Especially before "beating," workers often use bundles of brooms to dip the water, scale on the cloth to moisten the fabric. A good dyer must know how to watch the rhythm of the water. The material is no longer dyed after beating when the water is less, so "dropping water" must be correct. To dye a 10-meter silk roll, it takes an average of 50kg of Mac Nua Fruits. A roll of MyA Silk (20m - 90cm wide) has to be dyed about 100 times, costing nearly 80-100 kg of Mac Nua Fruits. The dyeing process usually takes two months. On average, a 500-meter MyA Silk roll takes up to 4 months to complete in ideal weather (Sunshine)
4.	Finished product	In batches	Cut off the frayed silk, or choose the right piece of fabric for sale

Sources: (Lê, 2020; Nhung, 2020; Tam-Son, 2020; Thùy-Vân, 2020)

Expert’s and consumer's perspectives on experience with MyA Silk

Vo (2021) - the fashion designer associated with MyA Silk, said it is no longer just black pants but high fashion sets. Thanks to the complex weaving and dyeing process handed down from generation to generation, MyA Silk is still excellent silk. It reflects light at different angles, creating a shiny and smooth look, so fashion designers at home and abroad love to use this material to create fashion collections in big live shows (Vo, 2021).

Creativity with MyA Silk is endless and will be beautiful with time. Prominent fashion brands tend to choose MyA Silk fabric to produce accessories. MyA Silk is pure black but has a lot of creativity, such as printing, embroidery, beading, or painting to liven up the fabric. Therefore, it is difficult to run out of creative ideas with "queen" MyA Silk, and the more society develops, the more MyA Silk extends (Chung, 2020; Vo, 2021). MyA Silk is a traditional and environmentally friendly product because the process is entirely done by hand, without chemicals. Soon, Vo

(2021) will put this material into the design of products serving the interior decoration industry, such as tablecloths and curtains, and continue to promote MyA silk's products to consumers worldwide.

According to information from the official Tam Lang's Silk (2021) page– where MyA Silk is provided in Vietnam, most consumers have positive feedback on product quality. Responses are listed in Table 2.

Table 2. Customer reviews about MyA Silk

Seq	Reviewers	Rates (/5)	Comments
1.	Thu Lan Vu	5	Preserve the tradition and beauty of silk dyeing with leaves and natural fruits
2.	Hoàng Hương	5	MyA Silk is a premium 100% natural silk dyed silk fabric of Mo Nua. I had time to research and finally fell in love with the soft and highly intense tenderness that went through many times of dyeing to get that glossy black substance. Only this address in Vietnam still preserves the soul of MyA Silk in particular and handmade silk in general.
3.	Lê Minh Dũng	5	The only place that still keeps the traditional way of making the legendary MyA Silk
4.	Châu Vũ	5	Silk is beautiful, cool to the hand, less wrinkled than other silks.
5.	Nguyên Nhan	5	Tan Chau silk is the only place to produce natural silk products, using colours from the fruit, bark, wild leaves. The look of the fabric is charming because of its gentle colour, quality, and soft silk. I hope to preserve this traditional village forever

Source: Tám Lăng Silk (2021) homepage

According to the customers' feedbacks, most of the comments are about the quality of the black silk of MyA. The material is outstanding with its significant and organic elements. The comments also show the impression of the unique black colour with natural ingredients. Therefore, MyA silk is special and valuable.

Price comparisons

In addition, the price problem of MyA Silk is also a barrier to development because the output is inversely proportional to the production time. Currently, the cost of other fabrics is more advantageous in terms of price, and MyA Silk needs to change quickly to compete better. Table 3 shows details and finished product prices of some products.

Table 3. Compare the prices of different types of silk

Types of tailored dresses	MyA Silk		Tan Chau silk		Ha Dong silk	
	Plain 90cm	Patterned 1.1m	Plain 85cm	Patterned 1.1m	Plain 90cm	Patterned 1.2m

Dress	3.5m	2.2m	3.5m	2.2m	3.5m	2.2m
Pants	2.2m	1.8m	2.2m	1.8m	2.2m	1.8m
Pyjamas	2.2m	1.4m	2.2m	1.4m	2.2m	1.4m
ate (VND/m)	470,000	570,000	420,000	470,000	400,000	400,000
FABRIC PRICE FOR WOMEN'S TRADITIONAL DRESSES (NOT EXCLUSIVE SEWING)						
Dress	1,645,000	1,254,000	1,470,000	1,034,000	1,400,000	880,000
Pants	1,034,000	1,026,000	924,000	846,000	880,000	720,000
Pyjamas	1,034,000	798,000	924,000	658,000	880,000	560,000

Rate: USD 1.00 = VND 22,793 (21 August 2021)

Source: Tám Lăng Silk (2021) and market price

DISCUSSIONS AND CONCLUSION

Discussions

Preserving experience from artisans

At present, only artisan Tam Lang is still carrying on the traditional craft of weaving Tan Chau silk and producing standard MyA Silk with Mac Nua fruit. According to the artisan's share, MyA Silk was once discontinued in 1984. In 1990, it was re-produced at the request of the French luxury company. It has been produced on a small scale until now (Tam-Son, 2020). However, the number of people who are trained is too limited. The current professional knowledge has not been appropriately synthesized but only through word of mouth or professional experience, so the experience is not preserved for future generations. Thùy-Vân (2020) points out that the number of skilled workers in MyA Silk weaving is gradually decreasing. The number of young people studying this particular technique is almost non-existent, while skilled workers are reaching retirement age. To preserve the value of MyA Silk from artisans, the author has two suggestions as follows:

Firstly, we should cooperate with artisan Tam Lang to publish an archive of the development process of the Tan Chau silk weaving industry and the production method of MyA Silk. There are two types of books: a science reference book and a book of arts. Scientific books are compiled and published in reference books and used to train bachelor's degrees in the fashion industry, compiled and edited by artisan Tam Lang himself and leading experts in the silk industry. In addition, art books should also be published with images attached to be sent to potential customers (brands). All books must be published in Vietnamese, English, and at least one other foreign language.

Second, encourage vocational training at Tam Lang Silk factory with fashion students or workers in need. Silk-making vocational training is difficult to attract because of the long working hours. Salary and advancement possibilities are also not comparable to other professions. But with the number of staff available in An Giang province and some neighbouring regions, encouraging vocational training with government grants at Tam Lang campus is also a way to preserve workers. In addition, encouraging fashion students to experiment on creating MyA Silk fabrics can help them appreciate the value of fashion while also training fashion ambassadors with the right qualifications, expertise, and vision for MyA Silk.

Building production – distribution and promotion areas for MyA Silk

Producing a small quantity for a long time will lose the ability to compete in price and volume to meet the market's demand. To keep the quality but still have to supply enough for the market, catch the trend and create conditions for broader development, technology must be applied in production. Until now, the producing process of MyA Silk is partially completed by machines, but some crucial stages such as silk incubation, Mac Nua fruit cultivation, or dyeing process are still manual. Therefore, it is suggested that technology is used flexibly with people to achieve optimal efficiency. The author's suggestions are listed in Table 4. To apply technology well, scientists need to research to create machines and technologies that closely follow the requirements of artisan Tam Lang and appropriate improvements to ensure the consistent quality of MyA Silk.

Table 4. Proposing the application of people and technology

Seq	Stages	Human interactions	AI application
1.	Silk incubation	Humans still play a significant role in controlling the growth of silkworms, but not 100% directly managing	Raising silkworms by machine, feeding by the hour, measuring humidity and temperature can be adjusted to suit the development of silkworms. The process of monitoring the change of silkworm cocoons by CCTV system
2.	Mac Nua Fruit cultivation	Check the growth of the Mac Nua trees	We are planting Mac Nua trees according to modern techniques, from creating, selecting, and using quality varieties, good resistance to diseases, and advanced cultivation, planting, and fertilization courses. Watering and harvesting. Research on compounds of the sap of Mac Nua Fruits.
3.	Weaving	Check the quality of woven fabric by machine	Weaving is entirely by machine, but the engine must be designed according to the requirements of artisan Tam Lang about silk yarn and fabric standards.
4.	Dyeing	Check the quality of dyed fabric	Dyeing fabric by automatic technology according to the standards of artisan Tam Lang

Source: author (2021)

Creating a fashion tourism experience according to the Vietnam Silk Line

Vietnam has many silk hubs across the country, but the links between the centres are still not tight, so it is still in a state of unsustainable development. Therefore, the author proposes to build the "Vietnam Silk Line" with close links from silk centres to create an experience for customers when fashion tourism. The Silk Line is a closed-loop from Hanoi, Hue, Lam Dong, Ho Chi Minh City, Can Tho, and An Giang. Customers will experience the usual tourist experience and the process of sharing different handicraft villages and knowledge of silk. In addition, customers can create their own fabric sizes. In addition, at the centres of Ho Chi Minh City or Hanoi, you can experience a different fashion shopping experience and indispensable from the exclusive stores of MyA Silk. Each customer will have a chance to select their favourite styles and items, from ties, scarves, pants, or shirts made immediately within one hour by the tailors. The materials are of pure Vietnamese origins. Each hub of Silk Line will import the silk (including MyA) and create a space of comparison. Then customers can ask for their demands with their sizes. The price of each product is suggested with the proportion of 20% material, 20% for rental, 20% human resources, 20% profit, 10% sustainable development, and 10% for corporate social responsibilities. The ratios represent the long run of the MyA silk by taking both social factors and business aspects to create the price. The value that customers can receive will be from both quality and sustainability.

In addition, cooperation with new airlines (e.g., Bamboo Airways or Vietravel Airlines) is an effective advertising method for MyA Silk. Flight attendants with unique costumes or exclusive products from MyA Silk will be an effective and positive channel to promote Vietnam's exclusive images.

Currently, MyA Silk is distributed in small quantities, and many places provide fake goods under the name MyA Silk. It is essential to register the exclusive trademark of MyA Silk in Vietnam and other countries (when exporting). After that, MyA Silk needs to be distributed with the exclusive MyA Silk brand with a distribution system in 5 tourist cities: Hanoi, Ho Chi Minh City, Da Nang, Nha Trang, Can Tho, and open booths cooperate with significant hotels in promoting MyA Silk products. It is a way for tourists to experience this unique product continuously.

MyA Silk and the opportunity to cooperate with luxury brands

Currently, MyA Silk does not have enough resources to become a national fashion brand (due to its low applicability, only in some collections of some Vietnamese designers). It has not been recognized by leading brands in the world fashion industry such as Gucci, LV, Chanel, or Hermes. However, there are still plenty of opportunities for MyA Silk to be able to join these weeks. Direct access to production through KOLs (influencers) in Vietnam is possible. KOLs are the representatives of famous brands in Vietnam, and the clothes they wear have a particular influence. And they have specific relationships with those favourite brands. Therefore, the cooperation to bring the image of MyA Silk to fashion brands is full of potential so that they can transform from ties, scarves, silk blouses, or accessories for bags worth billions of dollars.

CONCLUSION

The analysis and discussion for the future development of MyA Silk are still questionable. And until now, there has been no proper research on this topic. The unsustainability of MyA Silk is an urgent problem for not only Vietnam but also other forgotten heritages worldwide. This article is an alert for future researchers to consider and examine the other advantages of the unique silk and propose more academic studies on the same topics.

MyA Silk has made the pride of Tan Chau silk country since the early years of the twentieth century. Once, MyA Silk was only for ladies and gentlemen of rich and noble families. MyA Silk is a complex fabric to make, high cost, difficult to sew, when sewing must use silk thread through a tiny needle, sew only once because removing the sewing thread to edit will leave noticeable needle marks. The fabric is just a glossy black color, picky about the wearer, challenging to combine with other materials. That's why very few designers are interested in designing for sale. And so far, MyA Silk has always been the pride of the An Giang people and Vietnam. However, just being proud is not enough to revive an immortal image for a while. Still, it requires the cooperation of all levels, manufacturers as well as consumers. Each aspect will have to work together to figure the best processes to conserve the treasure of MyA Silk and commercialize this fabric to different markets.

With the above suggestions, it is hoped that An Giang can invest in building a synchronous Tan Chau and MyA Silk development system, consult with artisans and experts, and encourage young people to preserve and promote the values of silk as the national value. It also helps promote the black, mysterious, and luxurious MyA

Silk image to the world through the message of middle-class fashion. Suitable orientations with MyA Silk contribute to promoting the development of fashion tourism and form an aesthetic image for An Giang and Vietnam's land in the hearts of tourists.

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SHOPPING TOURISM AND TOURIST SHOPPING (2000-2020): A NARRATIVE REVIEW AND FUTURE RESEARCH DIRECTIONS

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Abstract

Shopping Tourism is a recent concept defined as a contemporary form of tourism carried out by individuals for whom the acquisition of goods outside their residence is a determining factor in their decision to travel (WTO, 2014). In the unique context of a tourism setting, tourist shopping behaviour is often different from day-to-day shopping (Oh et al., 2004). For tourists, a trip is not complete without spending some time shopping (US Travel Association, 2009; Goeldner and Ritchie, 2000; Hudman and Hawkins, 1989). According to the TIA (2009), shopping is the most popular domestic trip activity.

Purpose: There has been relatively little academic research in either the tourism or retailing literature looking at the phenomenon of both variants of general shopping tourism, i.e. tourist shopping versus shopping tourism. Compared to tourist shopping, only a few studies have considered the value of shopping as a primary motivation for travel, and those that did have approached the topic with a narrow focus. Against this background, the existing body of research needs to be examined.

Methodology: Articles published between 2000 and 2020 in high-quality peer-reviewed publications relevant to the study were the main criteria for inclusion in this study. Sixty-nine articles were selected for review by following the PRISMA approach (Pollock, A., & Berge, E., 2018).

Two reviewers categorized the 69 primary studies chosen for the study into three categories according to the methodology of the study, i.e. Quantitative, Qualitative and Mixed Methods, the two Variants of Shopping Tourism and Tourist shoppers, types of tourist shoppers, i.e. functional and recreational or leisure, motivations of shopping tourists, i.e. hedonic, experiential, social and utilitarian and types of tourists. In addition, a scriptural narrative synthesis approach (Xiao, 2017) is used, which is centred on realist review methods (Popay et al. (2006) and Lucas et al. (2007).

Main findings: the US contributed the most significant proportion of articles followed by Asia and Europe. Most studies have a positivist etymology and inclination towards empirical research. Managerial and economic perspectives have dominated research into shopping tourism with very little focus on the sociological aspects of consumer behaviour (social identity and self-image), Anthropological perspectives (cultural significance of consumable commodities), Spatial and ecological perspectives or consumer psychological perspectives. Most studies do not distinguish between leisure and functional shoppers or socially engaged and spectator or recreational tourists due to the lack of a universally acceptable definition of shopping tourism. The purpose of Shopping Tourism is still evolving towards a more comprehensive understanding that includes every activity that occurs during eating and sightseeing, including purchasing a product at a destination according to desire. The study of tourism shopping is still limited and exploratory (Jansen-Verbeke, 1991, 1998; Yu and Littrell, 2003; Oh et al., 2004). Therefore, this study synthesizes the existing literature in shopping tourism to identify research gaps and propose future research directions.

Future research directions Future studies can examine the multi-dimensionality of socio-cultural proximity and distance as factors that distinguish shopping tourism from other forms of shopping and tourism. One of the gaps in the literature is on the market-driven processes which drive and influence shopping tourism and the dynamics of short-termed shopping tourism.

Keywords: Shopping tourism; Tourist; Travel motivation; Consumer behaviour

INTRODUCTION:

There has been relatively little academic research in either the tourism or retailing literature on the phenomenon of both variants of general shopping tourism, i.e. tourist shopping versus shopping tourism. Compared to tourist shopping, only a few empirical studies have considered shopping a primary motivation for travel worthy of research. Those that did have approached the topic with a narrow focus.

According to the TIA (2009), shopping is the most popular domestic trip activity. However, the importance of tourism shopping, tourist shopping and retailer behaviour of tourism retailers and its role in many people's lives is underrepresented in the literature (LeHew and Wesley, 2007; Heung and Cheng, 2000; Law and Au, 2000). Furthermore, various forms and types of shopping tourism are also underrepresented in the literature. They are categorized as rural tourism communities, cross border tourism, heritage tourism, cultural tourism, dark tourism, as they have significant shopping activities which contribute to tourist motivations and behaviour.

This study synthesizes the existing literature on shopping tourism and tourist shopping to identify research gaps and propose future research directions. Despite the importance and contributions to tourism destinations branding and emergence as centres of economic activity, shopping as a tourist activity has been underrepresented and under-researched in the tourism literature; the study of tourism shopping as an academic discipline is still limited and in an exploratory stage.

METHODOLOGY

Seven hundred eighty-one empirical, conceptual and exploratory research papers with critical words of shopping Tourism, Tourist shopping, Tourism Cross border shopping, city destinations, airport shopping relevant to shopping tourism were initially extracted from Google Scholar and Scopus databases.

Articles published between 2000 and 2020 in high-quality peer-reviewed publications relevant to the study were the main criteria for inclusion in this study. Conference papers, book chapters, magazine articles, PhD and master's thesis, were excluded from further review. Seventy-two articles were selected for review by following the PRISMA approach. Two reviewers categorized the 72 primary studies chosen for the study into three categories according to the methodology of the study, i.e. Quantitative, Qualitative and Mixed methods (Table 4.0), the two Variants of Shopping Tourism and Tourist shoppers, types of tourist shoppers, i.e. functional and recreational or leisure, motivations of shopping tourists, i.e. hedonic, experiential, social and utilitarian and types of tourists, i.e. socially engaged tourist and spectator and recreational tourist.

A scriptural narrative synthesis approach (Xiao, 2017) is used, which is centred on realist review methods (Popay et al. (2006) and Lucas et al. (2007), and involves an organized analysis and synthesis of various findings from reviewed articles, accompanied by a textual and word-based analysis to derive an overview and dissemination of results (Popay et al. 2006). The result is a summary of current literature and knowledge about the research provided. The PRISMA model was adopted for extraction and selection of articles for review (figure 1.0)

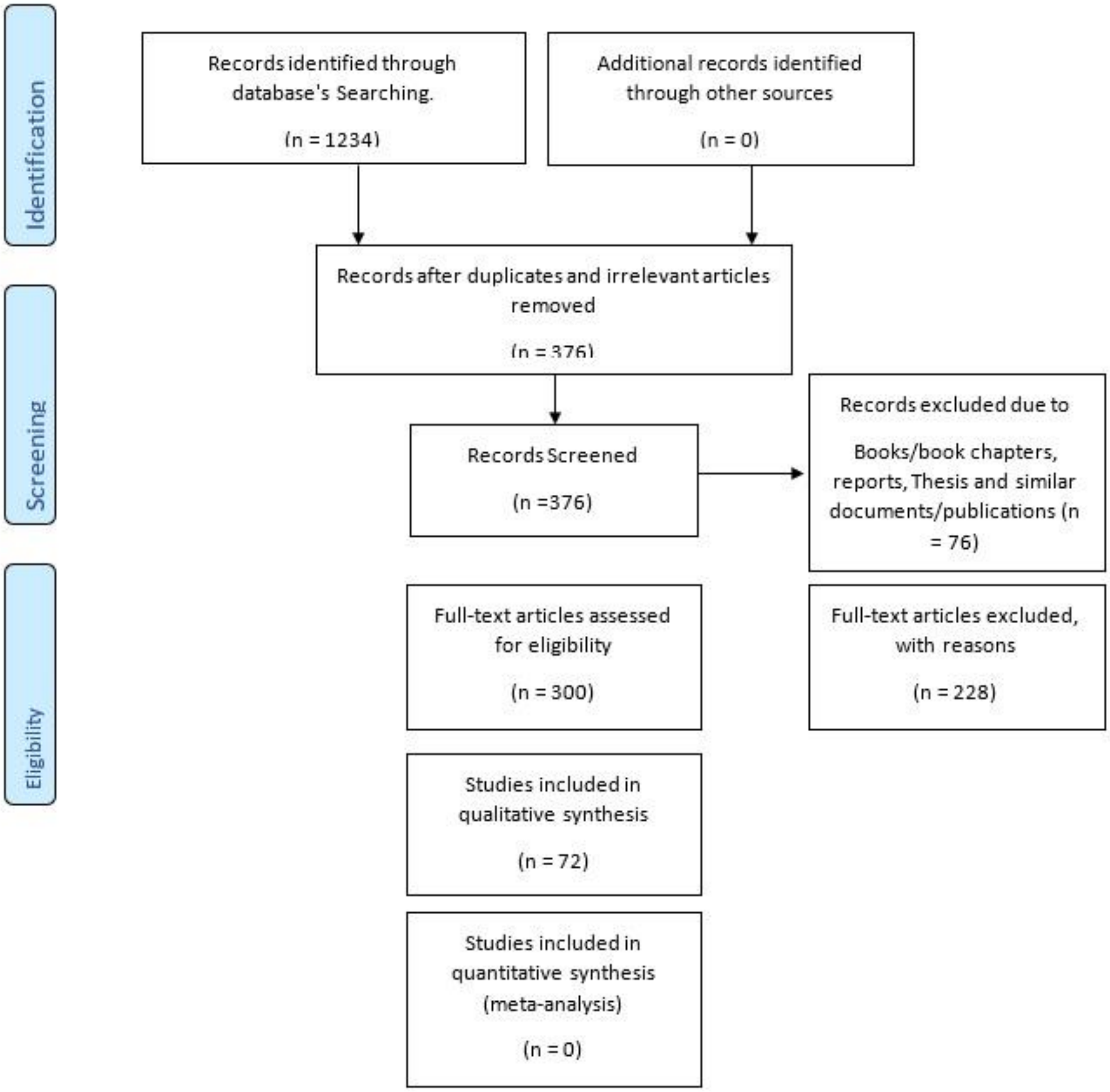

Figure 1.0: PRISMA model (Source: Pollock, A., & Berge, E., 2018)

LITERATURE REVIEW

Table 1.0: Summary Table of selected articles

Author with Year	Country	Type of Study
Hurst, J. L., & Niehm, L. S. (2012)	USA	Case Study
Chang, L.-H., Chen, Y.-S., & Liu, H.-L. (2015)	Taiwan	Case Study
Maggie Asplet, Malcolm Cooper (2000)	New Zealand	Descriptive
Dimanche, F (2003)	USA	Case Study
Dudding, V., & Ryan, C. (2000)	New Zealand	Case Study
Michalkó, G., Rátz, T., Hinek, M., & Tömöri, M. (2014)	Hungary	Secondary Data Analysis
Saayman, M., & Saayman, A. (2012)	S Africa	Case Study
Fang Meng and Yingjiao Xu, 2012	Chinese Outbound Tourists	SEM
Heung, V. C. S., & Cheng, E. (2000)	HK	Multiple Regression
Tan, G. W.-H., & Ooi, K.-B. (2018)	Malaysia	SEM
Rabbiosi, C. (2015)	Paris	Case Study
Zhang, 2021	China	Case Study
Shim, C., & Santos, C. A. (2014)	S Korea	Phenomenological
Kim, M.-J., Chung, N., & Lee, C.-K. (2011)	S Korea	SEM
Sullivan, P., Bonn, M. A., Bhardwaj, V., & DuPont, A. (2012)	Mexican Cross Border Shoppers	Linear Regression
P. Sullivan et al. (2012)	Mexican Cross Border Shoppers	Linear Regression
Kim, S. S., Timothy, D. J., & Hwang, J. (2012)	USA	Decision Tree
Walter Leimgruber(2021)	Switzerland	Case Study
Choi, M., Law, R., & Heo, C. Y. (2016)	Hong Kong	Review
Hu, B., & Yu, H. (2007)	USA	EFA
Bauer, M., & Meier, M. (2011)	Germany	Descriptive
Choi, M. J., Heo, C. Y., & Law, R. (2015)	Hong Kong	SEM
Szytniewski, B. B., Spierings, B., & van der Velde, M. (2016)	Dutch Border Crossers Who Visit The German Town Kleve	Case Study
Leick, B., Schewe, T., & Kivedal, B. K. (2020)	Norwegian-Swedish border region of Østfold-Fyrbodal	Case Study

Studzińska et al. (2018)	Russian shoppers in Finland and Poland	Case Study
Henderson, J. C., Chee, L., Mun, C. N., & Lee, C. (2011)	Singapore	Case Study
Jun-Jie Hew a, Lai-Ying Leong, GarryWei-Han Tan, Voon-Hsien Lee,Keng-Boon Ooi (2018)	Malaysia	Sem, Ann
B. Hu, H. Yu (2007)	S Korea	EFA
Fang Meng and Yingjiao Xu	Literature Review	Conceptual
A. García-Milon, et al. (2020)	Spain	SEM
Eleonora Pantano Rocco Servidio, (2011)	Italy	Content Analysis
C. Shim, C.A. Santos (2014)	S Korea	phenomenologi cal
Tan, G.W-H., Ooi, K-B (2018)	Malaysia	Sem
Dimanche, F. (2003).	USA	Case Study
Cevat Tosun, S. Pinar Temizkan, Dallen J. Timothy and Alan Fyall (2007)	Turkey	Descriptive
Joan C. Henderson , Lynette Chee , Chow Ngai Mun & Charmaine Lee (2011)	Singapore	Descriptive
Brown, J. (2013)	UK And Germany	Case Study
Turner, L. W., & Reisinger, Y. (2001)	Domestic Tourists Australia	SEM
Jessica L. Hurst Linda S. Niehm, (2012)	USA	Case Study
L. Lin, P.-C. Mao (2015)	China	Content Analysis
Myra Shackley (2006)	UK	Descriptive
T.-M. Choi et al. (2008)	Chinese Tourists to Hong Kong	Descriptive
Thomsen, L. (2018)	Vietnam	Geoforum
Gómez, M., Lopez, C., & Molina, A. (2015)	Spain	SEM
R. Law, N. Au (2000)	Hong Kong	Decision Rules
Way, K. A., & Robertson, L. J. (2013)	USA	Descriptive
Ming Gu & Poh Poh Wong (2006)	China	Case Study
Chiara Rabbiosi (2011)	Italy	Case Study
T. Fernandes, M. Cruz (2016)	Spain	Case Collection
L. Murphy et al. (2011).	Germany	EFA
Mehran, J., & Olya, H. G. (2020)	Canada ,USA	Complexity Theory
Alistair Williams, (2006)	France	Case Examples
Kim, S. S., Timothy, D. J., & Hwang, J. (2011)	Japanese Tourists In S Korea	Decision Tree Analysis.

Swanson, K. K., & Horridge, P. E. (2006)	USA	SEM
Zaidan, E. A. (2015)	UAE	Case Study
Makkonen, T. (2016)	Denmark	Content Analysis
Kong, W. H., & Chang, T.-Z. (Donald). (2016)	Chinese travellers in Macau	EFA, Correlation
Malin Sundström Christine Lundberg Stavroula Giannakis, (2011)	USA	Chi-square
Choi, M., Law, R., & Heo, C. Y. (2017)	Hong Kong	SEM
Lehto, X. Y., Cai, L. A., O'Leary, J. T., & Huan, T.-C. (2004)	Taiwanese outbound tourists	Chi-square
Lehto, X. Y., Chen, S. Y., & Silkes, C. (2013)	USA	EFA, Anova
Michalkó, G., Rátz, T., Hinek, M., & Tömöri, M. (2014).	Hungary	Descriptive
Wong, I. A., & Wan, Y. K. P. (2012).	China	SEM
Tammy R. Kinley Judith A. Forney Youn-Kyung Kim, (2012)	USA	Three-Step Regression
Vega-Vázquez, M., Castellanos-Verdugo, M., & Oviedo-García, M. Á. (2015).	Spain	SEM
Warnaby, G., Bennison, D., Davies, B. J., & Hughes, H. (2002)	UK	collective case study approach
Vega-Vázquez, M., Castellanos-Verdugo, M., & Oviedo-García, M. Á. (2017)	Spain	SEM
Meng, F., Zhang, P., Li, H., & So, K. K. F. (2019)	Chinese outbound tourists	SEM
Hobson, J. S. P., & Christensen, M. (2001)	Japanese outbound Tourists	review
Yüksel, A., & Yüksel, F. (2007)	Global	SEM
Westwood, S. (2006)	Global	interpretive
Rosenbaum, M. S., & Spears, D. (2009)	Japanese and USA Tourists in Hawaii, USA	SEM
Fu, Y., Liu, X., Wang, Y., & Chao, R.-F. (2018)	China	SEM
Correia, A., & Kozak, M. (2016)	Portugal and turkey	SEM
Chen, C. M., Lee, H. T., Chen, S. H., & Huang, T. H. (2010)	Taiwan	SEM
Frost, W. (2006)	Australia	Descriptive

Table 2.0 Year-wise distribution

Year	Frequency
2000	3
2001	2
2002	1
2003	2
2004	0
2005	1
2006	6
2007	4
2008	1
2009	1
2010	1
2011	9
2012	10
2013	3
2014	5
2015	5
2016	5
2017	2
2018	6
2019	1
2020	2
2021	2

Table 3.0 Geographical distribution of articles

Country	Frequency
USA	9
China	5
Taiwan	2
Hong Kong	4
Malaysia	3
Australia	1
Spain	5
UAE	1
Singapore	2
UK	2
S Korea	4
N Zealand	2
Hungary	1
Italy	2

Table 4.0 Distribution of selected articles by Journals

Journal	Frequency
Tourism management	17
Current issues in Tourism	3
International Journal of Culture, Tourism and Hospitality Research	2
International Journal of Quality and Service Sciences,	1
International Journal of Tourism Research.	2
International Journal of Culture, Tourism and Hospitality Research	1
International Journal of Culture, Tourism And Hospitality Research	1
Journal of Hospitality and Tourism Technology	2
Journal of Travel research	5
Journal of Retailing and Consumer Services,	5
Journal of Travel & Tourism Marketing	1
Journal of Tourism and Cultural Change	1
Journal of Vacation Marketing	2
Journal of Marketing Management	1
Journal of Retail & Leisure Property	1
Journal of Hospitality Marketing & Management	1
Journal of Heritage Tourism	1
Journal of Hospitality Marketing & Management	1
Journal of Retail & Leisure Property	1
Journal of Hospitality and Tourism Management	2
Tourism Economics	3
Tourism Geographies,	1
Tourism Planning & Development	1
Tourism Management Perspectives	1
Research in Globalization	1
Telematics and Informatics	2
Managing Leisure	1
Tourism Geographies: An International Journal of Tourism Space, Place and Environment	1
Scandinavian Journal of Hospitality and Tourism,	1
Regional Sustainability	1
Tourism Economics	3

RESULT AND DISCUSSION

US contributes the most significant proportion of articles (9), followed by Asia and Europe. The number of studies peaked between 2011 and 2018 and has declined markedly in 2019-2021, which could be due to the adverse impact of the pandemic on the Tourism and Hospitality industry (Table 2.0). The publications are dispersed across a broad spectrum of journals though most articles are published in Tourism, Hospitality and retailing themed journals (Table 3.0).

Most studies have a positivist etymology and inclination towards empirical research (46), of which 19 are based on Structural Equation modelling followed by 21 Case study based qualitative research articles, three interpretive studies (2 phenomenological) and one conceptual paper. One paper adopts the mixed methods methodology (complexity theory) (Table 4.0). Most analyses are exploratory and very few Theoretical approaches have been used in the empirical studies, which are predominantly from consumer behaviour, services marketing and Technology adoption literature, for exp., CAN (Cognitive-Affective-Normative) model (A. García-Milon, 2020), UTAUT, SERVQUAL model of service quality, confirmation of expectations model of CS, Theory of planned behaviour, almost all quantitative studies have adopted non-probabilistic methods of sampling.

Managerial and economic perspectives have dominated research into shopping tourism with very little focus on the sociological aspects of consumer behaviour (social identity and self-image), Anthropological perspectives (cultural significance of consumable commodities), Spatial and ecological perspectives or consumer psychological perspectives. Therefore, the contents of the selected articles are reviewed under the themes of Scope and definition of Shopping Tourism, shopping behaviour, shopping products, shopping typologies, Customer satisfaction, Marketing of Urban centres and Emerging channels.

Scope and Definition of Shopping Tourism, tourist shopper and Tourism shopping

Most studies do not distinguish between leisure and functional shoppers or socially engaged and spectator or recreational tourists due to the lack of a universally acceptable definition of shopping tourism. The purpose of Shopping Tourism is still evolving towards a more comprehensive understanding that includes every activity that occurs during eating and sightseeing, including purchasing a product at a destination according to desire.

Shopping tourism is at an exploratory stage of research maturity. It has been studied sparsely and from varied perspectives and purposes, which has precluded the development of a theoretical and integrated model. Further, The domain of Shopping Tourism in general and its two variants of tourism motivated by shopping (Shopping Tourism) and shopping as one of the activities of tourists (Tourist shopping) has been researched within the context of various types of tourism and shopping behaviours, i.e. (Cross border shopping, airport shopping, souvenir shopping, city destinations, cultural tourism), which has hindered the development of a theoretically grounded concept of shopping tourism, its drivers and linkages with other forms of tourism and retailing.

There is a need for critical differentiation between shopping Tourism and these sub-concepts that overlap in their operationalization, definition and application in research. For exp., Cross-border shopping which is a type of Shopping that occurs when consumers travel outside their local area and cross a national boundary into an adjacent country primarily to shop, has characteristics of both variants of Shopping Tourism.

Some of the studies have contributed to the scale development (e.g. shopping destination trust (SDT) scale by (Choi (2016) with nine dimensions (i.e., benevolence, product, predictability, reputation, competence, integrity, transaction security, ability, and liking). Knowledge, Integrity, liking and benevolence were found to have the most influence SDT. Rosenblaum (2009) developed and validated a six-dimensional 22-item travel motivational scale in their study with Japanese and USA tourists vacationing in Honolulu, Hawaii, USA. Japanese tourists were motivated by shopping compared to USA tourists who were more inclined towards experiencing a different way of life and culture.

Shopping behaviour

Tourist shopping intention and actual purchase behaviour are influenced by various components of planned behaviour, impulsive behaviour, and experiential consumption (Meng, 2012).

Impulsive shopping behaviour is influenced by impulsive traits and the hedonic and materialistic tendency of tourists, social influence of shopping companions (family and relatives, peers (friends/colleagues), and shop assistants and product brand variety. At the same time, the price has a negligible influence (Meng 2012). Products that appeal to shopping tourists are merchandise (textiles, apparel) which are cultural artefacts of the destination and are perceived as authentic symbols of the local and indigenous cultural values (Asplett, 2000).

Shopping tourism (especially cross border tourism) is motivated by practical benefits (lower price, better product quality, attractive brands, the availability of certain products that are scarce or not available at the place of departure (Keller, 2005; Luthar, 2006), is pre-planned, mostly short trips and amount spent on shopping items is impacted by Travel purpose, travel style, age and gender (Lehto et al., 2004). Females who were in their 20's, joined a packaged tour for leisure travel and travelled with some company was likely to spend more on shopping (Lehto, 2004)

Shopping tourists are also motivated by the desire for rest, deviation from routine, and acceptance of challenges related to shopping (Kim, Timothy, & Hwang, 2011; Rabbiosi, 2011) as derivative influencers linked with the activity of shopping. However, risk perceptions are inversely related to Travellers are also motivated by shopping in the 'corridor' (duty-free outlets, onboard aircraft or ships, or along the roads heading towards border crossing points) (Michalko, 2014). Duty-free or tax-free shopping is a significant incentive for shopping tourism. It can also be used in destination marketing, as evidenced by Lousiana's case study in the USA (Dimarche, 2003). Tourist shoppers are likely to engage with sources of information that are easy to use and practical and facilitate shopping and evoke emotions of pride and enthusiasm (Alba García-Milon, 2020).

Shopping Products

Souvenir consumption is the second most bought product after clothes. It has been researched on tourist perceptions of souvenirs (Swanson, 2004), symbolic meanings of souvenirs for tourists (Shenhav-Keller, 1993), linkages between product choice and tourism styles (Graburn, 1989), perceptions of souvenir shopping experiences, buying intentions for certain souvenir products and at specific shopping venues (Yu & Littrell, 2003) and shopping Typologies: craft selection criteria and tourism shopping involvement (Hu and Yu, 2007, into shopping enthusiasts, shopping lovers, and indifferent shoppers). Determinant Attributes for crafts souvenirs are high quality of workmanship, sensuous appreciation, cultural linkage, ease of handling (Hu, 2017). However, souvenir shopping behaviour is different from generic tourist shopping as men sometimes outspend women at tourist destinations, and Females have more significant tendencies toward brand consciousness, fashion consciousness, confusion due to over choice, and variety-seeking when compared with males though tourist shopping styles are likely to vary with product category (Lehto, 2012). Souvenir buying and tourism styles are related to tourists. In a study of Chinese tourists in Macau, travel motivations correlate with souvenir shopping and their perceived importance though a relationship with travel experience was insignificant (Kong, 2016). Souvenir authenticity was found to have a more significant positive effect on the BI of tourists through PV in the experiential consumption setting. In an empirical study by Fu (2018) on individual tourists in China. Thus, souvenirs can be positioned as experiential consumption artefacts rather than just cultural artefacts.

Tourist shopper typologies

Tourist shoppers have been segmented based on various criteria by researchers: Kinley et al. (2003) (Importance of shopping as tourist experience: Shopping tourist/Experiential tourist/Passive tourist); Yu and Littrell (2003) Tourism shopping experience (Process orientation Product orientation); Geunens et al. (2003) Airport shopping Motivation dimensions (Mood shoppers/Apathetic shoppers/Shopping lovers); Moscardo (2004) Importance of shopping as a factor in destination choice (Serious shoppers, Non-shoppers, Arts-and-craft shoppers, Not-so-serious shoppers); Josiam et al. (2004) Tourist shopper involvement (low-involvement tourists Medium-involvement tourists/ high-involvement tourists).

Customer Satisfaction

Dimensions and levels of satisfaction are not consistent as Staff Service Quality, Product Value, Product Reliability, and Tangibles Quality are antecedents of shopping Tourist satisfaction in Hong Kong (Heung 2000) while tangible qualities of shops (i.e. opening hours, neatness and cleanliness, lighting and ambience, accessibility, variety of products, authenticity, choice of payment methods, and location) and staff service quality (i.e. knowledge of products, language ability, and attitude) were significant dimensions of CS in the study by Tosun et al. (2007) on tourists travelling to Turkey. The survey by Reisinger and Turner (2002) showed that Japanese tourists attach more importance to tangible attributes (shop presentation (i.e. ease of access, appearance of salespeople cleanliness, and convenience) followed by shop attractiveness (i.e. attractiveness and business hours) for Hawaii, and product value for the Gold Coast; and then range (value for money and various products) for Hawaii; and fourthly staff service quality, for Hawaii. In LeHew and Wesley (2007) study, ease of locating stores, the number of retail stores, the overall convenience of the centre, the size of the centre, the layout of stores in the centre, the variety of stores, and the ability to compare shops in the centre) were key factors of CS.

Factors affecting visitor satisfaction with Tourist Shopping Villages (TSV small towns and villages that base their tourist appeal on retailing, often in a pleasant setting marked by historical or natural amenities) are village performance on providing a unique local experience, value for money, regionally distinctive products. In addition, opportunities for entertainment and bargain hunting strongly predicted CS levels (Murphy, 2011). However, risk perceptions are inversely linked to CS and loyalty intentions of tourist shoppers, as empirically established in a study by Yu¨ksel (2007).

Chinese tourists visiting Hong Kong seek branded products and depend on friends or family members with whom they are shopping for information (Choi, 2008) while they have more interest in various goods (ranging from antique watches and jewellery to health products), regardless of brand (Xu and McGehee, 2012).

Price and perceived utility are the main antecedents of CS for tourist shoppers in street markets of Turkey and Portugal, respectively (Correia, 2016).In a study of CS of tourist shopping of souvenir shopping by domestic tourists in Spain by Oviedo-Garcıa (2016), internal attraction, service differentiation, service provision and external attraction were found to be the most significant determinants of CS of tourist shoppers.

Cross-border shoppers' top activities were shopping and buying, followed by eating and visiting though social influence was not a significant determinant (Sullivan, 2012). For example, cross-border shopping visits to the German border town of Kleve by Dutch shoppers as part of everyday resulted in feelings of regional attachment and comfortable familiarity concerning Kleve and its surroundings. In contrast, differences in facilities, products and atmosphere contributed to exoticism and feelings of stunning unfamiliarity. Hence socio-cultural proximity and distance also motivate cross-border shopping tourism through the normative, affective and interactive dimensions (Szytniewski, 2016).

Marketing of Urban centres

Disneyization of towns or local cultural theming can contribute to shopping tourism, as demonstrated by Wuhan town in China, which has successfully transformed into a shopping and tourist destination through theming, hybrid consumption, merchandising, and performative labour (Zhang, 2021). Urban shopping centres can be marketed as shopping tourism destinations but requires a partnership between town centre managers and shopping centre managers and strategic networks with formal and informal interactions (Warnaby, 2004). Cultural tourism, for example, cathedral tourism in the UK, would be more dependent on revenues from shopping by visitors shortly and hence need to be marketed as shopping destinations (Shackley, 2006). Shopping Tours and landscape repositioning can transform shopping tourism destinations by integrating leisure shopping with tourism, culture and tradition (Rabbiosi, 2011), as has been successfully demonstrated by marketing leisure shopping as an urban tourism branding strategy in Paris (Rabbiosi, 2015). Cross Border shopping can be integrated into tourism Destination marketing as illustrated in the case study on Southern Jutland, Denmark, in examination by Makkonen (2016) by emphasizing the recreational and experiential aspects of a destination and advertising local tourist attractions. Heritage tourism can be integrated with shopping tourism as most of the revenue earned from visitors to heritage sites is from shopping and eating in a study on Australian heritage sites of the Gold coast (Frost, 2006).

Emerging Channels:

Another channel of shopping tourism that has emerged is mobile shopping tourism, whose adoption is predicted by performance expectancy, social influence, perceived enjoyment, effort expectancy, mobile perceived compatibility and Personal Innovativeness in Information

Technology (Tan, 2018) and mobile social tourism (MST) shopping intentions which are influenced by environmental stimuli (i.e., perceived mobility, social presence, and system and service quality) and psychological responses (i.e., perceived usefulness and perceived enjoyment) (Hew, 2018).

CONCLUSION & FUTURE RESEARCH DIRECTIONS:

In the unique context of a tourism setting, tourist shopping behaviour is often different from day-to-day shopping. Future studies can examine the multi-dimensionality of socio-cultural proximity and distance as factors that distinguish shopping tourism from other forms of shopping and tourism. One of the gaps in the literature is on the market-driven processes which drive and influence shopping tourism and the dynamics of short-termed shopping tourism as the initial trigger leading to long-termed tourism. The growth of "shopping tourism" may be accompanied by the rising importance of more sustainable "tourist shopping", which involves higher value-added from tourist inflows into the region.

The relationship between shopping tourism with particular reference to city destinations cross border shopping, cultural tourism, souvenir shopping and the factors which facilitate their success can be empirically studied to develop a taxonomy and classification of shopping and tourism behaviours which can further contribute to an integrated and universal theoretical model of shopping tourism. Further research into the characteristics, motivations, behaviours, and activities of tourist shoppers within varied contexts (cultural, geographical, economic, Institutional) can contribute to developing a robust theory and empirically validated scales and measures of shopping Tourism. Furthermore, research-based on post-positivism, constructionist and pragmatic viewpoints into shopping tourist behaviour and psychological processes could lead to further insights into how shopping tourism influences and is influenced by the culture, sociology, behaviour, and social psychology of tourist destinations and source locations.

Most studies have ignored important stakeholders as tourist shoppers, and policymakers have focused while retailers, local population, environmental and social interest groups perspectives have not been adequately researched. The relationship of shopping tourism with sustainable tourism can be an important direction for future research.

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SURVIVAL STRATEGIES OF MSMES IN TOURISM INDUSTRY DURING PANDEMIC: AN IN-DEPTH LITERATURE REVIEW

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ABSTRACT

With the emergence of the COVID-19 Pandemic, tourism is one of the worst affected industries, with a significant drop in worldwide demand because of travel regulations like the closure of borders and lockdowns to control the pandemic. Globally tourist arrivals declined about 58 per cent to 78 per cent in 2020, resulting in a reduction in tourist expenditure, from $1.5 trillion in 2019 to between $310 and $570 billion in 2020. This resulted in almost 100 million direct tourist jobs at risk, the majority of them in micro, small, and medium-sized companies (MSMEs) that involve a large number of women and youth in the workforce. The majority of people working in the tourism industry are in the MSMEs, which forced the industry to develop measures to tackle the situation. To mitigate the impacts in the MSMEs sector, different survival strategies are followed in other parts of the world. Governments also came up with support systems for the sector. This study focuses on identifying strategies developed by various enterprises and Governments during the COVID-19 pandemic to cope with the impacts of the pandemic in the MSME sector. We used an in-depth literature review of the available secondary data to aid the review. The study's findings will help us identify the strategies and the areas and problems in the sector that are still not addressed and why such areas are relevant to study further for the betterment of MSMEs.

Keywords*:* MSME; Survival strategies; COVID-19; Government support; the Tourism industry

INTRODUCTION

Due to mobility limitations, the services sector was impacted the worst, with tourism, travel, and hospitality suffering the most (Assessing the Impacts of COVID-19 on MSMEs in South Asia and East Asia Pacific concerning Child Rights Final Report UNICEF ROSA and EAPRO Contents). The COVID-19 epidemic has significantly influenced tourism, affecting economies, livelihoods, public services, and opportunities on all continents. While preserving the livelihoods of those who rely on the industry must be a top concern (UNWTO World Tourism Barometer). Micro, small, and medium businesses (MSME) account for more than 70% of worldwide employment and 50% of GDP (ILO SCORE Global Covid-19 Enterprise Survey, 2020). The Micro, Small, and Medium Enterprises (MSME) sector are very known for providing the most chances for self-employment and jobs (Bagale, 2014). Small companies, however, are the worst impacted by the pandemic's aftermath. The consequences for company continuity, labour force, revenue, and workplace health and safety have been and continue to be disastrous. By 2020, more than 75% of SMEs are experiencing or anticipate a revenue decrease. Consumer orders are similarly affected, with 75 per cent of businesses reporting lower demand and one-third (33 per cent) reporting a reduction of over 50 per cent in customer orders (ILO SCORE Global Covid-19 Enterprise Survey, 2020). People and Governments are coming up with different strategies to cope up with the loss. Over 85% of SMEs are trying to safeguard their employees from COVID-19, such as teaching their employees about preventative measures, mandating social distance, or supplying personal protective equipment (ILO SCORE Global Covid-19 Enterprise Survey, 2020). First, in the months after the emergence of the COVID-19 pandemic, MSMEs in emerging Asia saw a significant drop in employment and sales income. The decline in employment was more severe for non-permanent employees, but it was equally considerable for permanent or regular employees.

Despite significant variances between nations, one-quarter to one-half of the sample MSMEs had a temporary shutdown during this time, and one-third to two-thirds were experiencing cash shortages at the time of the study. As a result, the outbreak had a significant effect on employment and company viability. (Sonobe et al., 2021) Women and youth's mobility, education, and skills are also harmed more severely, compounding their vulnerability. (Impact of COVID-19 on Lives, Livelihoods and Micro, Small and Medium-Sized Enterprises (MSMEs) in Tajikistan | UNDP in Tajikistan, n.d.). The objective of our study is to extensively review the existing literature on the impacts of the COVID-19 pandemic on the MSME sector globally and identify various strategies developed by different enterprises and governments to support them. This will help us reach a better understanding of the situation of the sector and the progress of research on the topic. The data will help find areas that the government and other agencies do not address. This will enable MSMEs and other stakeholders to bring up better action plans to tackle the situation. The aim of the study is also to identify the research gaps so that more relevant studies emerge.

METHODOLOGY

A systematic in-depth literature review is used for the study. In addition, available secondary data in the area is collected and reviewed to identify the progress of literature in the area and provide insights into past studies by different authors across the globe. This will help determine the literature gap. As a result, the focus can be shifted to the identified research areas for better research output in the future.

MSMEs in tourism and COVID-19 pandemic

One-third of firms (33%) expect to lose more than half of their income, and the condition is unlikely to improve. In some nations, such as Myanmar, Ghana, Bolivia, and Colombia, there is a suitable dosage of optimism mixed in with a fair dose of uncertainty about the future. However, significant losses are predicted in other nations, such as Indonesia, Peru, Tunisia, and Pakistan, with a more substantial number of entrepreneurs predicting losses of more than -25 per cent (International Labour Organization, 2020).

The COVID-19 outbreak has significantly influenced tourism, affecting industries, incomes, essential services, and possibilities on all continents. While it is critical to protect the incomes of those who rely on tourism, it is a chance for conversion, emphasising utilizing the firm's effect on visited destinations and building more adaptable individuals and communities across advancement, digital economy, sustainable development, and collaboration.

Tourism is a platform for MSMEs globally; it includes tour operators, travel brokers, planners, organizers, and regional and tourist carriers are just a few of the tourism-related enterprises. Most tourist businesses (approximately 80%) are MSMEs with less than 50 workers (UNWTO World Tourism Barometer, n.d.). These firms have experienced a severe demand constraint due to the pandemic's travel limitations, which has led to most of them shutting their ventures (Harchandani & Shome, 2021). Firms with 2–9 workers employ around 30% of the overall workforce. MSMEs are more vulnerable to the economic consequences of a crisis, particularly in emerging and developing nations, where markets are more unstable. In addition, government assistance for financial packages and social protection is insufficient (UNWTO World Tourism Barometer, n.d.).

Textiles and tourism, for instance, employ a huge number of women in severely damaged industries. Furthermore, women MSME leaders have been disproportionately impacted by the increasing load of household obligations during the epidemic (Assessing the Impacts of COVID-19 on MSMEs in South Asia and East Asia Pacific concerning Child Rights Final Report UNICEF ROSA and EAPRO Contents).

Due to the event of the COVID-19 pandemic and the various restrictions in travel being imposed, numerous Micro, Small, and Medium Enterprises (MSMEs) players have been touched by this issue and have suffered significant business losses with many MSME actors facing bankruptcy. This issue might have a substantial influence on MSME actors' subjective well-being (SWB). In reality, SWB provides a number of advantages that might help MSME operators sustain and grow their business current present environment. Having hope and using proactive coping were two methods that may be used to develop SWB (Purnama & Sahrani, 2021). Individuals' attempts to acquire diverse resources that can assist personal growth, attain hard goals, and create new possibilities are referred to as proactive coping. People who have a goal perceive future stressors as a challenge rather than a danger. Instead of just managing risks, this coping is more about goal management. Individual people take the initiative to take positive steps and create chances towards progress (Schwarzer et al., 2002).

When an MSME actor's objectives are met, their SWB is likely to rise. It also stated that many business leaders were more concerned about a prolonged pandemic since it may result in more serious issues, such as increased layoffs, increased poverty, and the failure of more MSMEs to survive. If people are unable to solve their problems, it will produce negative emotions and make them feel unsatisfied and unhappy with their lives (Purnama & Sahrani, 2021). Feelings of discontent and sadness in life can reduce an individual's subjective well-being. Life satisfaction and a tendency to experience sound effects are two components of subjective well-being (Diener, 2009). As a result, it may influence MSME actors' subjective well-being, as they still haven't been able to overcome the many challenges they've been facing. Subjective well-being (SWB) is a subjective assessment of an individual's life satisfaction, both generally and particularly, as well as the individual's frequent good effect (Diener et al., 1999). Even if lockdowns are lifted, unemployment is predicted to remain high since foreign tourism is unlikely to recover until quarantine restrictions are lifted (Assessing the Impacts of COVID-19 on MSMEs in South Asia and East Asia Pacific concerning Child Rights Final Report UNICEF ROSA and EAPRO Contents). These drastic impacts and effects on MSMEs resulted in several strategies by the enterprises and governments.

Government strategies for MSMEs

During the crisis, several nations introduced emergency concessional loan schemes, special funding, and refinancing facilities to help MSMEs get fresh loans. The present crisis was unexpected and unforeseeable. The tourist industry is struggling to stay afloat. Many local and international business groups have asked countries for financial and operational assistance. The sector will not be able to revive without outside help. Tourism affects several other areas of the economy, either wholly or in part. The overall economic rebound would be hard due to the absence of possibilities in the tourism industry.

The tourist sector's performance remained very unclear. The COVID-19 outbreak is still wreaking havoc, with foreign tourism predicted to plummet by 80% by 2020. However, domestic tourism is managing to cushion the impact partially, and authorities have acted quickly to repair and revitalize the industry while safeguarding employment and companies. Many nations are also working on strategies to establish a more resilient tourist industry after COVID-19 (OECD, 2020).

Many nations reduced base rates for lending, such as large-scale capital injections for commercial and policy banks (for example, Cambodia, Indonesia, and the PRC). In addition, Cambodia, the Philippines, the Republic of Korea, and Viet Nam), and relaxed capital adequacy rules (for example, Cambodia, the Philippines, the Republic of Korea, and Viet Nam) were among the liquidity support measures used by central banks to facilitate bank's lending to MSMEs and those sectors most affected by COVID-19 and the quarantine measures (IMF, 2021).

Another scheme is that loan repayments might be deferred or restructured in most countries for MSMEs. The Philippines provided a 30-day grace period for loan repayments, while Malaysia issued a 6-month moratorium on debt repayments. During the crisis, several nations introduced emergency concessional loan schemes, special funding, and refinancing facilities to help MSMEs get fresh loans. Cambodia has launched a new public bank for small and medium-sized businesses. For MSMEs' working capital finance, Malaysia developed a COVID-19 special relief facility. Myanmar established the COVID-19 fund to assist impacted MSMEs and industries such as tourism at a 1% interest rate. Thailand and Vietnam have introduced low-interest soft credit programmes for SMEs. MSMEs suffering a severe drop in sales received mostly zero-interest loans and full credit guarantees from Japan. MSMEs in Malaysia and the Republic of Korea were also granted specific loan guarantees (Shinozaki & Rao, L.2021).

In numerous nations, tax relief is a crucial component of economic stimulus packages, with corporation tax reductions and exemptions and delayed payments, providing the most significant help for MSMEs in manufacturing and tourism. Indonesia steadily lowered its corporate income tax rate to 22% in 2020 and 2021, then to 20% in 2022, mostly to benefit manufacturing. Malaysia, Myanmar, and Singapore permitted deferred corporate income tax payments for MSMEs for three months. Singapore also provided tax breaks for businesses. For industries including transportation, catering, hotels, and tourism, the PRC permitted loss carry-overs of up to eight years (IMF, 2021).

Many Asian nations lowered or excused MSMEs and sectors from paying social security contributions (for example, Cambodia, Japan, Malaysia, the PRC, Thailand, and Viet Nam). In many nations, the payment of value-added tax (VAT) by businesses has also been lowered or eliminated (Indonesia, Malaysia, the PRC, Singapore, and Viet Nam). Instead, they offered a variety of tax holidays and discounts to enterprises and certain industries, particularly small company owners and the self-employed. In Indonesia, hotels and restaurants in popular tourist locations such as Bali were granted a six-month tax-free period, with the central government compensating local governments for the lost revenue (Shinozaki & Rao, 2021).

Utility bills, rental/leasing costs, and government fees and levies were all reduced or waived in some nations. For example, the power rate in the Lao People's Democratic Republic (Lao PDR) has been changed. Malaysia gave impacted companies, such as hotels, tourist agencies, retail malls, and theme parks, a 15% reduction on monthly power expenses. Thailand has made it easier to pay for water and energy. Electricity costs in the People's Republic of China and Vietnam have been temporarily reduced. Malaysia has lowered or waived office leasing rates for small and medium-sized businesses. Commercial rental costs were also waived in the People's Republic of China, the Republic of Korea, and Singapore froze all government fees and taxes for a year, while the PRC waived administrative fees for MSMEs in a similar way (IMF, 2021).

Table 1. An overview of nation wise strategies for MSMEs in Tourism

Country	Strategies
Australia	· 1 billion Australian dollars to help industries, areas, and people that have been adversely affected by the COVID-19 ' financial impact, such as tourism. · Up to AUD 40 billion in financing to SMEs with less than AUD 50 million in revenue, comprising self-employed people and not-for-profit entities, would be supported by an SME Guarantee Scheme, with the State guaranteeing up to 50% of new loans issued by qualifying lenders until September 30, 2020.
Bahrain	· A total of 1.5 billion dollars has been proposed as a spending plan for the industry, which will be in effect for three months beginning in April and would exempt tourist establishments from paying tourism taxes. Liquidity assistance will be provided to SMEs (March 17, 2020).

Country	Strategies
Belgium	· Delivery services for the hotel sector are simple, and restaurants do not need a new license. · Firms that close in Wallonia are given EUR 5000.
Brazil	· The National Development Bank (BNDES) has established a working capital credit line for small and medium-sized businesses in the tourist and service industries. This offers a six-month break in the loan scheme with no late penalty.
Canada	· Fees or contracts and permits of occupation in protected areas, historic landmarks, and marine conservation zones will be deferred without penalty till September 1, 2020. · They implemented some policy steps in the form of pay subsidies and work-sharing programmes to protect the interests of employees and small companies. The incentives will last up to three months and will equal roughly 10% of the compensation given during that time, up to a maximum of 1375 CAD per worker and 25000 CAD per firm.
China	· From March to May 2020, the VAT in Hubei province was completely abolished, whereas the VAT in other areas was cut from 3% to 1%. · The Industrial and Commercial Bank of China, in collaboration with the Ministry of Culture and Tourists, has announced RMB 100 billion in credit lines to help tourism firms obtain financing and liquidity. · Aside from that, 500 billion Yuan was declared to promote credit for SMEs, and later on, over 1 trillion Yuan was proclaimed to encourage bank lending
Colombia	· Instruction for dealing with difficult situations in the workplace, particularly in the hotel industry. · During the disaster, resources were committed to assisting tour guides that have a current and legal membership in the Registro Nacional de Turismo.
Denmark	· Relief to event planners who have had their activities abandoned as a result of the prohibition on big public meetings. · A DKK 1.5 billion state assurance for the Travel Guarantee Fund was also formed, with the goal of covering reimbursement for travel businesses' costs linked to refunds due to COVID-19-related disruptions.
Finland	· Finland's Ministry of Agriculture and Forestry is working on a support system for farm-related tourist enterprises. · Business Finland and Visit Finland keep track of the effects on tourist firms and host seminars on topics such as possibilities and tourism recovery in Finland. Visit Finland has made free online training material available on the topic of tourist industry digitization. · Domestic tourism will be boosted through a programme called "100 Reasons to Travel in Finland," which will engage and finance numerous groups.
Iceland	· From 1 April 2020 to 31 December 2021, the fee and the tax on overnight stays (bed-night tax) halted.
Italy	· Exceptional remuneration for tourism and cultural employees, temporary employees in tourism and entertainment are likewise covered by the social safety net. · Tourism seasonally employees who lose their jobs due to the pandemic get a special payment of EUR 600 in March.

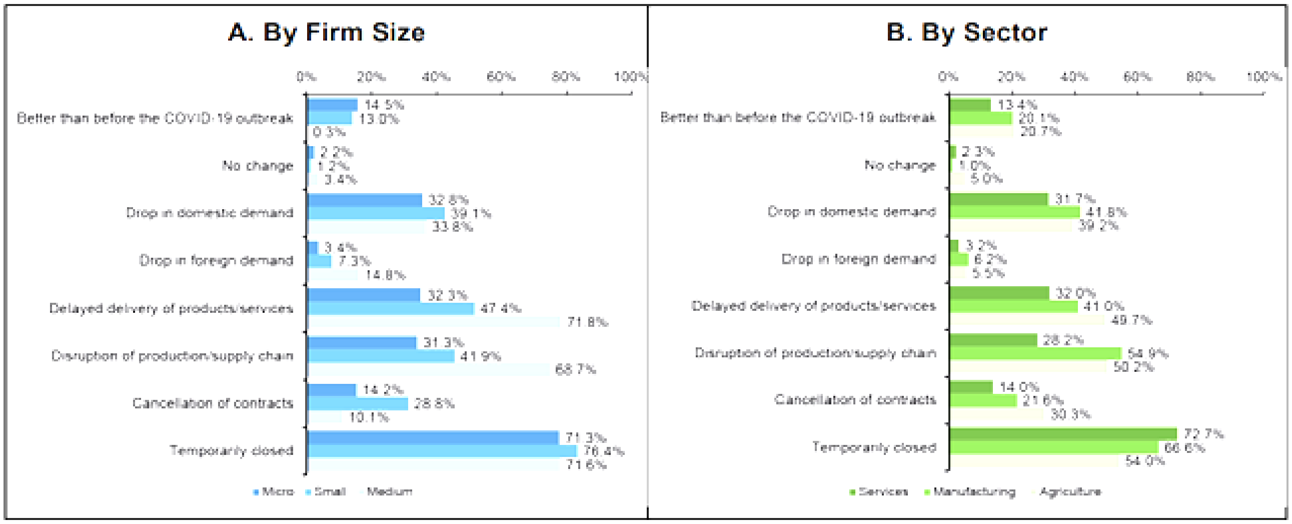
Country	Strategies
Japan	· A grant of over ten billion dollars in the form of discounts and vouchers to help tourist, transportation, food services, and event industries recover quickly after the outbreak.
New Zealand	· The New Zealand government unveiled its COVID-19: Economic Response Package on March 17, 2020, to help New Zealanders, their employment, and their firms rebound from the worldwide effect of COVID-19.
Norway	· Regarding cultural and sporting event planners, a payment plan of NOK 900 million (about EUR 80-90 million) for cultural and sporting events that were abandoned owing to state limitations.
Portugal	· Hotels and lodgings will get EUR 900 million (of which EUR 75 million, to micro and small enterprises), travel agents, entertainment options, and event planners receive EUR 200 million, and restaurants receive EUR 600 million (EUR 270 million of which for micro and small businesses) · Liquidity Assistance Service for Tourism Microenterprises · The Portuguese Tourism School provides expert online assistance to businesses.
South Africa	· The Tourism Relief Fund is a one-time, limited funding programme for Small Micro and Medium-Sized Businesses.
Spain	· For one year, interest and loan instalments for tourism businesspersons are suspended. · Interest and/or principal payments on loans to firms and self-employed employees impacted by the crisis are being postponed by areas.
United Kingdom	· VisitEngland has set aside GBP 1.3 million to help DMOs start to offer vital assistance and professional advice to the hundreds of thousands of small and medium-sized enterprises that comprise England's tourist industry.
United States	· They announced a USD 2 trillion reform plan available to all enterprises, with travel at the forefront, with legislators setting aside specific funds for industries that have been struck the hardest, such as airlines, airports, and travel agencies.

Source: Policy responses (OECD, 2020)

Strategies by MSMEs

MSMEs are responding to the economic fall-out from COVID-19 in several ways. According to a follow-up study in the Philippines spanning August and September 2020, the overall market environment has yet to adapt; demand and revenue have sustained a significant decline. Although business and employment circumstances fluctuate depending on the size of the company, MSMEs are adapting to a new normal that necessitates a more contactless society. Given that their conventional business strategy involves physical and human interaction, assistance for MSMEs to transition to digital transactions is another governmental goal. MSMEs have begun implementing work-from-home arrangements six months following the outbreak. (Shinozaki & Rao, 2021).

Figure 1. Actions considered by MSME in the Philippines



Source: Shinozaki & Rao in 2020, Actions considered by MSME in Philippines, 1804 valid samples in the Philippines. Calculations based on weighted data from the rapid MSME survey in the Philippines, 30 March-16 April 2020

In reaction to the crisis, Indonesia came up with an idea to support MSME with grass route innovation. The online platform SONJO (Sonjo. id) has grown organically, advocating for adaptable, sustainable living and a sharing economy. The concept has resulted in creating networking opportunities for hotels, restaurants, caters, and art communities. As a result, they devised the concept of virtual weddings, in which just 20-30 members of the family meet in one location, and the wedding festivities are streamed live to all family members and friends. As a part of that, Yogyakarta has been designated as Indonesia's "Next Virtual Wedding Destination" to promote this concept (Nugroho et l., 2020).

The current scenario has awoken industry professionals, who now feel that tourism's future foundations will be sustainability and innovative thinking. As a result, nations that have relaxed travel and tourist regulations have begun to include several new methods for preserving consumer trust by prioritizing safety. The city of Helsinki, for example, was the first in the world to implement virtual tourism. Surprisingly, the city intends to provide full place comfort and delight to residents' safe-havens. In addition, tourists may virtually visit museums for a fee if they pay for the attraction. Aside from that, they networked with many artists and ensured them a platform online (Harchandani & Shome, 2021).

Timor-Leste, because of changes in supply and demand brought on by the outbreak, reported a decrease in sales, which led to MSMEs cutting the number of employees MSMEs cut their workforce by 4.7 per cent on the average majority of them were women). In situations where workers were not laid off, 23% of MSMEs reported decreasing their employees' working hours (Rajalingam et al., 2021).

Production capacity decreased by seven out of ten MSMEs due to lack of availability of temporary workers, shorter working hours, and employees having vacation pay. A sizable number of businesses have taken more severe steps. These include requiring employees to take unpaid time off, working for less compensation (20 per cent of those polled), or even firing off permanent employees (10 per cent of those surveyed). Nearly one-third of firms (30%) reported a scarcity of personnel due to containment measures, family care obligations, or fear of illness. Around 85% of SMEs are adopting efforts to safeguard their workforce from COVID-19, such as educating their employees about prevention methods, mandating social distance, or implementing safety equipment (International Labour Organization, 2020).

Sonobe, T. et al. (2020) observed some discrepancies between their results with those of previous research. In terms of sales income, Fairlie (2020) found that the outbreak significantly harmed female-owned enterprises, but they found no indication of greater impacts on enterprises with women entrepreneurship as their CEOs. Another point is that Guo et al. 's (2020) stated that the majority of his sample started online platforms for their business activity, which includes Artificial intelligence (AI), the internet of things (IoT), etc. It resulted in the growth of the business performance. However, Sonobe T. et al. (2020) stated there is no sign of a favourable relationship between e-commerce and sales or e-commerce and cash flow management. In addition to that, they reported a negative consequence regarding employment, in their samp1e majority of enterprises are willing to promote online business. This reveals that MSMEs perceive online presence to be useful, if not successful; for example, it allows them to obtain more steady profits, if not increase profit, or reach a higher value-added niche rather than a high-volume, low-price part of the market. Therefore, their findings confirm the widely held belief that digitization is the path to improved company success. Apart from the variety of ways enterprises tried to cope with the situation, Governments have also come up with a lot of layoffs and policy changes to support the MSMEs.

FINDINGS

Covid 19 pandemic like it caused major setbacks in different industries, also created a huge loss in the MSME tourism sector. A majority of people working in the tourism sector are in MSMEs. The pandemic resulted in the loss of jobs, salary reductions, business failure, psychological breakdowns, and uncertainty about the future. MSMEs have adopted a variety of ways to the effects of the Covid-19 pandemic. Layoffs and salary cutbacks, voluntary or forced firm closures, and attempts to acquire finance have been the most often mentioned reactions. Some MSMEs have also increased revenues by diversifying their sales and delivery methods through online platforms. The use of online platforms of MSMEs resulted in growth in business; it also needed to identify the changes happening in the ecosystem of MSMEs but many of the enterprises lack resources to take their business online. There is limited research about the behaviour of tourists and their attitude towards MSMEs during the pandemic. The key area of psychological impacts on the workers as well as owners of such enterprises due to the pandemic is also not studied in tourism. Research gaps were also identified in areas of a gender perspective in research in the MSME tourism sector since the majority of the workforce in the sector are women and youth. Solutions after extensive research will provide sustainable solutions in preparing a resilient tourism community.

CONCLUSION

The COVID-19 outbreak showed us that various regions are affected differently by outbreaks and prevention measures. The early rules attempted to keep people's daily lives and company operations as close to normal as possible before COVID-19. The outbreak has significantly influenced tourism, affecting industries, incomes, essential services, and possibilities on all continents. While it is critical to protect the incomes of those who rely on tourism, it really is a chance for conversion, with an emphasis on utilizing the firm's effect on visited destinations and building more adaptable individuals and communities across advancement, digital economy, sustainable development, and collaboration (UNWTO World Tourism Barometer, n.d.). The major government assistance packages began less than a month after the epidemic began. In the long run, however, they risk further inflating national budgets and weakening banking sector balance sheets. Given the uncertainty surrounding the pandemic's duration, governments should focus financial expenditures on those populations most affected by or vulnerable to COVID-19, such as SMEs. Governments can use a phased approach to create the most feasible and successful policy actions by better understanding the shifting demand-side dynamics. MSMEs, particularly those owned by women, youngsters, minority groups, and migrants, have struggled the most. It is critical to have the appropriate rules in place to ensure the survival of MSMEs. Despite the tremendous challenges that SMEs face, the government's reaction to the COVID-19 epidemic can assist small companies throughout the world cultivate a good, resilient, and sustainable future. There is also a need for extensive research, especially in the tourism industry, focusing on the survival and remedies for the community so that they can face future setbacks since the majority of business in tourism happens in MSMEs.

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THE INFLUENCE OF E-MENUS ON CONSUMERS' PURCHASE INTENTION TOWARD ONLINE FOOD ORDERING DURING THE COVID-19 PANDEMIC: AN EMPIRICAL STUDY IN VIETNAM

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Abstract

The COVID-19 pandemic has been sweeping the world with ferocity, wreaking havoc on the global economy in general and Vietnam in particular. During the first wave of the pandemic, which began in mid-March 2020, most restaurants were required to suspend their business operations. However, COVID-19 is continuing to spread significantly around the globe and no experts can predict how long it will last. To face this severe challenge, restaurant managers have to sell online food or use a home delivery service. The study used structural equation modeling by AMOS to investigate and assess the impact of e-menus (in terms of aesthetics and content), consumer cosmopolitanism and social impact on consumers' intention toward online food ordering. It has been found that e-menus, consumer cosmopolitanism, and social impact significantly influence purchase intentions through the mediation roles of consumers' food desires, consumers' perception of COVID-19 risks and their perceived convenience when ordering online food. The implications in terms of theoretical and managerial will be discussed to stimulate future research as well as to assist hospitality managers in better planning marketing strategies during the pandemic outbreak.

Keywords: Online food delivery; E-menu; COVID-19 perceived risks; Consumers' food desires; Consumers' purchase intention toward online food ordering

INTRODUCTION

COVID-19 is now a global pandemic. Regardless of the reality that the speed and intensity vary in different places around the globe, the severely negative impact on the global economy is undeniable. Global GDP witnessed a considerable loss of 45% in 2020 compared with the previous year and will continue to drop in several coming years (Statista, 2021). Because of the failure to control the spread of COVID-19 and vaccine inequity, low-income and developing countries have been hit the hardest by the economic downturn (USGLC, 2021), Vietnam is not an exception during the current global disruption (Tran et al., 2020).

Among the most affected industries, tourism is the one suffering the most, since any direct personal contact will firmly create an inflection (WHO, 2021). After years of continuous growth, for the first time, Vietnam tourism has recorded a sharp decrease (appropriately 40%) in 2020. This has subsequently resulted in a significant drop in revenue for the industrial ecosystem, including: accommodations, food and beverage, and creation services (GSO, 2021). Several Vietnamese provinces have shrunk more than 60%, such as Ho Chi Minh City (70%), Quang Nam (91.3%), and Khanh Hoa (95%), etc. Hotel and catering revenue fell 18.1 percent in the first six months of 2020 compared to the same period in 2019. Similarly, lodging and food service revenue fell by 20.3 percent in the first six months of 2021 compared to the same period the previous year. Facing the accumulated challenges, the hospitality sector has no choice but to implement solutions to maintain operations. Restructuring the market is necessary and a must in such an unpredictable situation.

Digital transformation is creating a revolution for service firms. Online meal ordering and delivery are named as some initial activities to help restaurants generate positive revenues during a pandemic. Despite observed practices, there has been little quantitative analysis of the role of digital transformation on business performance. The menu is considered a critical ingredient in the restaurant's success because it serves as a key marketing communications tool that can persuade customers about their future dining experience and consequently help businesses transact more efficiently (Pavesic, 2005). In light of the recent outbreak, Ho Chi Minh City has imposed social distancing measures since May 31 and online food delivery would be the only applicable and feasible selling method for small and medium-sized restaurants. Prominent experts have suggested that managers should invest in redesigning e-menus, but there is an absence of statistically empirical results to prove their effectiveness (Brewer and Sebby, 2021). The research question in whether e-menus are a deciding factor and how it transcends to impact purchase intention still remains to be seen, and especially in Vietnam.

Moreover, consumers' purchase intentions are firmly influenced by their balance between perceived costs and perceived benefits deriving from performing a certain activity. Thus, during the pandemic, the COVID-19 perception of risk and perceived convenience emerged as key determinants of observed action (Brewer and Sebby,2021). Regardless of internal subjective judgments, consumer researchers have found that some antecedents could be drivers of perception, and thus they will probably assist practitioners in better segmentation and communication planning. It is proposed that a segment of the cosmopolitan consumer would respond positively to global positioning strategies, whereas the influence of other reference groups would have a significant impact on consumer attitudes and relevant behaviors. However, concerns about how the extent of cosmopolitanism and social impact could manipulate one’s actions still remains unanswered.

Against the background, this study will fill the gap by estimating the influence of restaurant e-menus on consumers' intention toward online food ordering during the COVID-19 pandemic. The authors proposed a research model to clarify the mediating roles of food desire, COVID-19 perceived risk and perceived convenience in explaining how e-menus, consumer cosmopolitanism, and social impact could influence consumer online purchasing and food ordering. The findings are expected to provide insightful guidelines for not only scholars in future research but also managers operating in the Vietnamese hospitality industry.

LITERATURE REVIEW

Research model

Adopting the perspective of considering a person as an information processor, a cognitive approach should be employed as a foundation for the theoretical framework. Because the objective of this study is to estimate the influence of e-menus and perceived risks of COVID-19 on consumer purchase intention toward online food ordering, the prescriptive type of consumer behaviour will help to explain how an observed action will be predicted by antecedences and thus the theory of technology acceptance (TAM) will provide be the main supporting theory for the conceptual framework. Consumer purchase intentions toward online food ordering will be influenced by perceived usefulness and other external variables (Davis, Bagozzi, and Warshaw, 1989). This study will follow the TAM model and adapt the framework from Brewer and Sebby (2021) to propose that online food ordering purchase intention is influenced by e-menus and perceived risks of COVID-19 through the impact of food desire and perceived usefulness.

Theoretical background and Hypothesis development

Purchase intention toward online food ordering

Intention is understood as an internally personal decision to perform a relevant action (Ajzen, 2008). Intention is considered as a form of motivation that helps to predict human behaviour toward a certain activity. Purchase intention is regarded as the probability of making a buying decision. Thus, McCall and Lynn (2008) define online food ordering purchase intention as the willingness to make online food ordering. Managers spend great effort in understanding which factors will drive purchase intention because they know that it will influence business profits directly.

Consumers' food desires

Food consumption is an essential human activity and the need for food serves the most basic needs (Saper et al., 2002). Desire for food is expressed in various ways through human interactions with food. The desire to eat food is influenced by factors such as hunger, seeing images of food in the media, or watching others eat (Burger et al., 2011). Hunger could lead to negative emotions, but people will feel better once their hunger is satisfied (MacCormack and Lindquist, 2019). Furthermore, when people are facing stress, they may reduce these feelings by eating (Cardi et al., 2015; Van Strien and Ouwens, 2007), which also adds to the desire for food in such a situation (Cardi et al., 2015; Van Strien and Ouwens, 2007). The desire for food could also be triggered by viewing photographs of people showing different facial expressions while eating diverse types of food (Bartho-meuf et al., 2009; Rizzato et al., 2016). When the COVID-19 pandemic started, consumers were looking for ways to cope with their worry and anxiety, such as indulging in food. Therefore, when a consumer's desire is stimulated by an appealing e-menu, they are more likely to purchase that food. Therefore, the study proposes:

H1. Food desire positively influences consumers purchase intention toward online food ordering

Perceived convenience in ordering online food

The concept of convenience has often been associated with consumer perceptions of expenditure of time and effort. People are different in their perception of time availability and effort spending (Farquhar and Rowley, 2009). As the COVID-19 epidemic became complicated, consumers' lifestyles have changed significantly, leading to an increased desire for convenient services, especially online food ordering and delivery. Market research by Nielsen (2000) has reported that, in 11 Asian markets, most consumers will prioritize eating at home. Vietnam is also in the top three countries following similar trends, with 62% of consumers saying they also choose to eat at home (Nielsen, 2020). The reasons influencing purchasing decisions behind the growing popularity of online shopping for food are the convenience and time-saving when ordering food online, and risk reduction related to the infection of COVID-19 (Huang et al., 2007). Consumers decide to order online food because they perceive convenience and control the ordering process themselves (Kimes, 2011a). Convenience is also believed to be one of the main drivers of consumer satisfaction (Kimes, 2011b), positive attitudes towards online food ordering, and future repurchase intentions (Kimes, 2011b; Yeo et al., 2017). Therefore, the study proposes:

H2. Perceived convenience when ordering online food positively influences consumers purchase intention toward online food ordering.

E-menu visual attraction

Restaurant menus function as a communication and sales tool (Kincaid and Corsun, 2003). More specifically, the menu is the basis for customers to make choices about dishes, and a well-designed menu can direct customers' attention to the items that the restaurant wants to sell more (Antun and Gustafson, 2005). Compared with descriptive words of menu items, images can influence a person's sensory perception of a meal and provoke feelings of hunger. Research has shown that combining images with descriptive terms about food leads to a more positive customer perception (Kisielius and Sternthal, 1984). Therefore, restaurant owners need to create a menu that enhances customer taste expectations. Adding images to each item on the restaurant menu has increased their positive attitude towards the menu (Hou et al., 2017). In the context of online retail, a service with an attractive appearance is easier to attract customers. An appealing e-menu is affirmed to enhance craving for food, trust toward service providers, and purchase intention in online food ordering, and subsequently increase revenue for restaurants (Dayan and Bar-Hillel, 2011). Therefore, the study proposes:

H3. The E-menu visual attraction positively influences on consumers' food desires.

E-menu informativeness

Marketers try to promote their services with convincing images and reliable information since they stimulate consumer decision-making. Improper presentation of information on restaurant menus can lead to customer dissatisfaction, reduce profits, and possibly cause restaurant business failure. In addition, Hwang and Lorenzon (2008) support that nutritional information provided on menus can enhance customers' positive attitudes by making healthy choices on menus and making them change to healthy dishes. Several previous studies have shown that consumers expect menus to include nutritional information, ingredients, and preparation methods (Mills and Thomas, 2008; Peters and Remaud, 2020). The advancement of the technology has allowed multi-features and unlimited spaces in e-menus. Prominent scholars have also determined that detailed descriptions of menu items positively influence a customer's choice of food (McCall and Lynn, 2008) and increase restaurant sales (Wansink et al., 2001). Therefore, the study proposes:

H4. The information displayed on the menu positively influences the consumer's desire for the dish.

COVID-19 perceived risk

Risk perception is a psychological indicator that reflects the ability to perceive risk in humans (Ariffin et al., 2018; Wai et al., 2019). In other means, perceived risk refers to an individual's subjective judgment about risks. The perception of COVID-19 risk is susceptible to cognitive biases, including psychosocial factors, or their pre-existing experience (Sullivan-Wiley and Gianotti, 2017; Zhang and Cueto, 2017). The emergence of COVID-19 has changed the daily lifestyles of people across the globe. The fact that infection and death rates are so high has led to mental stressors such as fear, anxiety, and depression. Previous studies have shown that when people are under high levels of chronic stress, food consumption is associated with reduced negative emotions (Klatzkin et al., 2018). The perceived risk of COVID-19 leads to mental stress, anxiety, and depression, leading to changes in behavior and consumption patterns. In the midst of the ongoing COVID-19 pandemic, consumers must weigh the risks and benefits of going out depending on how much risk they think they have to confront. However, in a recent empirical survey of 7,300 respondents, researchers found that consumers ate more than before, were less active, and felt increasingly stressed and lonely while staying at home (Mojica, 2020). The finding supported that consumers' perception of COVID-19 risk is positively related to their dietary needs. Therefore, the study proposes:

H5. The perception of COVID-19 risk positively influences on consumers' food desire.

Risk perception is derived from several factors, such as financial risk, functional risk, social risk, psychological risk, and overall risk (Jacoby and Kaplan, 1972). After the global outbreak of COVID-19, consumers are increasingly aware that buying food online is not only safe for their health, but also reduces the risk of virus infection. Therefore, providing online food ordering along with food delivery or pickup helps consumers limit their exposure to crowds, and subsequently reduces the probability of being infected by COVID-19. In fact, online food ordering is no longer unfamiliar to consumers, especially young segments, but during the epidemic season, this method is more popular than ever because of the convenience it brings. Brewer and Sebby (2021) have confirmed the positive relationship between the perceived risk of COVID-19 and the perceived convenience of online food delivery among U.S. consumers. Therefore, the study proposes:

H6. Perceived risk of COVID-19 positively influences on consumer perception of convenience when ordering food online.

Social impact

Social impact in marketing research is defined as the extent to which a consumer perceives others' ideas and attitudes from his/her reference groups (Xu et al., 2017). Reference groups may include a wide range of other people in one's social network, such as significant ones (e.g., peers, friends, partners, and families) or the endorsers represented by celebrities, leaders, and influencers (Batinic and Appel, 2013). Consumer psychologists strongly believe that any consumer action is more or less influenced by the others around them (Dahl, 2013) and the phenomenon is much more significant in the context of a highly collectivist culture (Kongsompong, Green, and Patterson, 2009). There are a great number of empirical studies across industries that have confirmed that the level of perceived risk is decided by social impact in a positive direction (Martins, Oliveira, and Popovič, 2014; Lovreglio, Ronchi, and Nilsson, 2016). Parady, Taniguchi, and Takami (2020) postulated that social influence contributed to the greater COVID-19 perceived risk among consumers. Thus, the study proposes:

H7. Social impact positively influences on consumer's COVID-19 perceived risk.

Consumer cosmopolitanism

According to Riefler, Diamantopoulos, and Siguaw (2012), a cosmopolitan orientation is characterized by multiple (local and foreign) loyalties rather than just a single loyalty like ethnocentric orientation or xenocentric orientation. Consumer cosmopolitanism, as Cleveland and colleagues (2009), is the perception of oneself as a global citizen rather than a citizen of any specific nation. A cosmopolitan consumer tends to express higher open-mindedness, and innovation (Terasaki, 2016) in seeking products/services that provide the best value. An empirical study on the Chinese e-commerce market conducted by Liu and Hong (2020) discovered that higher cosmopolitanism leads to a higher perceived risk in a consumer because he/she often expose a great deal of information. Thus, the authors propose:

H8: Consumer cosmopolitanism positively influences on consumer's COVID-19 perceived risk.

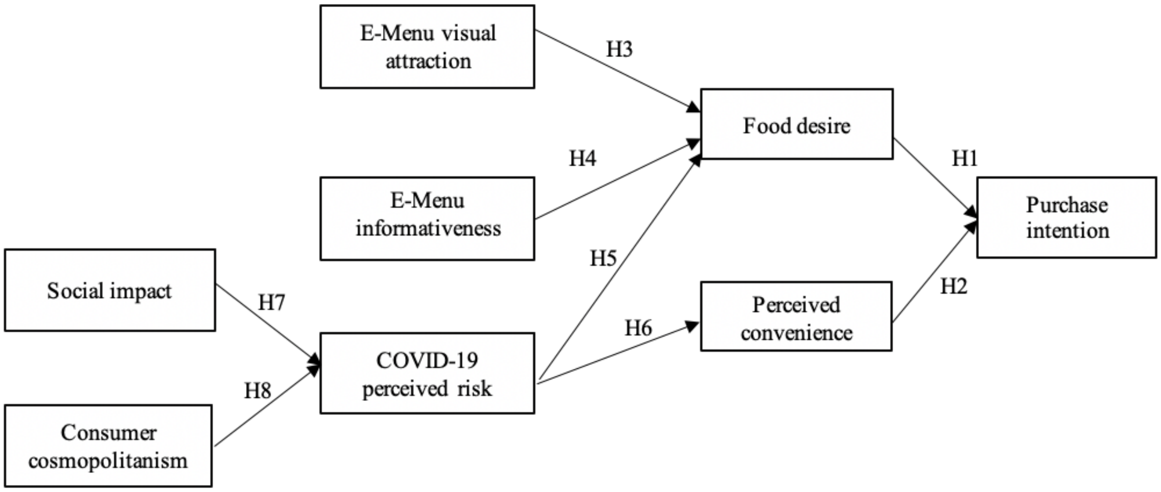

Figure 1: Proposed Model

METHODOLOGY

Survey instruments and measures

The research model includes eight reflective constructs, which were adapted and from previous research (Riefler, Diamantopoulos, and Siguaw, 2012; Fakih et al., 2016; Xu et al., 2017; Brewer and Sebby, 2021). The questionnaire uses a five-point Likert scale, ranging from 1 (Strongly disagree) to 5 (Strongly agree). This type of scale is appropriately used in sociological behavioural research to collect respondent's evaluation. Other demographic variables, such as gender, age, marital status, income, and online food ordering patterns (frequency of ordering food online), etc., are also measured under close-ended questions with fixed options.

Data collection

As a result of the pandemic, all preliminary tests and the main survey were conducted online to minimize physical contact. The pilot test was conducted first to improve the appropriateness and reduce any misunderstanding. The main survey was distributed to 600 participants living in Vietnam who were over 18 years old and had experience using online food ordering. The survey yielded 503 usable responses, which were deemed valid for analysis.

RESULTS

Sample characteristics

The study participants' socio-demographic characteristics and online food ordering behaviour patterns can be analysed from Table 1.

Table 1: Socio-demographics of consumers and online food ordering behavioural characteristics before and after the pandemic

Characteristics	***N = 503 (%)***	***Characteristics***	***N = 503 (%)***
Gender		*Quarantine/infection with COVID-19*	
Male	183 (36.4)	Already	36 (7.2)
Female	320 (63.6)	Not yet	467 (92.8)
Age		*Experience in ordering food online*	
18 - 25	299 (59.4)	Yes	498 (99)
26 - 35	204 (40.6)	No	5 (1)
36 - 50	0 (0)	*Food ordering frequency* *Marital status before the pandemic started*	
Over 50	0 (0)	Never	23 (4.6)
Marital status		Sometimes	279 (55.5)
Married	100 (19.9)	Often	189 (37.6)
Unmarried	403 (80.1)	Always	12 (2.4)
Income		*Food ordering frequency* *Marital status after the pandemic started*	
Less than 3.000.000 VNđ	124 (24.7)	Never	5 (1.0)
3.000.000 VNđ - Less than 5.000.000 VNđ	172 (34.2)	Sometimes	197 (39.2)
5.000.000 VNđ - Less than 10.000.000 VNđ	86 (17.1)	Often	277 (55.1)
10.000.000 VNđ - Less than 15.000.000 VNđ	62 (12.3)	Always	24 (4.8)
15.000.000 VNđ - Less than 25.000.000 VNđ	42 (8.3)		
> 25.000.000 VNđ	17 (3.4)		

Validity and reliability of constructs measurement

Both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were performed in this study to determine the underlying structure among the variables in the analysis and to assess construct validity. The research result in the EFA test achieved accepted recommended criteria: (1) KMO = 0.821 (>0.5); (2) Total variance explained = 54.537 (>50); (3) 34 items were extracted into eight factors without cross-load and load less than 0.3 as theoretical expectation (Hair et al., 2010).

The CFA assessed the validity and reliability of the measurements used in this study. The results of the first model provided adequate evidence of an acceptable fit of the measurements: : $\chi 2$ = 1178.365; $\chi 2$ /DF = 2.361 (< 3), with P= 0.000 (< 0.05); GFI = 0.879 (> 0.8); TLI = 0.893 (> 0.8); CFI = 0.905 (>0.9); RMSEA = 0.052 (< 0.06); PCLOSE = 0.184 (≥ 0.01) (Hair et al., 2010). As shown in Table 2, the results revealed acceptable composite reliability, ranging from 0.771 to 0.886. All values of the extracted mean variance (AVE) are greater than the cut-off value of 0.50 except for the AVE value of the COS = 0.482 and the AVE of the MVA = 0.499. However, according to Fornell and Larcker (1981), it is acceptable for the convergence validity when the AVE value is higher than 0.4. Discriminate validity of the constructs was supported with MSV < AVE for all constructs. This indicated that all measured constructs in the research model achieved the necessary reliability and vadility to perform the structural equation modelling.

Table 2: The constructs measurement

Variables	Items	Cronbach's Alpha	CR	AVE	MSV	Factor Loading
E-Menu visual attraction	MVA1	*0.798*	0.799	0.499	0.111	.711
	MVA2					.707
	MVA3					.744
	MVA4					.663
E-Menu informativeness	MIF1	*0.837*	0.838	0.509	0.158	.746
	MIF2					.675
	MIF3					.788
	MIF4					.702
	MIF5					.654
Social impact	SIP3	*.742*	0.771	0.545	0.072	.865
	SIP1					.833
	SIP2					.428
Consumer cosmopolitanism	COS3	*0.846*	0.848	0.482	0.158	.806
	COS5					.708
	COS1					.690
	COS6					.672
	COS4					.640
	COS7					.621

Variables	Items	Cronbach's Alpha	CR	AVE	MSV	Factor Loading
COVID-19 perceived risk	CPR1	*0.884*	0.886	0.568	0.168	.898
	CPR2					.792
	CPR3					.674
	CPR4					.809
	CPR5					.687
	CPR6					.638
Food desire	FDS1	*0.794*	0.808	0.588	0.148	.902
	FDS2					.658
	FDS3					.690
Perceived convenience	PCV1	*0.812*	0.814	0.522	0.168	.631
	PCV2					.631
	PCV3					.636
	PCV4					.771
Purchase intention	PCI1	*0.812*	0.813	0.592	0.069	.782
	PCI2					.771
	PCI3					.755

Hypothesis testing

Structural equation modelling (SEM) was performed to analyse the relationships among the variables in our model using the AMOS 24. The model fit indices were: $\chi 2/DF = 2.530$ (< 3) with P= 0.000 (< 0.05); GFI = 0.87 (> 0.8); TLI = 0.88 (> 0.8); CFI = 0.89 (>0.8); RMSEA = 0.055 (< 0.06); PCLOSE = 0.011 (≥ 0.01), indicating that the proposed model had an accepted fit with the data (Hair et al., 2010).

As shown in Table 3, the results of the hypotheses and mediation testing were explained by the standardized regression estimates of variables in the structural model and the significance of path weights. Thus, the analysis results show that all hypotheses are accepted (H1, H2, H3, H4, H5, H6, H7, and H8). The regression equations for the relationships are rewritten as follows: As expected, significant and positive effects of "Food desire (FDS)" (β = 0.123, p = 0.021) and "Perceived convenience (PCV)" (β = 0.224, p = 0.000) on "Purchase intention (PCI)" were found: PCI=0.123DSF + 0.224PCV (R^2 = 0.072). The factors "E-Menu visual attraction (MVA)" (β = 0.227, p = 0.000), "E-Menu informativeness (MIF)" (β = 0.138, p = 0.006) and "COVID-19 perceived risk (CPR)" (β = 0.264, p = 0.000) have a positive impact on "Food desire (FDS)": FDS=0.227MVA + 0.138MIF + 0.264CPR (R^2 = 0.156); The positive relationship between the factor "COVID-19 perceived risk (CPR)" (β = 0.423, p = 0.000) to "Perceived onvenience (PCV)": PCV=0.423CPR (R^2 = 0.179); Lastly, the relationships among "Social impact (SIP)", "Consumer cosmopolitianism (COS)" and "COVID-19 perceived risk (CPR)" were tested. As expected, significant and positive effects of "Social impact (SIP)" (β = 0.144, p = 0.004) and "Consumer cosmopolitianism (COS) (β = 0.248, p = 0.000) on "COVID-19 perceived risk (CPR)" were found: CPR=0.144SIP + 0.248COS (R^2 = 0.090).

Table 3: Results of Hypotheses Testing

Structural path	Std. estimate	S.E.	C.R.	P	R^2	Test results
H1: PCI ← FDS	.123	.043	2.317	.021	.072	Supported
H2: PCI ← PCV	.224	.057	4.032	***		Supported
H3: FDS ← MVA	.227	.069	4.377	***		Supported
H4: FDS ← MIF	.138	.059	2.771	.006	.156	Supported
H5: FDS ← CPR	.264	.048	5.470	***		Supported
H6: PCV ← CPR	.423	.041	8.064	***	.179	Supported
H7: CPR ← SIP	.144	.067	2.908	.004	.090	Supported
H8: CPR ← COS	.248	.056	4.863	***		Supported

***: p>0.001

Discussion

Statistical results from the structural equation modelling showed that the study's objectives were achieved. The author empirically proves the relationship between the features of e-menu in terms of visual attraction and informativeness, consumer cosmopolitanism, and social impact on consumer purchase intention toward online food ordering through the influence of food desire, the COVID-19 perceived risk, and perceived convenience. There are three main discussions from the study.

To begin with, the authors found that consumers' purchase intention toward online food delivery is influenced by their food desire and their perceived convenience toward this buying method. However, the consumer's perception of convenience contributes to a more favourable level to the purchase intention rather than the craving for food (0.229 and 0.1, at p-value < 0.05, respectively). The desire for food is the most fundamental human need, since it not only satisfies the psychological need but also the social need during a pandemic, and it is proven to serve as a motivation for relevant behaviour. A consumer intends to purchase online food only if that action helps to satisfy his/her need. In addition, the perceived convenience of a target consumer will also increase the probability of performing a favourable action toward that. The perception of convenience has been subjectively judged between costs and benefits that a consumer could gain from the decision. A consumer has a greater willingness to perform an action if it is evaluated to bring more benefits. In the context of the complicated ongoing COVID-19 pandemic in both Vietnam and the world, ordering food online offers many convenient conditions, such as: minimize personal contact, practicing social isolation, customers can limit their exposure to crowds, reducing the risk of COVID-19 infection, and as a result, a higher level of online delivery has been recorded. Our findings have been consistent with those of Brewer and Sebby (2021) in the U.S. consumer market. The practical question of how we could maintain and increase the desire for food, as well as the consumer's perceived convenience, will be clarified in the following discussion.

In addition, the study has confirmed the role of e-menu and the COVID-19 perceived risk in positively contributing to food desire and perceived convenience, in which the food desire was driven by both e-menu and the COVID-19 perceived risk, while the perceived convenience was driven only by the COVID-19 perceived risk with a significant contribution (0.332, at p-value < 0.05). Among the determinants of food desire, e-menu visual attraction was devoted to the highest level (0.302, at p-value < 0.05), followed by the COVID-19 perceived risk (0.26, at p-value < 0.05), and e-menu informativeness was added at the lowest level (0.164, at p-value < 0.05). The results are similar to those of previous empirical studies, such as Hou and colleagues (2017) and Klatzkin and colleagues (2018). To answer the previous practical questions on how to enhance the food desire and consumer perception of convenience, it is suggested that the e-menu be redesigned in terms of visual attraction, informativeness, and understanding the COVID-19 perceived risks among the target customers. A well-designed e-menu can be achieved through a considerable investment in image and reliable information, while the COVID-19 perceived risk requires more market research. This is because the speed and intensity of the COVID-19 pandemic vary among markets, and the consumer's perception of risk is also dependent on social communications across nations. However, the results have indicated that the COVID-19 plays a focal role in the research model since it not only has a significant impact on food desire but also on perceived convenience. So, how a manager could influence the perception of COVID-19 risk besides macro forces is another concern and will be clarified in the next section.

Finally, we have approved that consumer cosmopolitanism and social impact put a positive impact on the COVID-19 perceived risk (0.195 and 0.271, at p < 0.05, respectively). The influence of social impact on the perception of risk from COVID-19 is higher than the contribution of the degree of cosmopolitanism in a consumer. The results are also compatible with Liu and Hong, (2020), and Lovreglio, Ronchi, and Nilsson (2016). The statistical results help us answer the question of which factors are behind the perception of COVID-19 risk among consumers, besides macro forces like government communication and the health reality in different markets. A cosmopolitan consumer has a higher level of exposure to Otherness, and as a result, they will receive more information about current issues. Subsequently, since they know many aspects of the COVID-19 pandemic around the world, they will perceive more risks from being infected by this virus. We conclude that a segment of consumer cosmopolitanism or any target group having a high level of cosmopolitanism will tend to use food delivery more often because they have higher COVID-19 risk perception and evaluate more positively the convenience of this buying method. Furthermore, the perception of COVID-19 risk is affected by the social impact. Any idea, judgments, attitude from other people around a consumer's social network will add more or less the risks one could perceive from the COVID-19. We confirm again that the more discussion about COVID-19 there is, the more risk a consumer will adopt, and it will consequently influence their cost-benefits evaluation and related actions.

CONCLUSIONS AND IMPLICATIONS

Theoretical and practical implications

This study has contributed to theoretical and practical implications for both academics and managers operating in Vietnamese market during the COVID-19 pandemic. From perspective theoretical contributions, the study confirmed the appropriateness of the research model proposed from the extended TAM model and adapted by Brewer and Sebby (2021) for a developing country like Vietnam. We have found the generality of the TAM such that the consumer's purchase intention toward online food ordering is driven by perceived convenience and other external variables in the context of Vietnamese marketing. Furthermore, the study has provided the statistically empirical results in the similar manner with previous studies on the field of hospitality industry.

From perspective of managerial contributions, the findings from the study will assist the management teams, especially at small and medium-sized restaurants in particular, and food service businesses in general. The study has identified the determinants of consumer purchase's intention toward online food ordering during the pandemic, which are e-menu visual attraction, e-menu informativeness, consumer cosmopolitanism, and social impact. Those drivers will influence the consumer's purchase intention through the mediation impact of their food desire, the COVID-19 perceived risk, and perceived convenience. Since online food delivery seems to be the only feasible selling method while practicing social isolation, managers of restaurants could increase sales volume by investing in e-menu design, targeting a niche segment, and leveraging reference groups. The right target consumer will respond more favourably toward online food delivery if the desire for food, perceived risk from COVID-19, and perceived convenience are salient. Companies all around the world are facing challenges as the COVID-19 appeared in early 2020 as a global health crisis. The pandemic has forced many SMEs to consider restructuring their business model to respond to changes in the marketplace otherwise they must be given up and filed for bankruptcy. Restructuring is certainly painful process since both the internal and external structure of a firm is adjusted and human as well as financial capitals are significantly affected. But a timely and successful restructuring will help a company to survive throughout the crisis period. The findings of this study suggest that restaurant managers should take digital transformation initiatives to reshape the market strategy, to target niche sectors that provide a more profitable, and to maintain the flexibility in response with future turbulences.

Limitations and future research

Aside from scientific and practical achievements, research has some limitations. The first limitation derives from the survey convenience sampling method, which may not be representative of the overall community market. Researchers can continue to improve and augment in the future by employing more representative inquiry methods such as norm sampling and random probability sampling. The second limitation derives from the determinants of purchase intention, which were adapted from the TAM model. The study has identified only two consumers' perceptions in terms of risks and convenience, while there have existed other significant perceptions such as value and quality. It is recommended that future research should consider other consumers' perceptions of a product or service to gain a better view of how a consumer action is performed. The third limitation derives from the drivers of the COVID-19 perceived risk. Our study has focused only on two factors, which are consumer cosmopolitanism and social impact, while this perception is certainly influenced by many other factors. It is suggested that further research should focus on macro force to determine the antecedents of consumers' perception of the COVID-19 risks. The last limitation derives from a certain group of consumers, who reflect the cosmopolitanism value in their purchasing decisions. This could lead to several restraints to determine other values that a target consumer could hold. It is recommended that later research should consider values in terms of personal, cultural, and global ones to gain a wider view on the role of consumer values in deciding their behaviours.

Appendix A

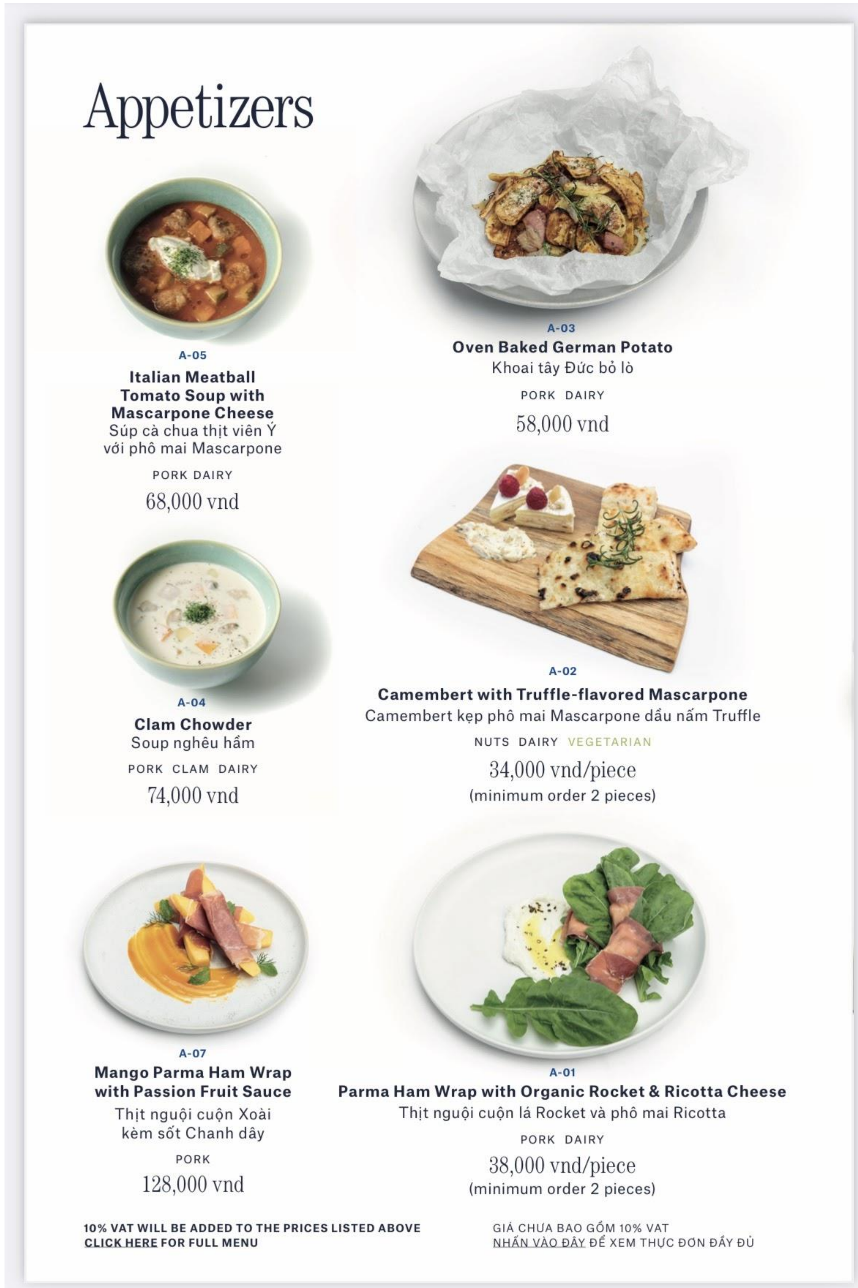

Figure: An example of online restaurant menu attached in the survey

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