



7TH INTERNATIONAL CONFERENCE ON
HOSPITALITY AND TOURISM
MANAGEMENT 2020
ICOHT 2020



TOURISM & HOSPITALITY 2030

25th - 26th August 2020

BOOK OF ABSTRACTS

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Tourism Management 2020
(ICOHT 2020)

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MESSAGE FROM THE CONFERENCE CO-CHAIR ICOHT 2020



Owing to the current global pandemic, 7th International Conference on Hospitality & Tourism Management (ICOHT 2020) is held as a virtual conference, with a futuristic theme: **“HOSPITALITY & TOURISM 2030”**. This much sought-after, annual scholarly event is now ranked as a premier international forum for the presentation of new advances and research results in the fields of hospitality and tourism management. The conference brings together tourism and hospitality industry leaders, educators, researchers and scholars from around the world. ICOHT 2020 is not different.

ICOHT, since 2013 were annually well attended and hugely successful and have significantly enhanced the body of knowledge in the hospitality and tourism industry, around the world. This year, we are proud to include 54 well-researched presentations by 100 scholars from 13 countries: Australia, Canada, China, Indonesia, Italy, Japan, Malaysia, Nigeria, the Philippines, South Korea, Sri Lanka, UK and USA. We advocate that industry leaders and researchers should collaborate in seeking practical and innovative solutions to the challenges in hospitality and tourism. In that context we are pleased include a few papers addressing the biggest challenge the hospitality and tourism industry and the whole world is currently facing: Covid-19.

This year, we are pleased to include a webinar presented by the Global Spiritual Forum, on: **“Spirituality & Hospitality”**, in the conference program.

Welcome to ICOHT 2020! The future is here...

Dr. Chandana (Chandi) Jayawardena Conference Co-chair
DPhil, MSc, Dip.M (CIM), Dip.BA, Dip.HC, Dip. DB, CHE, FCHSGA, FIH, FIMCA
President - Chandi J. Associates Inc. Consulting, Canada
International Ambassador & Past President - Institute of Hospitality (HCIMA), UK

MESSAGE FROM THE CONFERENCE CO-CHAIR ICOHT 2020



The outbreak of Coronavirus COVID-19 Pandemic has made a severe negative impact on global tourism development. The industry has become one of the most affected industries due to the COVID-19 in the world at present. Such negative impact has also triggered an unprecedented crisis in global tourism economy and for its tourist destination countries as well. According to UNWTO, the COVID-19 impact has created point to 60% decline in international tourism in 2020. Consequently, this decline has created a loss of 67 million international arrivals and about USD 80 billion in receipts. This situation would be much harsh and could go down 80% if recovery is delayed until December 2020.

In cooperating with the UNWTO's strong opinion, despite the hardest hit, tourism itself can be developed as a platform for overcoming the pandemic. By bringing people together, tourism can promote solidarity and trust. Being the intellectuals responsible, we must support the industry to find the most reliable solution to effectively response, rapidly recover and strongly build the resilience of the industry against not only this current pandemic but also future possible man-made and natural disasters. The entire tourism system with reopening and rebuilding destinations will require a joined-up approach and growing need for a coordinated effort. It is emphasized through the nature of tourism industry itself as it is highly interdependent and interconnected industry.

7th International Conference on Hospitality and Tourism Management 2020 (ICOHT 2020) expects to contribute the most required intellectual and professional contribution for making tourism development more sustainable and human-centric industry. This can only be achieved through new breeds of industry professionals and decision makers who can combine their industry expertise with excellent academic and analytical robustness.

Despite the virtual conference in this year due to COVID-19, I trust that this 7th International Conference will significantly contribute to the development of the Industry by means of improving the scientific research-based knowledge with analytical thinking. The conference publications will undoubtedly provide useful insights to policy makers, marketers, managers and relevant stakeholders of the industry for taking towards sustainable tourism development.

With my great pleasure, I congratulate and wish the organizers of this conference a great success.

Prof (Dr). D.A.C. Suranga Silva (Conference Co-Chair)

Founding Coordinator: Master in Tourism Economics and Hotel Management, University of Colombo

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ORAL PRESENTATIONS

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[01]

**PRACTICES AND CHALLENGES OF HALAL RESTAURANTS IN METRO
MANILA**

R.T. Liba, C.M.S. Bernardino and J.R.M. Gadon

City of Manila, Philippines

ABSTRACT

Halal in the Quran means lawful or permitted and the Muslims are known as Halal food consumers. In addition, one of their main concerns is the difficulty of finding Halal restaurants in the Philippines. Most of the Halal restaurants operate without Halal certification which is vital and guarantees that the restaurants follow the 12 Standard Operating Procedures set on Halal documentation, management responsibility, raw materials, facilities, tools and equipment, location, premise, exterior area, pest control, staff policy, staff characteristics and waste management. The main objective of this research is to know the practices and challenges that occur in the existing Certified (International and National) and Non-Certified Halal Restaurants in Metro Manila and to gain an in-depth understanding on the importance of Halal Certification by conducting a survey involving 22 respondents from selected cities in Metro Manila, namely Ermita & Quiapo, Manila and Makati City. Mixed method was used in evaluating the data gathered. Based on the findings sought halal restaurants complies with 12 standard operating procedures in Halal Certification but some of the challenges they encounter includes unawareness of the existing certifying bodies in the Philippines, lack of manpower, insufficient halal suppliers, inaccessible locations, unnoticeable signages, and high equipment maintenance cost. Although the halal restaurants practice the standards operating procedures, it is still recommended that the government agencies involve in halal industry in the country to intensify its halal certification campaign to encourage more restaurants to be certified and enhance their existing capabilities to improve their operations.

Keywords: Halal, Halal Certification, Practices, Challenges, Halal Restaurants

A2

[02]

FEMINIST LEADERSHIP IN CHINESE HOSPITALITY INDUSTRY: THE MODERATING EFFECT OF CULTURAL ATTRIBUTES ON THE RELATIONSHIP BETWEEN PERSONALITY TRAITS AND TRANSFORMATIONAL LEADERSHIP

L. Wu

*School of Hospitality, Tourism & Events, Taylor's University, Malaysia***ABSTRACT**

The issue of gender equality and career development for women has been a topic of discussion for a long time in Western societies and China. The latter has made significant economic strides toward social and cultural interaction; however, women have not gained sufficient attention. Within the hospitality industry, women typically do not have more leadership roles than men. As a result, significant growth in the career advancement and leadership roles for women has been seen. Nevertheless, despite the increased participation of Chinese women in the industry, female executives are still struggling to balance the social construct of feminine leadership and their journey to achieve work–life balance.

Feminist leadership is an important issue that has attracted attention from academics as well as practitioners, media, and regulators. A feminist leader is not just a champion of gender equality but also responsible for taking steps to ensure this happens and for paving the way forward for others. Indeed, this is now a topic of discussion in contemporary China and has grabbed the attention of China's mainstream media.

In the present paper, an integrative approach to investigate the personality traits of Chinese female leaders in terms of cultural attributes is moderated concerning transformational leadership and leader performance in the Chinese hospitality industry. By drawing on the Transformational Leadership Theory, positivism research in order to investigate the correlation between the variables through tests of hypotheses in this study. It is hoped that this paper standardizes the basic leadership coach skills training on unconscious biases, contributes to the HR department's hiring process, and propels feminist leadership in the hospitality industry.

Keywords: Feminist leadership; Personality traits; Cultural attributes; Transformational leadership; Leader performance

A3

[03]

EXAMINING DIMENSIONS OF HALAL TOURISM ATTRIBUTES AND TOURIST EXPERIENCE TO ENHANCE DESTINATION IMAGE

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ABSTRACT

This study examines the influences of halal tourism attributes and tourist's travel experience on destination image. More specifically, this study aims to identify the role of each dimensions of halal tourism attributes and travel experience in enhancing destination image to further provide innovation on the services provided by management. Five dimensions of halal tourism attributes (social environment, facilities, food & beverages, service, and staff), four dimensions of travel experience (escapism, entertainment, esthetics, and education), and four dimensions of destination image (scenery, infrastructure, affective, and water sports) were identified from previous studies. Data were collected by distributing self-administered online questionnaire to 330 respondents who have visited Lombok in the last two years. Structural equation modelling was used to analyze the data using PLS-SEM to examine the impact of dimensions and variables that influence destination image. The results show that both halal tourism attributes (HTA) and travel experience (TE) positively influence destination image (DI), with TE has the stronger impact on DI. Partial least squares regression analysis shows that from all the dimensions of TE, entertainment and escapism have the strongest influence, while for HTA, food & beverages and facilities have biggest value in developing halal friendly attributes. Meanwhile, from all the dimensions of DI, the affective dimension shows the biggest value. The results show that tourist experience together with halal tourism factors can positively affect the destination image of Lombok. Therefore, to be able to innovate on the services provided in this tourism sector, managers can focus on developing halal friendly attributes while keep entertaining the tourists to develop positive destination image.

Keywords: destination image, halal tourism attributes, tourist experience, tourism marketing, innovation

A4

[04]

**GALLE, SRI LANKA AS A DESTINATION FOR AYURVEDA BASED WELLNESS
TOURISM: A SUPPLIERS' PERSPECTIVE**

H.W.B.M. Willaddara

National School of Business Management, Sri Lanka

ABSTRACT

Ayurveda is known as an ancient natural health care system and a medical practice that was practiced for thousands of years to restore and rejuvenate not just the mind and body, but also the soul and spirit. Ayurveda practices in Sri Lanka can be identified as a unique heritage with its authentic methods in Ayurveda treatments. They have been passed down by generations to generations as a family tradition known as “Paramparika Helawedakama”. Health was introduced as a new category of arriving tourists for the medical purposes for Sri Lanka Tourism in 2014. Sri Lanka is well-positioned to get benefits out of global wellness tourism trend with the traditional background, prevailing culture, natural heritage, and geographical positioning. These attributes will be of great advantage to Sri Lanka’s ambition to adopt as a sustainable wellness tourism destination because most of the countries don’t have Sri Lanka’s unique cultural and wellness lifestyle-based heritage. The research aim is to determine the potential of Ayurveda based wellness tourism in Galle, Sri Lanka in order to illustrate the gap between current promotions and identifying the current possibilities of Ayurveda Tourism in Galle. The outcome of research undertaken using a sample of Ayurveda service providers, Ayurveda doctors, travel agents, and government authorities by conducting interviews. The study evaluates about how widespread is the provisions for Ayurveda Tourism in Galle, identify issues and opportunities related to development using thematic analysis to promote Galle as a preferred wellness destination for Ayurveda tourism. The study also suggests recommendations necessary actions to be taken for the development of Ayurveda tourism in Sri Lanka.

Keywords: Wellness, Ayurveda Tourism, Wellness possibilities, opportunities, challenges

A5

[05]

SOCIAL MEDIA CONTENT AND SERVICE DELIVERY EMPOWERMENT IN HOSPITALITY BUSINESSES IN NIGERIA

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ABSTRACT

An The research examines the current state of social media content and service delivery empowerment in hospitality and tourism businesses in Nigeria and it focuses on the relevance of social media as a panacea to tourism sector. The study builds from previous studies, especially those in the areas that are related to the study. Objectives of the study were to examine if tourists find related information through social media platform used by tourism and hospitality business in Nigeria. It also examines if Social media empowers the customers in choice of services offered by hospitality and tourism businesses in Nigeria and to identify if user generated content on social media influences quality of service offered by hospitality and tourism businesses in Nigeria. Methodology employed in this study was quantitative analysis. A Purposive or non-probability sampling technique in selecting the respondents (hospitality and tourism business in Bauchi) from the population of the study was adopted. The result obtained uncovered that online reviews is the most used social media medium which is common among all the respondents and it also revealed that there is a high relation between social media platform and the quality of services offered which indicated an influence of social media and the quality of services offered.

Keywords: Social Media, Empowerment, Tourism, Hospitality, Service Delivery

A6

[06]

CUSTOMER VALUE CO-CREATION MODEL OF A JAPANESE THERAPEUTIC HOT SPRING INN

S. Morishita

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ABSTRACT

Most Japanese ryokans (Japanese-style inns) manage operating in the red. The number of ryokans has decreased by nearly half in comparison to the 1980s. Most ryokans are family-run, even though their facilities are old, and difficult to invest in large-scale restoration. Because many Japanese cannot easily take holidays, they tend to travel on weekends for an overnight stay. Therefore, the occupancy rate for ryokans on weekdays is extremely low. This study examines a management model in which customers and employees, or customers create new value together to promote long-term stay. A long time ago in Japan, there was a custom known as Tohji, with which farmers during the off-season stayed at a hot-spring for about a month for healing purposes and there used to be many therapeutic hot-spring inns with affordable prices. This custom has now disappeared because there are fewer farmers in Japan, but some therapeutic hot-spring inns still remain and welcome guests who stay for healing stiff shoulders, back pains and mental fatigue and so on. In this study, an interview with the landlady and customers of a therapeutic hot-spring inn and a field survey, staying with customers, in Kannawa Onsen in Beppu, Japan, has been conducted, and what attracts customers to stay two or more nights have been analyzed according to a service science method. As a result, this study indicated a customer value co-creation model that encourages long-term stays with the attractiveness of communication between customers during stays.

Keywords: Therapeutic hot-spring inns, customer value, ryokan (Japanese-style inn), long-stay accommodation, Kannawa onsen (hotspring)

A7

[07]

**INFLUENCE OF SOCIAL CAPITAL ON SUSTAINABLE INDIGENOUS TOURISM
AMONG THE MAH MERI PEOPLE OF MALAYSIA**

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ABSTRACT

The aim of this study is to determine the relationship of the role of social capital in influencing the sustainable ethnic tourism practice. A deductive approach is used to identify the level of the study variables. Past studies relevant towards social capital theory and sustainability were analysed and discussed. It is evident that the existing literature heavily supports the dimensions of linking, bonding and bridging in social capital theory. Local communities especially the indigenous people are urged to utilize the various level of social networking which can lead to tourism development. However, unavailability of community capacity often hinder them to utilize social capital at a desired level. Thus, a critical understanding of linking, bonding and bridging and sustainable tourism conceptualization is highlighted to provide a holistic perspective.

Keywords: indigenous tourism, social capital theory, linking, bonding, bridging

A8

[08]

**IMPACT OF RESTAURANT ATTRIBUTES ON CUSTOMER PERCEIVED VALUE
AND CUSTOMER SATISFACTION: SPECIAL REFERENCE TO BEACH
RESTAURANTS IN SOUTHERN COASTAL AREA, SRI LANKA**

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ABSTRACT

Despite its popularity, the concept of customer satisfaction (CS) in service industry in the marketing literature is still able to examine. Significant growth of restaurant industry has made a strong contribution to the food and beverage sector in hospitality industry. Modern customers are expecting broad experience from restaurants beyond food and beverages. Hence beach restaurants have been popularized all around the world. However, satisfying the customers have become challenge in the service sector like restaurants industry due to the high competition. It is essential to maintain particular attributes to create customer perceived value and ultimately satisfy the customers. This contemporary study has conducted to identify the impact of restaurant attributes on customer perceived value and customer satisfaction specifically in beach restaurant in Southern coastal area in Sri Lanka. Three hundred and eighty five tourists who fulfilled their dining requirements at beach restaurants in Southern coastal area were selected using convenient sampling technique and a self-administered questionnaire was fielded to collect primary data. Mediator analysis has conducted through Structural Equation Modeling (SEM) technique and SmartPLS software has used to analyze data. Five underlying factors were analyzed under restaurant attributes; of food and drink related attributes, ambience and atmosphere related attributes, price related attributes, location and place related attributes and service-related attributes. The results reveal that the perceived value has a potential to be fully mediating variable between restaurant attributes and customer satisfaction in beach restaurants. Service providers of beach restaurants can enhance the uniqueness of restaurant attributes to enhance customer perceived value and ultimately it will enhance customer satisfaction as well.

Keywords: satisfaction, perceived-value, restaurant attributes, tourists, beach restaurants

A9

[09]

SUSTAINABILITY INDICATORS IN HOTELS: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Recently, rapid awareness of sustainability is emerged in many global initiatives and has been one of the most popular examined area by researchers. The hospitality sector is one of the important powerful industries for socioeconomic development globally. Particularly, hotels industry has come to be trendy in the hospitality sector for sustainability development. This paper aims to review and summarize the current literature on sustainability indicators in hotels through conducting a systematic literature review. This study uses a manual search on articles that are published in the Scopus database until May 2020. This research results in highlighting the indicators that are used to address and categorize different issues related to sustainability in hotels. The findings of this work are useful for hotel managers to improve their services, identify appropriate solutions for sustainability problems, and enhance their policies value for sustainability. Moreover, this study contributes to the body of knowledge by introducing and categorizing the existing sustainability indicators within the hotels sector.

Keywords: Hotels sector, sustainability indicators, systematic literature review

A10

[10]

**THE ROLE OF PERSONALITY TRAITS AND HIGH-PERFORMANCE WORK
PRACTICES ON AUTHENTIC HOSPITALITY INNOVATIVE WORK
BEHAVIOURS**

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ABSTRACT

Business landscape in five-star hotels have been drastically shift into a different platform by globalization, technological changes, external environmental factors, and competition. In order to ensure customer immediate gratification with their visit, hotel staff strike outs continuous innovative work behaviours. To achieve business excellence than competitors in the industry, five-star hotels use set of human resource practices to effectively attract, select, hire, develop, and retain high-performing personnel in their workplace. The purpose of this study is to investigate the set of human resources practices which drive employee innovative work performance.

This study is predominantly designed as a quantitative study based on the positivistic paradigm, with the purpose of identifying HPWP and employee personality traits to enhance the employee innovative work behaviour in five-star hotels. Primary data has been collected through distributing a self-administered questionnaire. The sample for this study is drawn from five-star hotels in capital city of Sri Lanka, 125 responses were analyzed and Cronbach's alpha vales confirmed the reliability of data. The data were analyzed using correlation, Baron and Kenny Mediator analysis. The results reveal that HPWP is positively relating to Employee Innovative work behaviours in five-star hotels. Staff personality traits mediates the said relationship. The findings thereby indicated that to have innovative work behaviours modern five-star hotels should be more interactive and engaging.

Keywords: five-star hotels, HPWP, authentic hospitality, innovative work performance, personality traits

A11

[11]

**IMPACT OF SOCIAL NETWORKING ON ENTREPRENEURIAL ORIENTATION
AND FIRMS' PERFORMANCE: SPECIAL REFERENCE TO TOURISM BUSINESS
IN NUWARA ELIYA DISTRICT, SRI LANKA**

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ABSTRACT

Entrepreneurial orientation (EO) contains behavioral characteristics of involving in product-market innovation, encouraging innovative atmosphere within the organization, taking risk at venture selection, and being the pioneer to come up with favorable innovations. Entrepreneurial orientation and its impact of firm's performance is under researched. Social networking (SN) relationships are important to pass the required information to the small and medium entrepreneur through social network of friends and business associates. Social networking relationships can be one of the key determinants of successful venture start-up for entrepreneurs. This contemporary study has conducted to examine the impact of social networking relationships on entrepreneurial orientation of small and medium entrepreneurs (SMEs) in tourism industry in Nuwaraeliya district, Sri Lanka. Apart from that it has studied the moderator impact of entrepreneurial orientation on social networking relationships and firms' performance in tourism industry. One hundred small and medium entrepreneurs who are conducting tourism related businesses in Nuwaraeliya district were selected to collect primary data through semi- structured questionnaire. Quantitative research approach has used to conduct the research and collected data has analyzed by using Smart PLS Software. Based on the results, it states that entrepreneurs' social skills, knowledge about new market conditions, identify the customers' requirements, strategies of competitors, and opportunities to develop partnership, accessibility to resources that are not limited within their industrial boundaries but which are necessary to add value for their innovation as some a factors in building social network with society will enhance entrepreneurial orientation as well as ultimately it will improve firm's performances. Entrepreneurial orientation has moderator impact and it's strengthening the relationship between social networking relationships and firm's performance in tourism businesses.

Keywords: entrepreneurial orientation, social networking, tourism, firm's performance

A12

[12]

**DEVELOPMENT STRATEGY FOR NUSA DUA AS A SUSTAINABLE
CONFERENCE EVENT DESTINATION BASED ON THE LEVEL OF
SATISFACTION TOWARDS THE GREEN MEETING STANDARDS**

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ABSTRACT

Nowadays there are numerous requirements and considerations which need to be respected while carrying out Events Conferences, especially in regard to the concept of Green Meeting that reduced the negative impact of the environment (Akin Axul, et al 2016). This research is aimed at finding the significant strategy to develop Nusa Dua Bali into a sustainable conference meeting place within increasing the green meeting standard as the numbers of events conferences in Bali have dropped significantly from 50 events in 2012 to 24 events in 2017 over a half decade (Balinese Regional Police 2018). This research employs a sequential explanatory model that is a combination method which firstly, uses quantitative method to test the relationship of a number of variables by using SEM after obtaining information from respondents (Resell, 2033). Secondly, employing the qualitative research methods Focus Group Discussion (FGD) to obtain opinions from stakeholders such as government, academia, tourism industry, and community or associations from the food and beverage sector as well as the media. The result shows that Nusa Dua is promisingly to be built into a green meeting standard through developing a concept for an environmentally friendly conference center by reducing the use of electricity, food and other items (Amandeep, 2017)

Keywords: Destination, Event Conference, Green Meeting

A13

[13]

**BRACING THE SILVER TSUNAMI: EXPECTATION FOR SENIOR LIVING
CENTER IN MULTIRACIAL MALAYSIA**

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ABSTRACT

This study aims to explore the expectations of Generation X demographic cohort towards senior living center in Malaysia. The data were collected in the central region of Peninsular Malaysia on twenty-four adults using in depth interview. ATLAS.ti was used to organize and categorize the data into themes. Uniquely, this study explored the perspective of the three main races so that it can provide a more holistic input about the scenario that is still considered not a popular topic to be discussed among family members in the nation. Four main themes and nine sub themes have been produced. The analysis revealed majority of the informants participated in this study are willing to reside at the Senior Living Center if the center could create friendly activities for the them, equip the center with sufficient and well maintained facilities, offer qualified and hospitable caregivers, and continuously monitor the residents' health and well-being services. Specifically, all the Chinese and Indian respondents expected a spacious and entertaining facilities in the senior living center, while the Malay respondents are willing to stay provided that they are ensure with peacefulness, privacy environment and scheduled religious sessions. The respondent's expectation should shape the future facilities and activities of the senior living center in the country. The information could benefit related agencies who want to improve their current senior living center or could be a guidance for those who are interested to open up a senior living center, which is forecasted to have a high demand in coming years.

Keywords: Ageing society; senior well-being; senior living expectation; senior living center; multiracial

A14

[14]

**EVALUATING SPIRITUAL TOURISM IMAGE OF SRI LANKA; A STUDY OF
TOURIST ALREADY IN SRI LANKA FOR THE SPIRITUAL PURPOSE**

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ABSTRACT

Research was conducted to evaluate the spiritual tourism image of Sri Lanka. This study is very well important to identify the spiritual tourism Image of Sri Lanka as tourism is well development service all around the world. Marketers who promote tourism in Sri Lanka, much needed to these findings to their future planning.

The objective of this research was evaluate the spiritual tourism image of Sri Lanka. Different tourism categories has built up & service providers are used to specialized for each categories. Sri Lanka as a Buddhism country there are many places & activities are focusing to spiritual development. Recent statistics in Sri Lanka highlighted that there is slight decrease of foreigners who come to Sri Lanka for wellness & health purposes. The study will important to policy makers, marketers to identify the tourist image their ideas & suggestion about spiritual tourism in Sri Lanka.

Researcher has gone through several previous researches and using the in-depth interviews conducted through 50 foreigners who come to Sri Lanka for wellness, health purpose at the wellness, Ayurveda, health centers. And also sample was selected based on the judgmental sampling.

This study was carried out through thematic analysis and based on that few major themes and sub themes were identified. Finally those identified themes were presented as the as the major findings of this qualitative study.

Keywords: Wellness Tourism, Destination Image Study

B1

[15]

**INNOVATIVE SCHOOL FOODSERVICE PROMOTES RIGHT TO HEALTHY
FOOD AMONG ADOLESCENTS USING ACTIVE LEARNING STRATEGIES**

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ABSTRACT

Article 24 of the Convention on the Rights of Child (CRC) is one of the fundamental rights to be safeguarded for adolescents in relation to health, water, nutritious food and a clean environment. A single case study approach was adopted to identify the active learning strategies with one pioneering school food service company in Malaysia. An investigation of active learning strategies in the selected school food service firm was carried out through multiple sources of evidence including interviews with key decision makers in the regional office, focus group discussions with adolescents and documentary information.

The findings suggested that not only active learning strategies but also positive collaboration from school management and familial supports were important aspects in promoting the adolescents' right to healthy diet in school foodservice. From the data analysis the four key factors of cost savings, corporate social responsibility, adolescent's own and familial concerns for food safety, food quality, and convenience and management commitment were also found to have an important impact on the company's active learning strategies. Some suggestions for future research are identified to enhance the rights under Article 24 of CRC.

Keywords: Healthy, Food, Case Study, Rights, Adolescents

B2

[16]

**HOW TO SOLVE THE PROBLEM OF LABOR PRODUCTIVITY OF THE
LODGING INDUSTRY IN JAPAN - BY THE PERSPECTIVE OF REVENUE
MANAGEMENT**

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ABSTRACT

Low labor productivity is regarded as a problem for service industry in Japan, especially in the lodging services. Moreover, the labor productivities of Japan are on the last position in the advanced (or developed) seven countries in OECD. And in Japan, labor productivity of lodging industry is quite low especially comparing to other industries. So, as a matter of course, it could be said that improvement of labor productivity of this industry is required urgently. Labor productivity is generally calculated with the formula like [Labor Productivity = Value Added or Gross Output / Number of Labors or Number of Hours Worked]. And it can be said that Value Added of lodging companies is measured simply with the calculation of “Revenue - Cost of goods purchased from outside the company”. This paper examines both numerator and denominator of the formula for calculating labor productivity, and focuses on increasing the numerator. In this paper, a simple simulation is conducted referring previous researches, instead of statistic data analysis. And in this paper, it is clarified that hotels can improve labor productivity by utilizing well-considered Revenue Management. This paper argues that the increase in revenue from Revenue Management contributes to the increase of Value Added and the improvement of labor productivity of hotels.

Keywords: Labor productivity, Value Added, Revenue increasing, Hospitality management

B3

[17]

FACTORS INFLUENCING HALAL BAKERY PRODUCTS PURCHASING: THE ROLE OF HALAL CERTIFICATION AS THE MODERATOR

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ABSTRACT

The need and demand for bakery products have changed for the past few decades due to fast-changing lifestyle of the Malaysian consumers. The consumer demands the usage of exotic and advanced ingredients in producing innovative and yet tasty products. However, the issue related to the halal ingredients used in the bakery products production is questionable. Most of the ingredients used in bakery products are imported. Besides, frequent reports of fraudulent food cases can affect the confidence level among Muslim consumers. Hence, it is essential to study the impact of applying the halal certification on the purchasing decision of the consumers. Thus, this study aims to determine the moderating effect of halal certification towards the relationship between the Theory of Planned Behaviour (TPB) attributes, purchase intention and actual purchase behaviour. This study involved 476 consumers who purchased bakery products in Petaling District, Selangor. The questionnaire consists the TPB attributes, namely, attitude, subjective norms, and perceived behavioural control, purchase intention and actual purchase behaviour. The data gathered were screened for completeness before they were subjected to SEM PLS. The results showed that all TPB attributes except for attitude were significantly influenced the halal bakery products purchase intention and actual purchase behaviour. However, halal certification was negatively affected the TPB attributes and purchase intention. Even though the effect was small, but halal certification did moderate the TPB attributes and purchase intention towards actual purchase behaviour in the context of halal bakery products.

Keywords: Halal, bakery products, theory of planned behavior, purchase intention, halal certification, actual purchase behaviour

B4

[18]

THE CONTRIBUTION OF FOOD TRUCKS TO FOOD HERITAGE-MAKING AND INNOVATION: AN EXPLORATORY STUDY IN KLANG VALLEY FROM THE PERSPECTIVE OF FOOD TRUCK OPERATORS AND TOURISM BOARD OF MALAYSIA

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Street food's contribution to Tourism and Destination promotion is quite well established while there is an emergence of a novel type of street food stakeholders, the food truckers. However, little is known about food truckers' potential contribution to food tourism and food heritage-making. At food truck parks, people can interact with truckers to know more about their culture and traditions. This research investigates how food trucks contribute to the heritage-making of Malaysian food and innovation through hosts-guests interactions. Particularly, this study explores the dimensions of food system and culinary space of Malaysian food culture. A qualitative study is conducted to gather the views of Tourism Selangor Board, KL Food Truck Entrepreneur Association (KLFTEA), TAPAK (Food Truck Park) owner and selection of food truckers in Klang Valley. The analysis of findings highlights that food trucks in Ampang and Cheras promotes 'Lepak' culture which is sitting and chilling outside in an innovative, unique atmosphere while enjoying food. Hosts-guests interactions at food truck parks are established through observation and semi-structured interviews, leading to heritage-making of local foods and street hawkers' culture as the participants view 'Lepak' as a component of Malaysian food culture. These interactions at the food truck parks together with occupational mobility of the food truckers also encourage innovation in terms of food ingredients and serving styles. In addition, some street hawkers transformed to food truckers resulting in innovation. These findings are highlighting that promotion of local food to tourists by food truckers could be supported further by Food Truck Association, TAPAK through training programs of the truckers. Tourism industry may also integrate food trucks as well as its culture into the overall branding of Malaysia.

Keywords: Food trucks, food heritage-making, Innovation, hosts-guests interactions and Mobilities

B5

[19]

**CASH HOLDINGS, INVESTMENT AND PROFITABILITY OF ITALIAN HOTEL
SMEs**

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ABSTRACT

The purpose of the paper is to explore how Italian hotel Small and Medium Enterprises (SMEs) manage their liquidity holdings, and to understand whether cash holdings affect their investment behavior and their profitability.

The study uses panel fixed effects regressions to examine the determinants of cash holdings. Then, it examines, by means of repeated regression analyses, the existence of both direct and indirect effects, through the capital expenditure channel, of excess cash holdings on profitability.

The results indicate that profitability and working capital management are the main determinants of cash holdings, supporting the pecking order view. Capital expenditure is higher for cash-rich firms, and financial performance increases when investments are higher. Overall, there is no evidence of inefficient uses of excess cash. On the contrary, cash-strapped firms seem to suffer from financial constraints, forcing them to pass up profitable investments, as indicated by their lower capital expenditure and profitability.

The results provide new evidence for the industry, as no explicit study has focused on the connections between cash policies, investments and profitability for hotel firms. In particular, little is known on the effect of both cash constraints and excess cash on capital expenditure, and how this may affect hotel SMEs financial performance.

Keywords: Cash holdings, SMEs, Firm investment, Corporate performance, Panel data models

B6

[20]

A REVIEW OF FOOD WASTE GENERATION IN HOSPITALITY INDUSTRY

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The complication in managing food to reduce food waste generation from hospitality outlook remained under-studied. When food is discarded, the supply chain cost, food processing, packaging, logistic, storage, labor, water and carbon footprint are all wasted. This article aims to review the current studies on sources, drivers, barriers and patterns of food waste generation in hospitality industry. The review also includes stakeholders' (guests, management, employees, suppliers and non-governmental organizations) attitude to reduce food waste generation in hospitality industry. This study applied notion of gatekeeper by Lewin to understand and unveil deep underlying complexity of food waste from hotels' food production chain that has been under-explored. The literature review describes sources of hospitality food waste in all levels of food production chain. The drivers are contributed by modernization, socio-cultural, socio-demographic, legislation and organization. The barriers to reduce food waste are caused by internal, external and intermediate factors. Hospitality food waste generation patterns are explained by hotel star rating, consumer group and seasonality. Stakeholders' attitude clearly pointed out the contrast between individual thinking versus actual behavior and the gap between individual and group objective causes difficulty to reduce food waste. Enriched knowledge from this study portrayed challenges faced at the same time discussed opportunities associated with the implementation of sustainable food management practices in hotels. Upon understanding the root causes of food waste generation, this study provides practical implications for stakeholders to refine business practices mitigating food waste issue in hospitality industry.

Keywords: food waste, hotel management, hospitality industry, sustainability

B7

[21]

**CUSTOMER BRAND PERSONALITY, DINING EXPERIENCE AND BEHAVIOUR:
A CASE OF FIVE-STAR HOTELS RESTAURANTS**

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ABSTRACT

This paper investigates the influence of customer brand personality toward their dining experience, satisfaction and post-purchase behaviour at the five-star hotel restaurants brand in Malaysia. Through a drop-off and collect approach, 482 usable questionnaires were successfully collected. Using the Structural Equation Modeling (SEM), this study proposed that customer with brand personality or brand conscious are willing to patronage the five-star hotel restaurants. This study confirms that the customer dining experience strongly influences their level of satisfaction and post-purchase behaviour. Besides, this study tested and confirm dining experience mediate the effect of customer brand personality on customer satisfaction. This study proposed that brand personality influence the walk-in restaurant customer post-purchase behaviour, thereby to present the importance of brand personality on customers decision-making. The finding of this study also provides an insight to the hoteliers that in future brand personality should be given importance to increase the customer satisfaction revisit intention, motivates their loyal customers to share the experiences in the social space and finally to attract new customers. The results also provide new insights for academic and practitioners into the relationship among brand personality, preference and behavioural intention.

Keywords: Brand Personality, Dining Experience, Customer Behaviour, Five-Star Hotels Restaurants

B8

[22]

**ISSUES AND CHALLENGES ON DEVELOPING AND PROMOTING RAMAYANA
TRAIL TOURISM IN SRI LANKA**

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ABSTRACT

The Ramayanaya trail is a cultural tourism concept of Indian tourists with a significant religious value. Visiting Ramayana epic related sites is one of travel trend of Indian tourists. This study has been conducted related with the Ramayana tourism concept in Sri Lanka. Sri Lanka Tourism Promotion Bureau launched the Ramayanaya Trail with the private sector to target the Indian market over to Sri Lanka for the religious reasons and other travel purposes. With the literature evidences by Ramayana epic Sri Lanka has significance cultural value on Ramayana trail with more than 50 relevant sites. With the findings of previous studies related with Ramayana trail and surveys by local travel agents, there is no considerable popularity for the Ramayana trail's sites among Indian tourists who visited Sri Lanka and developing and promoting issues should be identified. The study conducted under the qualitative approach to achieve the research objective; to identify the issues and challenges of developing and promoting Ramayana trail as a cultural tourism product in Sri Lanka. Qualitative interviews conducted to identify issues from local travel agencies who are offering Ramayana tour packages.

Keywords: Ramayana trail, Religious tourism, Cultural tourism, Tourism promotion, challenges

B9

[23]

A SYSTEMATIC REVIEW OF RESEARCH ON IMPACT OF TOURISM ON DESTINATION

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ABSTRACT

This paper aims to systematically review and analyze the current research on the impacts of tourism on destinations during 2016-2020. Existing studies on tourism impacts on destinations indexed in the Scopus database have been reviewed and analyzed. This article reviews 80 published articles that are within the specified search criteria to be used to expand research knowledge about tourism impacts on destinations. This article has identified different types of tourism impacts such as the economic, socio-cultural, environmental, political, and technological impacts of tourism, which have created benefits and costs for destinations and stakeholders in the destination in both direct and indirect ways. In addition, this systematic review has extracted the theories and methodologies, which have been applied in previous studies to investigate tourism impacts on destinations. The findings of this systematic review can highlight the directions for future studies on tourism impacts and provide practical implication to manage tourism destinations in a sustainable way.

Keywords: impact of tourism on destination, economic impact, socio-cultural impact, environmental impact, political impact, technological impact

B10

[24]

DESTINATION INNOVATION THROUGH CEYLON TEA

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This qualitative study investigates the potentials of Ceylon Tea in generating Special Interest Tourism in Sri Lanka. Being the world's third highest tea exporter as "Ceylon Tea", Sri Lankan Tea Plantation Industry plays a vital role in terms of the contribution towards Country's GDP and Tourism contexts. But over the past decades, due to the decreasing industrial expansion speed and related services is being resulting in a declining factor for those contexts. So in light of this concern, the initial objective of this study develops a theoretical understanding on the influential factors for the generation of Special Interest Tourism through Ceylon Tea and its innovational influence towards the upliftment of Sri Lankan Destination Image. The second and third objectives are achieved through 12 semi-structured interviews covering the Supplier's Sector of both Sri Lankan Tea and Tourism industries. This was supported by Demander's Sector, the tourist's comments book review findings. That finding factors unwrapped the favorable areas of adjoining the Tea and Tourism industries and the potentials which smoothens the Ceylon Tea related Special Interest Tourism generation. It also unwrapped the non-favorable areas of the prevailing issues, obstacles facing and leakages on facilitation in the Ceylon Tea industry which decelerate the speed of generation of the Special Interest Tourism through Ceylon Tea shaping the Destination Innovation. That efforts and factors are open for further studies which are for the Future Development and Innovation of the Two Industries as well the Sri Lankan Destination Image.

Keywords: Tea, Tourism, Destination, Innovation, Industries, Favorable-Unfavorable

C1

[25]

**A MODEL OF MEANING OF WORK, WORK ENGAGEMENT,
ORGANIZATIONAL COMMITMENT AND TURNOVER INTENTION IN
JAKARTA AND BALI HOTEL EMPLOYEES**

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ABSTRACT

The hospitality industry, especially the hotel sector, is one of the world's highest in staff turnover rate. This is also the case in Indonesia, where the hotel industry is rife with problems related to high staff turnover. In this paper, we explore how hotel employees view the meaning of their work and how it contributes to their work engagement, organizational commitment, and turnover intention. Based on the data collected from 406 hotel employees in Jakarta and Bali, a structural equation model (SEM) was used to examine if hotel employees' meaning of work influences their engagement with their work, commitment to the organization, and turnover intention. The results indicated that employees' meaning of work positively influenced work engagement, and work engagement positively influenced organizational commitment. Work engagement was found to be an indirect-only mediator in the relationship between meaning of work and organizational commitment. Additionally, organizational commitment was also found to negatively influenced turnover intention. As the first study of its kind in Indonesia, this paper provides an invaluable starting point for examining the dynamics of meaningful work with employee engagement, commitment, and turnover in Indonesian hotel employees.

Keywords: Meaning of Work, Engagement, Organizational Commitment, Turnover

C2

[26]

EXPLORING THE SUSTAINABLE PERSONALITY TRAITS AMONG MALAYSIAN HOTEL EMPLOYEES

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ABSTRACT

Prominently, the Big Five personality model has been used by many organizations to assess the potential employee fitness into an organizational culture that proposes when a candidate succeed in achieving favorable personality, they will be a good employee. However, this condition will not necessarily guarantee employees' loyalty as personality may change over time depending on their level of commitment. Due to high employee turnover in the hospitality industry, it is more challenging for hotel organizations to maintain and sustain good employees. This study aims to explore and profile the definition of sustainable personality that exists among frontline hotel employees in the Malaysian setting. Ten (10) in depth interviews have been conducted with employee holding management role in four- and five-star hotels. ATLAS.ti was used to organize and categorize the data into themes. Eight (8) main themes have been developed. Thematic analysis revealed that majority of the participants in this study agreed that passion towards job and industry, extrovert, guest oriented, open to new challenges, autonomous learner, perseverance, situational awareness, and dynamic are among the sustainable personalities that enable hotel employees to stay longer in the industry. Findings of this study will help managers incorporate these personalities in their hiring criteria. When it is known in advance, the managers could tailor the employees' career advancement and it consequently will increase the employee productivity, morale and organizational commitment.

Keywords: Sustainable Personality, Hotel, Personality Traits, Organizational behavior

C3

[27]

**THE CHINESE CONSUMERS' PERCEPTION OF SOCIAL MEDIA
RESERVATION SYSTEM, CASE OF THE WeChat**

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ABSTRACT

With the development of technology, the distribution channels of hotels had undergone a change dramatically. The emergence of the Internet had changed the distribution model of the hotel industry (Cristian&Miyoun,2008). More and more tourists are turning their attention to the Internet while planning for a trip. At the same time, this has driven the development of hotel distribution channels, with more and more third-party websites offering hotel reservations and hotels actively developing their own websites. These new channels have revolutionized the way people make hotel reservations. The rapid growth of social media is changing the marketing model of hotels. Today, social media has become an indispensable part of everyone's life in the world.

Social media became one of the marketing channels for many companies, including the hotel and tourism industry nowadays. For hotels, the social media reservation system can increase the competitive advantage and reduce reliance on OTAs. The purpose of this study is to understand the Chinese consumers' intention of using the social media reservation system, more specifically, the hotel WeChat reservation system based on the theory of the technology acceptance model. The data was collected from the Chinese WeChat users and analyzed by Structure Equation Model. The results show that perceived usefulness, perceived ease of use, perceived enjoyment and perceived convenience have a significant impact on consumers' intention to use social media booking system. At the same time, perceived enjoyment also has a significant impact on perceived usefulness and perceived ease of use, and perceived ease of use also has a significant impact on perceived usefulness.

Keywords: Social media reservation system, Users hotel reservation behavior, Technology acceptance model

C4

[28]

RE-IMAGINING RESTAURANT SERVICESCAPE: HOW PHYSICAL AND VIRTUAL ENVIRONMENT AFFECTS POSITIVE BEHAVIORAL INTENTION

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ABSTRACT

There has been an increasing number of studies on ethnic restaurants, acknowledging the growing importance of the ethnic food market. In existing research, variables such as dining atmospherics, food, social, and virtual-related attributes have often been studied in isolation of one another. Restaurateurs must understand that diners visit ethnic restaurants to immerse themselves in the overall dining experience; from the food, ambiance, décor, to the staffs as well as fellow patrons. Encouraging positive behavioral intention such as revisit and spreading positive word of mouth is essential in ensuring operational sustainability. Due to the intangible nature of restaurant service, assessments are often based on the service environment. This study extends the classical servicescape model proposed by Bitner (1992) with the inclusion of the virtual servicescape elements. Investigating the interplay between the two dimensions of servicescape and their influence on diners' experience allows this research to bridge the gap in literature by proposing a holistic model that incorporates two dimensions of servicescape – physical and virtual and their effects on consumers' behavioral intention in ethnic restaurants. Applying the stimulus-organism-response theory, this study tests the integrated servicescape model on positive behavioral intention. A total of 200 questionnaires were completed by patrons of upper-upscale Malay restaurants in Kuala Lumpur, Malaysia. Structural equation modelling revealed that the physical and virtual servicescape, as higher-order constructs, positively influence diners' behavioral intention such as revisit intention, and positive word-of-mouth. Recommendations for future research are also provided.

Keywords: servicescape, virtual servicescape, restaurant, behavioral intention, ethnic restaurant

C5

[29]

DOES TECHNOLOGY READINESS PROMPT RESERVATION VIA ONLINE TRAVEL AGENCY? THE APPLICATION OF THE STRUCTURAL EQUATION MODELING AND THE UTAUT2

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ABSTRACT

With the advancement of technology soars faster than ever before, hotels need to increase their focus towards online technology, especially Online Travel Agency (OTA). With an accumulative number of hotel reservation website application that can be found on the Internet, it is crucial to investigate whether the applications have captured the users' interest to use those systems. The challenge with acceptance and satisfaction to any technology is not the technology itself but instead its use among customers. Therefore, the purpose of this study is to incorporated individual variance to the existing technology acceptance theory towards OTA, grounded by Technology Readiness (TR) and Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). This study has proven that UTAUT2 was not only acting as the indicator of ease of use and usefulness of OTA, but it also can be a mediator and changes the behaviour of consumers concerning general technology. The inclusion of individual differences has created a universal understanding of how technology influences the organization and individuals. TR improved the amount of variance, as explained in the dependent variable. The TR and UTAUT2 integration can be seen as a multidimensional psychographic construct that offers a way to segment online user based on their underlying positive and negative technology belief. Consequently, a new holistic model about people's perception of technology usage has been created.

Keywords: Technology Readiness, Online Travel Agency, Unified Theory of Acceptance and Use of Technology, Psychographic Perspective

C6

[30]

INTER-ORGANISATIONAL ADOPTION OF DESTINATION MANAGEMENT SYSTEM IN VIETNAM

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ABSTRACT

Vietnam tourism website is one of the first three websites that have been launched when the country started connecting to the Internet in 1997. However, the level of Information and Communication Technology (ICT) adoption in Vietnam tourism is still lagging in terms of developing a comprehensive Destination Management System (DMS) for the country. DMS has abilities to integrate and facilitate all stakeholders as well as harmonizes all their needs in the destination and bring the destination to the global market with an affordable cost, which significantly contributes to successful tourism destinations and sustainable tourism development. However, the successful implementation of a DMS is a complex matter. Lack of destination stakeholders' participation is found as one of the main reasons for failures or difficulties to succeed in most DMSs. Therefore, this study aims to predict the intention to participate in the Destination Management System (DMS) among tourism stakeholders in Vietnam. By employing Technology – Organisation – Environment (TOE) framework for inter-organizational level, this paper will identify and empirically examine factors that influence various stakeholders that are potential users of DMS to adopt and accept a comprehensive national DMS in Vietnam. A convenience sampling method was used to collect data from tourism-related stakeholders in Vietnam. 301 questionnaires were usable for the study. This data was analyzed statistically using structural equation modeling with Smart PLS. The findings indicate that competitive pressure, DMS operator readiness, government regulations, technology competence and technology awareness are positive significant factors that influence the decision of the stakeholders whether they intend to participate in the DMS or not. In contrast, cooperation, top management support and training are not positive significant factors that influence the intention to participate in the DMS. Interestingly, technology awareness was found to mediate the relationship between competitive pressure, cooperation, DMS operator readiness, technology competence, top management support and the intention to participate in the DMS of the stakeholders. This study contributes to the literature by using the TOE framework for the inter-organizational adoption of the destination management system. It will be a useful referral source for tourism organizations that want to develop DMS and tourism businesses that are eager to adopt technological innovation in Vietnam. The study provides practical implications for DMS operator/developer and national tourism authorities in developing a national DMS, highlight limitations of the study, and suggestions for future research.

Keywords: Destination Management System, TOE, technology adoption, Vietnam

C7

[31]

**HOSPITALITY SIMULATION IN HIGHER EDUCATION: A NEW IMMERSIVE
LEARNING EXPERIENCE TO DEVELOP 21ST CENTURY SKILLS – A
PROPOSED FRAMEWORK**

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ABSTRACT

With the proliferation of web 4.0, change in learners expectations and emerging technologies, educators have expanded their learning environments towards the growth of 21st century graduate skills and competencies in Industrial Revolution (IR) 4.0. The emerging use of educational simulations has gained considerable attention in many fields towards the paradigm change in the approach to teaching and learning. The education has been moving forward to become even more versatile, personalised, connected and tailored to the individual learners learning experience. The integration of simulation in the hospitality higher education will increase the student's engagement, interest and be active in their learning experience. This study is drawn from the literature related to transformation in 21st century learning space and integration of hospitality simulation as a new learning tool to increase the student's interest to be attentive for an immersive learning experience. The simulation helps students to develop key skills such as management abilities and team working to enable the success of future managers. The purpose of this research is to create an immersive learning experience and to develop the future hospitality workforce with the 21st century skills. Thus, this paper develops a conceptual framework by exploring the integration of Hospitality simulation to create an immersive and engaging learning environment with the support of Kolb's experiential learning theory and Garris logic model (Input-Process-Output). While there are many learning approaches, the integration of hospitality simulation allows the students to experience the hospitality business challenges in a simulated environment, which enables the learners to become more active and to develop the 21st century skills as overall learning outcomes.

Keywords: Hospitality Simulation, Immersive Learning Experience, Student's engagement, Higher Education, IR 4.0

C8

[32]

AN ASSESSMENT OF THE TOURISM DESTINATION IMAGE OF TARABA STATE NIGERIA

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ABSTRACT

Assessing the tourism image of a place, provide an important diagnostic insight into how people see tourism in a destination, which is a very important marketing tool for planning, development and promotion of the tourism industry. The aim of this study is to access the image of tourism in Taraba state and to suggest measures that can improve and sustain a positive tourism image for the state. The study was taken at five sample tourist sites in which eight hundred (800) tourist were sample in the state using non proportional quota sampling technique. The study established that peace safety and security are prerequisite requirement for a positive destination image. The study confirmed that Taraba state is very rich in tourist attractions which if adequately planned developed promoted managed will make her one of the leading tourist destinations in Nigeria. However, the image of the state has rotated between positive when the state enjoyed peace, safety and security and negative during the incessant cycle of violent communal crisis that have befallen the state since 2002. To achieve a good attractive and sustainable tourism destination image of Taraba state the study made some recommendations to include religious political and ethnic tolerance and understanding as well as provision of adequate security for sustainable peace enthronement good tourism planning, development and promotion.

Key words: Destination, Image, Taraba State, Tourism, Perception

C9

[33]

**DIGITAL LIFESTYLE IN THE HOSPITALITY INDUSTRY: MOVING FORWARD
INTO INDUSTRY 4.0**

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Digital lifestyle and technology in Industry 4.0 are here to stay. The automation, digitalization, robotisation and a tsunami of innovations that make up Industry 4.0 is making their presence stronger as days go by. These technological advancement allow greater automation and faster processes that hospitality industries are finding it a lucrative way to move forward. Likewise, newer technologies like AI, Big Data, Internet- of-Things and machine-based algorithms gave the world a large selection of high speed connectivity through online bookings, online shopping, chats, blogs, virtual realities creating digital lifestyles which is blurring the boundaries between real and virtual worlds. As innovations and technologies re-engineer the users to move from being smart to intelligent, they also trigger a series of impacts which are both glorifying and horrifying. The strong combination of various technologies brought about smart offices, industries, cities and other innovations, all of which have value added to intelligent environments, increased productivity and efficiency. Likewise, AI and technologies have replaced jobs, created unemployment and continued to dramatically alter the hospitality industry. This qualitative paper is aimed to explore what the hospitality managers think about the future of hospitality in Malaysia with all the innovations that is taking over the industry. The paper also explores how the hospitality industries are embracing Industry 4.0 and digital lifestyles as well as what are aftermath of these new high- tech implementations.

Keyword: Industry 4.0, Hospitality Industry, Digital Lifestyle, Unemployment

C10

[34]

**INFLUENCING FACTORS ON INTENTION OF SHARING HERITAGE TOURISM
EXPERIENCE IN SOCIAL MEDIA: A CONCEPTUAL MODEL**

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ABSTRACT

As most tourists searched for tourism information in social media before trip and tourists could share tourism experience in social media during their trips, social media became a significant marketing channel. Many of studies have investigated the impacts of sharing tourism experience in social media on tourism businesses and tourists' behavior, however, there is paucity of studies to explore the factors influencing tourists' intention to share tourism experience in social media. In particular, in the context of heritage tourism, the lack of studies from customer side has been highlighted by previous studies. Therefore, the current study aims to conduct a comprehensive literature review to identify the factors, which influence on intention of heritage tourists to share their experiences in social media. This review identifies the applied theories and then the factors influence on intention of heritage tourists to share their experiences in social media. In addition, this study aims to categorize the factors and come out with a conceptual model of influencing factors on intention of heritage tourists to share their experiences in social media. In addition, the possible moderator and mediator factors are identified.

Keywords: tourism experience, social media, heritage tourism

D1

[35]

**EFFECTS OF SOURCE CREDIBILITY AND ARGUMENT QUALITY ON
PERSUASION OF CRIME PREVENTION MESSAGES: A STUDY ON AMERICAN
MILLENNIAL TOURISTS**

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ABSTRACT

Millennial tourists are an emerging tourist market for international tourism. This group segment is also considered highly vulnerable to crime at the destination due to their risk-taking attitudes during travel. This study aims to examine the persuasive effects between source credibility and argument quality on millennial tourists' attitudes towards the crime prevention message. An experimental method using a simulated YouTube video content was implemented to test the interaction effects of source credibility and argument quality on the persuasiveness of the crime prevention message targeted to American millennial tourists. This study reports the respondents' the psychological effects of the exposure of the crime prevention messages on millennial tourists' risk perception, health/safety beliefs, travel-related behavioral intentions and crime prevention behavioral intention during travel. The findings from the study contributed to a significant impact on DMOs' understanding of crisis/risk tourism communication via social media. The elaboration of crime prevention messages could influence millennial tourists' psychological evaluation of crime risk perception, health belief, and behavioral intentions.

Keywords: Source Credibility, Argument Quality, Crime Prevention Messages, American, Millennial Tourists

D2

[36]

**TRUTH OR DARE? : PERCEPTIONS OF EMERGING GENERATION Z
HOSPITALITY WORKFORCE POST GLOBAL PANDEMIC**

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ABSTRACT

Zero room nights in hotels, hundreds of airplanes grounded in airports and significant employment loss bear testimony to the impact on tourism and hospitality industry due to COVID-19 global pandemic. Understanding the perceptions of future hospitality workforce amid an industry crisis is pivotal. This research aims at evaluating and discussing the generation Z's attitudes towards working in the industry based on the theory of planned behavior as the theoretical framework. This paper uses qualitative primary research through semi – structured interviews conducted with selected Generation Z hospitality students (n=40) in Sri Lanka. Results reveal that Generation Z views overall negative career perceptions about hospitality industry post global pandemic such as job security, occupational health and safety issues, pressure from reference groups, apart from positive perceptions stated as interesting, travel opportunities, cultural diversity. In the view of observations, it is imperative for industry practitioners, government authorities and the academic institutes to focus on attracting and retaining the future workforce by stimulating their positive attitudes through innovative practices while ensuring their job security and the health and safety concerns. Given those, the emerging Generation Z will 'dare' to work despite of the 'truth' of adverse situation faced by the hospitality industry.

Keywords: Generation Z, Hospitality industry, Career perceptions, Sri Lanka

D3

[37]

**ASSESSING THE MODERATING EFFECT OF FAMILIARITY TOWARDS THE
RELATIONSHIP BETWEEN SELF-SERVICE MENU TABLET ORDERING
ATTRIBUTES AND CUSTOMER SATISFACTION**

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ABSTRACT

The foodservice industry has proliferated that requires the industry players to build knowledge in improving customer satisfaction. There are various marketing strategies to attract customers, such as by incorporating technology in their daily business activities, improving concepts or themes for their business operations, and introducing new menus that up to date with the current trends. Self-service ordering system has been used in many restaurants as one of the ways to improve the delivery performances, thus customer satisfaction. However, before using the system, familiarity with the system may greatly influence customer satisfaction. Hence, this study aims to investigate the moderating effect of familiarity with the system towards the relationship between self-service menu tablet ordering attributes and customer satisfaction. A cross-sectional study was conducted among 394 respondents in Klang Valley who had experienced in using the system. The data gathered were then analysed using the SPSS and macro PROCESS (version 24) software. The findings indicate that all the self-service menu tablet ordering attributes were significantly influenced customer satisfaction. However, familiarity with the system was found to moderate the relationship between technological usability and menu information attributes, but not the menu design. Therefore, it can be concluded that familiarity with the system is significantly affecting attributes that would determine the delivery performance hence customer satisfaction.

Keywords: self-service menu tablet ordering, technology usability, menu information, menu design, familiarity, customer satisfaction

D4

[38]

**UNDER COVID-19, CHALLENGES AND OPPORTUNITIES FOR HOSPITALITY
AND TOURISM INDUSTRY OF CHINA**

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ABSTRACT

In the early of 2020, an epidemic suddenly changed China even the whole world, restaurants and hotels nearly shut down all of the business. All businesses are losing profits, particular in hospitality and tourism industry. Confronted with such situation, what they should do and is there any opportunity waiting them? For data collection, secondary data has been collected through extensive literature reviews. The statistical data from the renowned and authentic data sources have been collected to understand the impact of Covid-10 on hospitality and tourism industry. Compared with SARS in 2008, qualitative method is applied in this paper which discusses about the current challenges by Covid-19 and future business opportunities, which could be defined as post-epidemic trends.

Keywords: Covid-19; Tourism; Hospitality; China

D5

[39]

**UNDERSTANDING THE RELATIONSHIP BETWEEN CUSTOMER-BASED
BRAND EQUITY (CBBE), BRAND LOYALTY AND TOURISTS' ATTITUDES
TOWARDS DESTINATION TOURISM PROMOTIONAL CAMPAIGN**

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ABSTRACT

Destination management organizations (DMOs) played significant roles to promote and market the tourist's destinations in order to enhance a strong destination image towards brand loyalty. Branding of the destination is one of the principal topics in tourism marketing in terms of enhancing differentiation and competitiveness, therefore, establishing a strong brand has increasingly been of significant concern because of fierce competition between places for visitor expenditures. In addition, brand equity in the service industry, particularly, tourism still remains unexplored despite the numerous research which had focused on measuring brand equity in physical products. Therefore, the intention of this research is to understand the significance of the branding effect of a tourist destination using the example of foreign tourists visiting Terengganu, Malaysia by examining the relationship between Customer-Based Brand Equity (CBBE) and destination brand loyalty. The quantitative approach is adopted by using a cross-sectional study and conducted in a non-contrived setting. 345 samples were successfully collected by using self-administered survey questionnaire. The data has been analysed by using SMART PLS, and the result of the study shown the CBBE attributes do not have direct significance relationship with loyalty and tourist's attitude does no mediate the relationship between CBBE and loyalty. The implications and directions for future research are discussed.

Keywords: Customer-Based Brand Equity, tourists, attitudes, tourism, promotional campaign

D6

[40]

**COVID-19 PANDEMIC AND IMPACT ON PUBLIC PLACES OF TOURISM AND
HOSPITALITY IN DUBAI- AN EXPLORATORY STUDY FROM A DESIGN
PERSPECTIVE**

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ABSTRACT

The Covid 19 pandemic has badly mauled Dubai's GDP heavily dependent on hospitality, tourism, entertainment, logistics, property and the retail sectors. The World Health Organization protocols, demand that the designers experiment with sustainable places of tourism and design, develop, build and projects are aesthetic and leave as little negative impacts on the environment and public as possible. These initiatives were extended to the hospitality that includes hotels and restaurants which has taken the hardest fall from the pandemic. The paper sought to examine building energy efficiency and materials and design employed in public places, green buildings to achieve constructive sustainability and to establish the benefits of utilizing energy efficiency, green materials and sustainable design; to document diverse policy interventions, design and Spatial dimensions of tourism and hospitality sectors; to examine changes in the hospitality, aviation sector especially from a design perspective regarding infrastructure or operational constraints and additional risk-mitigation measures.

The qualitative research approach was adopted for the study. The researcher collected and analysed data in continuous iteration. Secondary data was collected from articles in journals, trade publications, government reports, newspaper/ magazine articles, policy documents etc. In depth interviews were conducted with diverse stakeholders. Preliminary data indicates that designers have started reimagining public places of tourism and hospitality against the backdrop of the government push and WHO guidelines.

Key words: Covid 19, Tourism, Hospitality, Dubai, Public spaces, Design

D7

[41]

THE POSITION OF MUSIC FESTIVAL AS AN ATTRACTIVE DESTINATION IN MALAYSIA

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ABSTRACT

There is a symbiotic relationship between events and tourism industry, as well their impact on the host communities. Events such as the music festival were able to highlight the position of music festival in Malaysia, which is reinforced by the tourist arrivals reported by Tourism Malaysia. However, a problem emerges among organizers on the venue selection to organize music festivals, by considering the factors between Malaysian's attractive destination and sensitivity. The aim of this paper is therefore to examine the issue of venue selection faced by the organizers during the organization of their music festival. This paper was conducted by using a qualitative methodology through in-depth interview with 15 respondents who are actively involved in the Malaysian music festival. The interview data analysis revealed the challenges and difficulties faced by the authority, community, and their participants since the initiation, planning, execution and closing phase of their music festival. In addition, the respondents concluded that few states in Malaysia are not appropriate for any music festival. Despite the interesting interview data obtained from this paper, future research should take a different approach by considering the perception of a specific community in Malaysia towards the organization of music festival. It is because, this study acquires a limited extent of discernment due to the reason why the music festival is not suitable to be organized in a certain location, although there is a potential of tourist destination. In conclusion, the authors affirm that this study contributes to the extending of knowledge of tourist attraction destinations in the context of the Malaysian music festival.

Keywords: Music Festival, Event Organizer, Event Venue, Tourist Destination

D8

[42]

DIGITALIZATION TOWARDS AGILITY OF SUPPLY CHAIN IN HOTEL INDUSTRY IN SRI LANKA

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ABSTRACT

Digitalization is the use of digital technologies to improve the existing business model and create new revenue and value adding opportunities. It has been realized as a key way of improving customer value by integrating upstream and downstream activities in supply chain for quick response to stakeholder requirements. Agility is quick response to short term changes and external disturbance in dynamic business environment. The hotel industry covers a wide range of offerings which entails quick response to customer requirement. Digital supply chain is a trend in hotel industry which is able to address customer requirement quickly. However, it is questionable that how and which activities of supply chain to be digitalized in the hotel industry for agile supply chain. Hence, the purpose of this study is to examine what are the potentials activities to digitalize in supply chain and how the digitalization impact on agility of the supply chain in hotel industry. The research followed a qualitative approach including 25 interviews with senior managers in five-star hotels in Sri Lanka. The findings reveal that digitalization allows to increase the speed and flexibility of the supply chain for better performance of the customer service. The findings suggest that the hotel industry will be benefited from the use of digital technologies in planning and execution, logistic management, procurement, warehousing, supply chain analytics and networking are the possible activities to digitalize in supply chain.

Keywords: Digitalization, Agility, Digital Supply Chain, Hotel Industry

D9

[43]

GAME BASED LEARNING TO ENHANCE LEARNING ENGAGEMENT IN HOSPITALITY RELATED MODULES

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ABSTRACT

Virtual learning environment comprises of teaching and learning tools specifically designed to enhance a student's learning experiences that includes usage of internet and computers in the process of learning. Onus is on promoting the students learning engagements and motivation through various innovative pedagogical approaches and technologies that simplifies the attainment of the learning outcomes. Game based learning approaches is a promising approach that positively impacts on the student's higher order thinking skills such as decision making and problem solving. Game based learning enables learning to be fun and more enjoyable thereby promoting good motivation to learn among the students. This paper will delve in the various theoretical support in implementing game-based learning in higher education with an aim to expound on the positive impacts in enhancing the learning engagements. A conceptual framework will be proposed to explore the game-based learning to promote learning engagements based on the theory of experiential learning and incorporating the flow theory. However, the framework is only a link to game-based learning and learning engagement enhancement in hospitality modules and not a design for the game-based learning tools.

Keywords: Game-Based learning, Virtual Learning Environment, Learning engagement, Higher Education, Motivation, Hospitality

D10

[44]

**AN ANALYSIS OF DESTINATION ATTRIBUTES FOR ATTRACTING
INTERNATIONAL MILLENNIAL TO KANDY CITY, SRI LANKA**

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Sabaragamuwa University of Sri Lanka C10 Abstract

The purpose of this study is to identify important destination attributes of Kandy city and examine how and to what extent those attributes impact on international tourists' decision on choosing their destination. A proposed model was formulated and it postulates that international tourists' perception of Kandy City important attributes that impacts on their decision making in three ways: (1) directly; (2) it influences on the overall image of Kandy city, and in turn, influences their decision; (3) it also impacts on the international tourists' overall satisfaction with their trip to Kandy city, and in turn, influences their own or their peripheral people future decision on destination selection. Destination attributes were identified based on a triangulation approach prior to the research. A structured questionnaire was used to collect the data. One hundred and sixty (160) international tourists (millennial) were selected as the sample. In addition, 15 millennial tourists were interviewed to prove the findings of survey further. The valid data collected was computed by means of the SPSS to gain basic frequency statistics. The results also showed that, the Kandy city attributes revealed different importance levels in influencing tourists' destination decision making, formation of Kandy city overall image, and the tourists' satisfaction.

Keywords: Destination attributes, Millennial, Kandy



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