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2022

Proceedings of the Postgraduate Research Colloquium (PGRC)

FACULTY OF SOCIAL SCIENCES & LEISURE MANAGEMENT

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Proceeding of the Postgraduate Research Colloquium (PGRC) 2022

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Published by Taylor's University, Malaysia

e ISBN 978-967-0173-01-6

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Welcome Notes

It is our great pleasure to welcome all delegates to the Postgraduate Research Colloquium (PGRC) 2022.

PGRC is a platform for promoting research, discussing avenues for global and contemporary issues by providing a network with top-notch senior academicians. In addition, it facilitates publication opportunities for postgraduate students and young scholars in the field of Hospitality, Tourism & Events; Media & Communication; Gastronomy & Food Studies and Education.

We hope that the two-day colloquium has been a platform to discuss innovative research approaches, new ideas and bold strategies to nurture the potentials in research. In a fast-changing world fuelled by technological advances, creativity and responsiveness are vital to the survival of these sectors. As the conventional divide between tourism, hospitality, gastronomy education, media and communication and other disciplines is becoming increasingly fluid, we hope that this event has inspired scholars to overcome disciplinary boundaries.

We thank you for your participation and we look forward to welcoming you to PGRC 2023.

Prof. Dr. Neethiahnanthan Ari Ragavan
Executive Dean
Faculty of Social Science and Leisure Management (FSLM)
Taylor’s University, Malaysia

In the Faculty of Social Sciences and Leisure Management (FSLM), Taylor's University, we are pleased to welcome all participants from more than 30 countries to the Postgraduate Research Colloquium (PGRC), 2022.

Research has been one of the main priorities of Taylor's University, for many years. With various research-based postgraduate programs in different schools, and growing number of publications and research grants, Taylor's University has become one of the leading private institutions, which focuses on excellency in research addition to teaching and learning.

The Faculty of Social Sciences and Leisure Management, with five schools and one institution and with more than 300 postgraduate students nurture research on different areas and fields of social sciences such as hospitality, tourism, and events; food studies and gastronomy; media and communication; educations; and psychology.

The PGRC serves as a platform for postgraduate students to present their works and improve the quality of their research. In addition, PG students and young researchers have opportunity to attend several methodological workshops on various topics conducted by prominent and well-known speakers. Align with priority and direction of research in Taylor's University and the FSLM, the PGRC provides a platform to improve the quality of PG students and deepen their knowledge on methodology and research.

The PGRC will be an annual event open to PG students, and we are looking forward to welcome all of you in the PGRC, 2023.

Sincerely Yours,

Associate Prof. Dr. Seyyed Mostafa Rasoolimanesh
Head of Research
Faculty of Social Sciences and Leisure Management,
Taylor's University, Malaysia

On behalf of the Organizing Committee, it is a great pleasure to announce that the Postgraduate Research Colloquium (PGRC) 2022 was held online from 5th to 6th November 2022. The colloquium was organized by the Faculty of Social Science and Leisure Management (FSLM), Taylor's University and supported by the Centre for Research and Innovation in Tourism (CRiT) and several national and international institutions including Taylor's Toulouse University Center (TTUC), Malaysia; Universiti Teknologi MARA (UiTM), Shah Alam, Malaysia; Lovely Professional University, India; University of Northampton, United Kingdom; Institute of Tourism and Hotel Management, Far Eastern University, Philippines; Institute of Education, Far Eastern University, Philippines; University of Kota, India; Banasthali Vidyapith, India; ISTHIA, University Toulouse Jean Jaures (UT2J), France; Universitas Bunda Mulia, Indonesia; School of Hospitality & Tourism, Universitas Pelita Harapan, Indonesia; J.H Cerilles State College Pagadian City, Philippines; Universitas Indonesia.

One hundred twenty-two extended abstracts were presented by research scholars from various countries, including Bangladesh, China, Ethiopia, Hungary, India, Indonesia, Malaysia, Myanmar, Nigeria, Oman, the Philippines, Saudi Arabia, Sri Lanka, and Vietnam under the streams of Hospitality, Tourism & Events, Education and Gastronomy & Food Studies in 31 breakout rooms.

Besides research presentations, six workshops were lineup; 1. Experience sharing session by PhD alumni, 2. Workshop 2. What is a case study? 3. Theoretical and conceptual framework in Social Sciences Research, 4. Writing Manuscripts for journal publication, 5. Being an early career researcher: perspectives, experiences, and challenges, 6. Postgraduate Programmes by Research in the Faculty of Social Sciences and Leisure Management, Taylor's University, Malaysia.

In total, the PGRC 2022 was attended by over 700 participants from 34 different nations, including Australia, Bangladesh, Bolivia, China, Egypt, Ethiopia, Fiji, France, Ghana, Hungary, India, Indonesia, Iran, Kenya, Kyrgyzstan, Morocco, Malaysia, Maldives, Nepal, Nigeria, Oman, Pakistan, Philippines, Portugal, South Africa, Sri Lanka, Senegal, Saudi Arabia, Spain, Singapore, Turkey, Thailand, United Kingdom, Uzbekistan, Vietnam.

I hope that participants had taken opportunities to exchange their ideas, experiences, and make contacts and establish further collaboration.

I hope that we will meet again at the next PGRC

On behalf of the Organizing Committee,
Dr. Jeetesh Kumar
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Journal Affiliations of PGRC 2022

- Journal of Hospitality and Tourism Insights (JHTI) https://www.emerald.com/insight/publication/issn/2514-9792
- Anatolia https://www.tandfonline.com/journals/rana20
- Asian Journal on Perspectives in Education https://www.feu.edu.ph/index.php/institutes/institute-of-education/asian-journal-on-perspectives-in-education/
- Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT) https://fslmjournals.taylors.edu.my/apjiht/
- Asia-Pacific Journal of Futures in Education and Society (APJFES) https://fslmjournals.taylors.edu.my/apjfes/
- International Journal of e-Learning and Higher Education https://journalined.uitm.edu.my/index.php
- SEARCH Journal of Media and Communication Research (SEARCH) https://fslmjournals.taylors.edu.my/search/
- TEAM Journal of Hospitality & Tourism https://teamjournalht.wordpress.com

Hospitality, Tourism & Events

PGRC 2022-7697

The Factors That Influence Chinese Millennials in Using Douyin for Hotel Selection Process

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This study explores the influence of Douyin on hotel selection among Chinese millennials. With the continuous development of information technology, Douyin has become an indispensable part of people's lives and has a profound impact among Chinese millennials. Therefore, if the hotel industry wants to keep up with the dividends of Douyin, it is particularly important to study and understand how Douyin affects customers' hotel choice intentions and behaviours. UTAUT is applied as a development model to greatly comprehend Chinese millennials' usage of Douyin when making the hotel selection process in this study. Social media has significantly turned into a vital marketing tool and a strategy for the promotion of tourism in the hospitality industry at present, notably, Douyin's serendipitous promotion of hotels and tourism destinations. However, past research has shown that hotel selection and destination decision-making processes exist, although there is still a lot of relevant research in social media and destination marketing. Social media can reach a larger group of customers more effectively and easily than previous communication tools or methods. Therefore, the hospitality and travel industry must prepare by considering how hotels and destinations can keep up with the dividends of social media's rapid growth.

This study applies the extended Unified Theory of Technology Acceptance and Use (UTAUT) model. Besides, the application of Douyin in the hotel industry is studied. Therefore, this chapter provides the theoretical knowledge for this study. This chapter presents a conceptual framework for research through simplification. In addition, the assumption of following the conceptual framework is tested. In addition, quantitative methods are applied to test hypotheses to validate positive paradigm-based conceptual frameworks. The opinions of Chinese millennials on how to use Douyin for the hotel selection process are significantly vital. Therefore, it is crucial to collect this data for analysis. The quantitative data is collected through a questionnaire survey of Chinese millennials using Douyin as the research object. This study adopts quantitative research methods and collects 450 valid questionnaires through a purposive sampling technique. In this study, Partial Least Squares-Structural Equation Modeling is used for data analysis.

It is expected that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, along with perceived creativity have a significant impact on the hotel choice of Chinese millennials.

This study extends UTAUT with a context-specific variable, namely perceived creativity. This research studies the significant factors that influence Chinese millennials to adopt Douyin to choose hotels. In addition, it conceptualizes their intention and actual use of Douyin. Moreover, the results and findings of this study have demonstrated the various potential marketing and promotion for hoteliers and related marketing departments who consider Douyin as a promotion tool. These suggestions can assist hoteliers and marketing departments to increase traffic and maximize exposure in public relations. It is concluded that from the perspective of the hotel management team, increasingly customers apply Douyin to choose hotels. Douyin can assist hotels to reach more customers, thereby increasing their bookings, revenue, and profit. Based on the study, we can provide useful strategies to the hotel management team on how to apply Douyin to attract more customers, especially Chinese millennials. By understanding the influence of Douyin on Chinese millennials, the hotel management team can formulate strategies to increase revenue. Therefore, all factors that may influence its intention should attract more attention. For example, when Chinese millennials search for information on a hotel via Douyin that offers various packages on the Douyin channel, their intent is already established in their minds when they want to book a hotel. Once they decide to make a final decision, they will likely book the hotel via Douyin. Therefore, hotels need to do a good job of differentiating distribution channels to achieve good promotion and maximize hotel revenue.

Keywords: Douyin, UTAUT Model, Hotel Selection, Chinese Millennials

PGRC 2022-7699

The Consumer's Repurchase Intention on Sanya Luxury Hotel Product & Service in Post-Pandemic Time

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Due to Covid-19 in 2020, the global economy was disrupted, and tertiary sectors such as hotels and tourism were severely damaged. However, in May 2020, China lifted the lockdown, allowing hotel firms to restart their businesses, especially in Sanya, Hainan, with the largest proportion of luxury hotels in China. This has led to an increase in daily hotel occupancy significantly from 7.4% in February 2020 to 32% at the end of March. This study was a site-specific study in Sanya, China, known as the "Hawaii of the East". The findings will be of great help to luxury hotels in Sanya. With the steady growth of people's consumption demand, more and more luxury goods are consumed. Luxury consumption in China has become one of the largest markets in the world. Although the demand for luxury goods in the West has declined due to the epidemic, it is interesting that with the effective implementation of epidemic prevention and control and the opening of inter-provincial tourism in China, hotel occupancy and domestic flights have gradually increased (Enger et al., 2020). This goes hand in hand with restrictions on outbound travel and the closure of international borders, making wealthier Chinese consumers turn to local luxury goods and services (Liu, 2020). Amid the global pandemic, luxury brands’ revenue in China has grown in 2020 (Qian, 2021). This behaviour of consumers has prompted many scholars to gain a deeper understanding of the luxury market (Oliveira & Fernandes, 2022; Romaniuk & Huang, 2020). Consumer demand for luxury experiences creates more demand for luxury travel, so a better understanding of luxury travel experiences is very helpful for luxury market research. This study aims to analyse the main changes in consumers' repurchase intentions for luxury goods and services after the epidemic. This research develops a comprehensive model to help scholars and marketers analyse and explain consumer behaviour toward luxury goods. In this study, perceived risk is incorporated into the VAB model. The model demonstrates Chinese tourists' willingness to purchase luxury hotels in Sanya and the role of perceived risk as moderators to further understand the relationship between consumer attitudes and purchases.

Quantitative research method is adopted in this study, and a total of 421 valid questionnaires are collected online through random sampling technology. This study uses SPSS 23.0 software for the descriptive analysis of demographic data. With the help of SmartPLS 3.0, a partial least squares structural equation method is used to measure the conceptual model and verify the hypotheses.

Symbolic value, experiential value, functional value and attitude have a great influence on consumers' willingness to stay. Attitude plays a significant mediating role between the value dimension and the repurchase intention for luxury hotels. Consistent with previous findings, however, functional value has no significant effect on attitude. Furthermore, perceived risk as a moderator helps improve the ability to predict consumers' repurchase intention. However, the results suggest that the relationship between attitudes towards luxury hotels and repurchase intentions is negatively affected by perceived risk.

This paper uses the Value-Attitude-Behaviour (VAB) model to study Chinese consumers' purchase intention of luxury hotels in Sanya and provides practical reference suggestions for China's Sanya luxury hotel industry. This conclusion further reveals the current willingness of Chinese consumers to buy intangible luxury goods. Based on changes in consumers’ mentality and purchasing behaviour, hotel staff can be given some useful advice. It not only provides a theoretical basis for the practitioners of luxury hotels in Sanya but also provides a reference for companies from all over the world to invest in China. How to be more attractive to consumers provides a realistic reference. At the same time, luxury hotels in other cities in China can also draw some conclusions, which have promoted the promotion of the marketing of China's luxury hotel industry.

Finally, this study establishes a feasible theoretical framework for studying Chinese consumers' willingness to repurchase luxury hotels after the epidemic. The conceptual framework established in this study improves the predictive power of VAB and is widely used across countries, especially in explaining the willingness of luxury goods. The proposed theoretical framework adds important knowledge about disease outbreaks and luxury purchase intentions to the existing literature. Overall, the theoretical framework of this study has strong applicability and is a key tool to better understand Chinese consumers' behaviour in purchasing intangible luxury goods and choosing luxury travel after the epidemic. Therefore, the theoretical and practical value of this study deserves attention.

In general, the findings of this study provide a relevant theoretical basis for scholars and relevant practitioners to understand the willingness of Chinese consumers to buy luxury hotels after the epidemic.

Keywords: COVID-19, Luxury Hotel, Value-Attitude-Behaviour (VAB), Perceived risk, Repurchase Intention.

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PGRC 2022-7771

Cultural Landscape as Implementation of Sustainable Tourism, a Case of Kaifeng, China

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Cultural landscape is a place that combines all the aspects that visitors want: contact with nature, identity, intangible heritage, knowledge, local production, etc. (Campolo et al., 2016). Cultural landscapes propose improvement practices and place planning tools for urban tourism and also work on the components of landscape perception and visual values (Valetti et al., 2020). However, in the context of urban sustainable tourism, the cultural landscape has received relatively little attention. Sustainable tourism is a concept that visits destinations and tries to have a positive impact on the environment, society, and economy (Buckley, 2012). This paper uses the city of Kaifeng, China, as an exploratory case study to enrich the body of knowledge on cultural landscapes in sustainable tourism implementation and to better understand the importance of cultural landscapes for sustainable urban tourism development. The research discussed in this paper provides an example of cultural landscape planning and implementation using a case study approach that allows researchers to analyze tourism destinations from multiple perspectives through the collection of qualitative data. The results of this study will help enrich the knowledge of sustainable tourism.

Keywords: Cultural Landscape; Urban Tourism; Sustainable Tourism; Tourism Facilities; Cultural Identity

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PGRC 2022-7830

Perception on Sustainable Tourism in Paoay, Atok, Philippines

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The climate, terrain and geography of Paoay, Atok offer the potential to promote sustainable tourism in the community. The place is very famous particularly during the month of December to February because of the frost or in their local term "angdap" which is not experienced in other parts of the Philippines. It is also well known because it offers several tourist activities such as trekking, while overseeing the picturesque view of the hanging gardens with vegetables and a miscellany of cut flowers. This is also the home of the first Sakura tree in the entire country and the internet sensation Northern blossom flower park, wherein while sounding and picking at the beauteous flowers tourists can scene the impressive Mt Pulag.

With the potential of sustainable tourism activities in Paoay, Atok, the local government has initiated sustainable tourism aspects by working with the provincial tourism officer in crafting programs that should be administered in the barangay inclined toward tourism sustainability. The local barangay officials are also proposing seminars regarding sustainable tourism to educate and give additional knowledge to the concerned community. Moreover, the local barangay officers are also engaging with tour guide experts to educate aspiring tour guides with proper training and guidelines to accommodate tourists.

This qualitative study describes the (a) attributes of sustainable tourism as perceived by the local government and local business owners and (b) factors that affect the adaptation of sustainable tourism. Butler (1993) in his research confers that "sustainable tourism" is often equated with nature or Eco-tourism; but more than protecting the natural environment, it means proper consideration of tourist experience more and more divorced from the original attraction.

Sustainable tourism has become an increasingly popular field of research since the late 1980s. However sustainable tourism debate is patchy, disjointed and often flared with false assumptions and arguments.

Sustainable tourism comprehensively examines the theoretical and applied dimensions of contemporary sustainable tourism from a global perspective. Tailored and effective governance is a key requirement for implementing sustainable tourism, as it can enhance democratic processes, provide direction and offer the means to make practical progress. Social and environmental impacts, responses and indicators are reviewed for the mainstream tourism sector worldwide, in five categories: population, peace, prosperity, pollution and protection. Of the 500 relevant publications, very few attempt to evaluate the entire global tourism sector which reflected global research in sustainable development.

There is no reason to conduct a study if there is no existing and anticipated problem in a certain field of specialization. Development of tourism is based on the budget of the government allotted in the year to sustain the tourism infrastructure and maintenance outlay and operating expenditure. Hence, the more the structures and places are developed, certain problems do exist or are anticipated to occur, and these become the basis for a research study. This study sought to find an answer to the problem of the sustainability of tourism in Paoay Atok, Benguet.

To address the problem, the authors decide to use a combination of two classic social sciences research tools – questionnaires and interviews. Participants are from the selected local officials, tourism officers, local store owners, business owners, and the transportation sector. Results reveal that current attributes of sustainable tourism are improving the local economy, preserving cultures and locale’s aesthetic beauty, protecting the environmental and natural resources, job opportunities to the community to lessen unemployment, alternative source of income in the tourism field since farmers need to repose the soil that they are cultivating because the soil has its lifespan for good crops and the quality of soil is also debasing. On the other hand, perceived hindrances are issues on leadership and governance, communication among stakeholders, and participation of the community. The study then shows the potential of promoting sustainable tourism in Paoay, Atok should strategies be crafted to address the hindrances as perceived by the local stakeholders. The results of the study are vital to craft necessary policies, plans and activities towards sustainable local tourism.

Keywords: Tourism, Sustainable Tourism, Tourism Product, Attributes of Sustainable Tourism, Responsible Tourism

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PGRC 2022-7845

The Analysis of Customer Trust Towards Koreakeun Product Purchase Decision Through Shopee Platform

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One of the technological advances that occur around us is the existence of online shopping, which helps the process of buying and selling transactions. Shopee is the leading E-Commerce platform in Southeast Asia and Taiwan. To attract online purchases, E-Commerce must know the individual perceptions that influence online purchasing decisions. Online shopping is closely related to trust in information and transactions. Thus, it can be concluded that trust will be created if consumers get the quality of information needed in full or consumers have understood the purchasing system on a website (Sangadji & Sopiah, 2013). The purpose of this study is to determine the effect of customer trust on purchasing decisions on selling Koreakeun products at Shopee, knowing the effect of the ability dimension having an influence on purchasing decisions on selling Koreakeun products at Shopee, knowing the influence of the integrity dimension having an influence on purchasing decisions on selling Koreakeun products at Shopee, and knowing the influence of the dimension of virtue has an influence on purchasing decisions. Researchers used quantitative methods with associative and verification approaches.

The sampling technique used Slovin's formula. Data collection techniques were obtained by distributing questionnaires to 200 respondents who had purchased Koreakeun products through the Shopee E-Commerce platform. The data analysis used by the researcher is the validity test, reliability test, T-test, F test, Simple Linear Regression test, and Coefficient of Determination Test. Based on the results of the validity test, it can be seen the correlation value between each item and the total score of the item. This correlation value is compared with the Pearson correlation. The r table is searched for significant 0.138 with a one-sided test and the amount of data (n) = 200 or df = 197 so that the r table obtained is 0.1388. So, it can be concluded that all variables in this study are valid. The results of the reliability test show the reliability value (Cronbach's Alpha) of each variable. For the Customer Trust variable (X), the value of

Cronbach's Alpha is 0.952, and the value of Purchase Decision (Y) is 0.963. Because the value of the two variables is above 0.60, it can be concluded that all variables in this study are reliable. Simple Linear Regression Test Results constant value (a) of 29.687 means that the consistent value of the Purchase Decision variable (Y) is 29.687. The regression coefficient (X) of 0.250 states that for every 1% addition to the value of Customer Trust (X), the value of Purchase Decision (Y) increases by 0.250. The coefficient of determination is positive, so it can be said that the direction of the influence of the variable X on Y is positive, based on the results of the T-test. Testing the regression coefficient of the ability dimension on purchasing decisions (Y) obtains the value of t count > t table (12.128> 0.197), then H0 is rejected, meaning that the ability dimension partially affects purchasing decisions (Y). Testing the regression coefficient of the integrity dimension on purchasing decisions (Y) obtains the value of t count > t table (19.371> 0.197), then H0 is rejected, meaning that the integrity dimension partially affects purchasing decisions. Testing the regression coefficient of the benevolence dimension on purchasing decisions (Y) obtains the value of t count > t table (13,583> 0.197), then H0 is rejected, meaning that the benevolence dimension partially affects purchasing decisions. The F test is used to test the effect of the independent variables together on the dependent variable. The results of the F test using a significance level of 0.05, the output obtained is F count of 91.849, and by using a 95% confidence level, a = 5%, df 1 = 1, df 2 = 199. The results obtained for the F table are 3.89 and calculated F value > F table (91.849 > 3.89), then Ho is rejected with a significance value of 0.00 < 0.05. It can be concluded that the variable Customer Trust (X) partially affects the Purchase Decision (Y).

The coefficient is used by researchers to determine how much influence the Customer Trust variable (X) has on the Purchasing Decision variable (Y) in selling Koreakeun products at Shopee. Based on the calculation results, the correlation coefficient value is 0.299, which means that Purchasing Decisions (Y) are influenced by Customer Trust (X) the variable is 29.9% and the remaining 70.1%. Based on the results of the study, it is found that the total mean score for the variables of customer trust in the dimensions of ability, integrity, and benevolence, which means the researcher suggests improving customer service by being friendly, responding quickly and accurately, and asking for input from customers, providing information about the products being sold. Koreakeun must maintain honesty in the payment process by maintaining important information provided by customers and maintaining the quality of existing product quality, being responsible if there is an error or discrepancy between the product ordered and the product that has been ordered. Koreakeun can provide promotions and add variants of other flavoured products or food products inspired by Korean food to increase the timing of consumer visits and increase sales.

Keywords: Customer Trust, E-Commerce, Purchase Decision, Shopee

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PGRC 2022-7806

A Review of the Influence of Rural Landscape and Tourism Services on the Attractiveness of Tourist-Oriented Villages

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In recent years, rural tourism strategies have gained varying degrees of popularity in developing countries. However, the blind and duplicated construction of tourist destinations has led to the homogenization of the tourist environment. Therefore, it is necessary to enhance the attractiveness of tourist-oriented villages. Quality deficiency of the rural landscape and tourism services could impact visitors' experience and thus tourist spots' attractiveness. The purpose of this study is to investigate the influence of rural landscapes and tourism services on the attractiveness of tourist-oriented villages for realizing rural sustainable development. The literature review study presented in this paper follows the unique "Literature Review Synthesis Process" (Ibrahim and Mustafa, 2018; Masiran et al., 2020). This study comes up with strategies to enhance the attractiveness of the tourist-oriented village through the rural landscape and tourism services. This study concludes that the unique "wisdom product" combining quality rural landscape and tourism services driven by rural tourism's culture branding awareness could improve the overall competitiveness and attractiveness of tourism-oriented villages and realize rural revitalization. This study contributes to assisting local governments, village workers, and tourism service providers in engaging better in the planning management of tourist-oriented villages.

Keywords: Rural Tourism, Rural Landscape, Tourism Services, Attractive Tourist-Oriented Villages

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PGRC 2022-7824

The Effect of Marketing Communication on Brand Awareness at Discovery Kartika Plaza Hotel Bali

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Technological developments and advances in the world of tourism have given birth to a lot of infrastructure for places to stay. Companies with strong brands are able to make the products sold to become one's first choice, as Discovery Kartika Plaza Hotel Bali did in building this through its marketing communication activities. The purpose of this study is to determine the effect of marketing communication on brand awareness at Discovery Kartika Plaza Hotel Bali. The results of this study indicate that marketing communication, which consists of the dimensions of advertising, sales promotion, event and experience, public relations and publicity, direct marketing, interactive marketing, word of mouth, and personal selling, simultaneously affect brand awareness at Discovery Kartika Plaza Hotel Bali. While partially, only the dimensions of direct marketing and word of mouth affect brand awareness.

Keywords: Marketing Communication, Brand Awareness, Hotel

PGRC 2022-7805

Perceive Benefits and Support for Coastal Ecotourism within Fishing Communities: The Mediating Role of Environmental Awareness

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This study was set in Pangkor Island, a small island located in Perak, the west coast of Peninsular Malaysia. The island is famous for the production of salted fish, anchovies, shrimp paste, dried shrimp and other varieties of seafood products (Selamat et al., 2016). Apart from the fishing industry, the other main economic activity for the local communities in Pangkor Island is coastal tourism (Md Arof et al., 2019). The tourism industry there was given a boost when the island was declared as one of the duty-free islands in Malaysia (New Straits Time, 2020). With the high influx of tourist arrivals of more than 441 thousand yearly (Manjung Municipal Council, 2022), it is predicted that mass tourism may destroy the local cultures (Martínez-Garcia et al., 2017) and the natural environment of the island.

To preserve nature and local cultures as well as to retain the number of tourist arrivals to the island, this research was carried out to investigate the mediating effect of environmental awareness towards the support for coastal ecotourism within fishing communities. Understanding environmental awareness among tourists is important as it indicates the level of interest and care for environmental issues (Jalani, 2012). Environment awareness is also important for an individual's understanding of the natural environment and their behaviour to preserve or harm the environment (Kousar et al., 2022). As this island is unique with teeming aquatic life and a beautiful coastal environment, environmental awareness is perceived as important to be highlighted in ensuring tourists aware of the relationship between fishing communities and the coastal environment. They are regarded as one and highly dependent on each other (Taylor et al., 2019).

Questionnaire survey was used in this study and convenience sampling was used as the sampling technique. 200 Malaysian tourists that have been to Pangkor Island, aged 18 years old and above were the participants of this study. The questionnaires were distributed both online and face-to-face at several tourist spots on the island. The questionnaire items are measured by a five-point Likert scale whereby the respondents were required to choose from a scale ranging from 1 to 5. 1 is “Strongly Disagree”, 2 is “Disagree”, 3 is “Neutral”, 4 is “Agree” while 5 is “Strongly Agree”. Regression-based bootstrapping analyses using PROCESS v4.1 by Andrew F. Hayes in IBM Statistical Package for Social Science version 25 (SPSS v25.0) was used to analyze the data generated from this study.

The result of this study showed that the total effect of perceived benefits of coastal ecotourism on support for coastal ecotourism within fishing communities was significant ($\beta = 0.689$, $p = 0.000 < 0.05$) and the direct effect of perceived benefits of coastal ecotourism on support for coastal ecotourism within fishing communities through environmental awareness were also significant ($\beta = 0.583$, $p = 0.000 < 0.05$). The result also revealed that there was an indirect effect of perceived benefits of coastal ecotourism on support for coastal ecotourism within fishing communities was significant after controlling by environmental awareness ($\beta = 0.107$, $p = 0.000 < 0.05$).

From small fishing villages to a duty-free island, the fishing industry and coastal ecotourism may be a compatible fit for sustainable ecotourism development on Pangkor Island. The findings revealed that environmental awareness acts as a partial mediator for support for coastal ecotourism within fishing communities and hence, there should be great emphasis on understanding the environmental issues pertinent to the island that may lead to increased benefits of coastal ecotourism and sustainability it brings to this island. Tourists will be more concerned about their actions and behaviour while enjoying the beautiful environment. Protection, conservation and preservation of the island’s rich natural resources, both flora and fauna, may also be effectively addressed with higher environmental awareness among tourists visiting Pangkor island.

Keywords: Coastal Ecotourism, Environment Awareness, Fishing Communities, Fishing Villages, Tourists

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PGRC 2022-7725

Determinants of Revisit Intention: A Mediating Role of Pro-environmental Behavior in Chinese Rural Destinations

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In recent years, the Chinese tourism industry, which includes domestic, incoming, and outgoing tourism, has undergone phenomenal expansion. Although tourist visitation become slow and the growing income of the industry decreased due to COVID-19 (Corona Virus) in early 2019 in China, domestic tourism quickly recovered and inter-provincial tourism was then permitted by mid-July 2020. The tourist intention to visit the destination has increased now. During the 8-day mid-autumn festival national holiday, the country had 637 million domestic visitors and 466.56 billion Yuan in tourism receipts (Xinhua Net, 2020). Therefore, this study aims to investigate their revisit intention based on tourist perception. Not only destination marketers but also tourist researchers face serious challenges in terms of evaluating and recognizing the tourist revisit intention (Jeong et al., 2019). Thus, this present study sophistically integrated some factors (i.e., satisfaction, destination familiarity and pro-environmental behaviour) from the tourist perspective to establish revisit intention. Furthermore, the cost to attract revisitation is less than that of a new tourist (Hsu et al., 2016). Besides, drawing the Theory of Planned Behavior (TPB), tourist satisfaction has been one of the core concepts in tourist behaviour and marketing studies. The importance of tourist satisfaction in the tourism industry has been widely acknowledged in recent literature. It is also a core marketing effort of tourism businesses to attract tourists. Moreover, global tourism's fast growth has significant environmental consequences, such as carbon emissions, water use, and garbage creation (Filimonau & De Coteau, 2020; Gössling & Peeters, 2015; Peeters & Dubois, 2010). The shift to a truly "green" tourist sector necessitates immediate mitigation of these effects (Reddy & Wilkes, 2015). In addition, pro-environmental behaviour decreases harmful environmental consequences generated by humans to fight against the detrimental effects of climate change (Li and Wu, 2020). Environmental protection is an essential part of rural tourism destinations.

Previous research has found that while tourists may have a fair awareness of how tourism affects the environment, this information does not necessarily convert into pro-environmental attitudes, much less pro-environmental behaviour (Kim & Filimonau, 2017). This has generated a need to study the variables that might improve tourists' pro-environmental views (Leonidou et al., 2014). The role of pro-environmental tourist behaviour as a driver of the 'green' tourism sector is a well-studied topic (Cottrell & Graefe, 1997; Milfont & Sibley, 2012; Osbaldiston & Schott, 2012; Spence & Pidgeon, 2009).

Although the tourism industry has been increasing its popularity for several years, limited academic research focused on the tourism destination's attributes (Buhalis & Amaranggana, 2015; Gretzel et al., 2020). These influencing factors are integrated into implementation in Chinese rural tourism destinations. Much research has focused on residents' behaviour, but the destination has received less attention until recently. The lack of study indicates that tourist revisit intention within the target setting is little understood. Therefore, more attitudes and habits, such as interactions and the revisit intention in tourist destinations need to be investigated. Researchers have discovered that pro-environmental behaviour may cluster or group in ways that indicate a common goal of tourist satisfaction. Academicians and practitioners have criticized the idea of implementing underdeveloped or developing tourism in rural destinations. Therefore, to be more specific, the focus and purpose of this study are to identify the main factors for managing tourist participation in pro-environmental behaviour in rural areas, based on a literature review and case studies regarding tourist destinations (Liu et al., 2017; Mak et al., 2017). This present study aims to examine the relationships between the influencing factors (social engagement, tourist-host interaction, risk perception, destination choice, and tourist experience) of pro-environmental behaviour (PEB), satisfaction, destination familiarity and revisit intention. The PEB plays an essential mediating role between affecting factors, satisfaction and revisit intention. Later, destination familiarity acts as a moderating role between PEB, satisfaction and revisit intention.

This present study applies the deductive research approach and quantitative design. The researchers adopt the quantitative technique to achieve the aim because it attempts to answer the research questions. The researchers plan to conduct this study on different rural tourism destinations in Guangdong Province in China. The participants are tourists as they have the intention to revisit the same destination based on the service and promotion. The participants will be asked about their demographic information (gender, age, education, etc.). To ensure the validity and reliability of the survey, the research instrument is adapted from past studies. Except for the demographic variables, all the constructs use "a five-point Likert scale ranging from 1=strongly disagree, to 5=strongly agree" throughout the questionnaire. For the testing of proposed hypotheses, this present study applies Partial Least Squire-Structural Equation Modeling (PLS-SEM) analysis procedures following SmartPLS 3.0. This present study will establish a more robust theoretical basis for a revisit intention discussion in the broader context of tourist behaviour. Tourists' revisit intention has been generally credited as helping to mitigate tourism's harmful effects on the business environment. This finding has ramifications for tourism practitioners and policymakers and opens up new avenues for future research into the contradiction of boosting and suppressing revisit intention processes.

Keywords: Social Engagement, Tourist Experience, Tourist Host Interaction, Risk Perception, Destination Choice, Pro-Environmental Behaviour, Satisfaction and Revisit Intention

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PGRC 2022-7640

Indonesian Muslim's Perception toward Muslim Friendly Tourism in South Korea

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Tourism industry is considered one of the fastest growing service sectors; increasing the national income of a significant region through foreign exchange income due to the arrival of visitors from other countries, tourism has good business prospects and opportunities. The growth of Muslim travellers is considered the effect of the rapid growth of the Muslim population in the world as recorded at around 1.5 billion in 2010 (Pew Research Centre, 2016), increased to 1.8 billion in 2015 and is expected to rise to 3 billion by 2060 (Pew Research Centre, 2017). It means recently, the number of Muslims is 24.1% of the global population and will be 31.1% in 45 years later. Therefore, Muslims become a potential market in the tourism world and offer a big opportunity to the destination countries where they plan to visit.

Indonesia is the country with the world's largest Muslim population. Despite the fact that this country's laws and regulations are not based on Islam or Sharia, Indonesia's Muslim population is expected to reach 231 million by 2021. The tourism industry is undoubtedly a large market segment. For Muslims, all activities in life, including travel, are about worshipping God Almighty, and Muslim tourists have special needs when visiting non-Muslim countries such as South Korea. According to the Seoul Tourism Promotion Agency, the number of Indonesian tourists visiting South Korea increased by about 15% year by year in the first half of 2019 as the country emerged as a Muslim-friendly destination. The National Korea Tourism Organization reports that approximately 112,000 Indonesian tourists visited South Korea in the first half of 2019 (KTO, 2022). According to the agency, Asia's fourth-largest economy has emerged as a top choice for Islamic tourists, with Muslim-friendly amenities such as prayer rooms and restaurants serving Halal cuisine. Simple access to information about Halal foods is those that are prepared in accordance with Islamic Shariah law.

South Korea's competitiveness as a halal tourism or Muslim Friendly destination remains low when compared to competing for non-Islamic countries. Koreans, in particular, have a very limited understanding of halal tourism. As a result, halal-friendly hospitality and tourism products and services are insufficient for Muslim visitors to South Korea. The Korea Tourism Organization recently classified Muslim-friendly restaurants, making it easier for Muslim tourists to dine in Korea. In addition, the Korea Tourism Organization published three e-books about Muslim-friendly travel, including Muslim-Friendly Restaurants, a Muslim-Friendly Korea Tourist Map, and Muslim-Friendly Routes in Korea.

Targeting Muslims as a market in tourism is an excellent opportunity for the future, undoubtedly, due to several factors, such as the growing Muslim population globally, which is predicted to reach 2.8 billion people in 2050. This expansion can assist South Korea in meeting its goal of becoming a world-class tourist destination. South Korea has reaped economic benefits from international acceptance of Hallyu and now sees the Halal (Muslim-friendly) economy as an additional avenue of long-term economic prosperity. Merging Hallyu concepts with Korean-made Halal (Muslim-friendly) products opens up new revenue streams. However, their industry participants face significant challenges due to their lack of knowledge about Islam. The good news is that the South Korean government has already started this opportunity by stating Muslim Friendly Travel on the website visitkorea.or.kr. South Korea's competitiveness as a halal tourism destination remains low when compared to competing for non-Islamic countries. South Koreans, in particular, have a very limited understanding of halal tourism. For Muslim tourists who perceive few inconveniences at a destination, the concept of desire to travel to a destination is more evocative in the formation of destination loyalty (Han, 2019).

The demand and needs of Islamic travellers travelling in South Korea have also increased significantly, and there are also issues such as food, accommodation, facilities and social environment. However, the halal restaurant and prayer room are in South Korea. Understanding the needs of Halal tourism remains a major impediment in South Korea, particularly for long-term development plans. For example, South Korea has 28 total prayer rooms (Halal-friendly facilities), whereas Japan has 56 prayer rooms covering major locations such as shopping malls (Yonhap News Agency, 2017). For Muslim visitors to South Korea, the limited availability of

halal services, products, and information can be misleading about providing or providing excellent experiences in hotels, restaurants, and shopping districts. Furthermore, the growth of halal tourism in South Korea is dependent on identifying halal-friendly features in such non-Islamic destinations. Achieving Muslim tourist satisfaction could be very challenging for Non-Islamic Countries, especially South Korea. The purpose of this study is to analyze the perceptions of Indonesian Muslim tourists towards Muslim-friendly tourism that is developing in South Korea. The research method used is descriptive qualitative research. Interviews, observation, and literature studies were used to collect data, which was then analyzed using descriptive methods to present the facts discovered during the study. In South Korea, 16 interviews with Indonesians from various backgrounds were conducted to collect qualitative data (e.g., cultural/Hallyu tourism, education tourism, medical tourism, and convention/event tourism). To guide researchers in identifying significant insights into specific attributes on a large scale, informative questions were asked. Muslim interviewees responded to questions about food and beverages, praying rooms, services, and so on. The goal of this research is to assist the Korea Tourism Organization (KTO) in running and developing this industry so that future Indonesian Muslim tourists can feel at ease when visiting South Korea.

The overall perceptions of Indonesian Muslim tourists towards Muslim Friendly Tourism in South Korea were moderately positive. The findings reveal that Muslim prayer facilities are accepted by the majority of participants. The Korea Tourism Organization recently classified Muslim-friendly restaurants, making it easier for Muslim tourists to dine in Korea. Another finding revealed by this study is the negative perception towards gender segregation at beaches, swimming pools or during other tourism activities.

Keywords: Muslim Friendly Tourism, Perspective, South Korea, Muslim-Friendly Restaurants, Muslim-Friendly Tourist Map, Muslim-Friendly Routes

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PGRC 2022-7858

Street Food Hawkers and Food Truckers: Contribution of Tourism to Cosmopolitanization of Food System in Malaysia

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Malaysia, a multicultural country in Southeast Asia, involves individuals of all ethnicities who migrate, settle, and form mutually respectful relationships. The food market in Kuala Lumpur, a cosmopolitan city, becomes an interesting research field, embodying cosmopolitanism, and the hybridity of ordinary social interactions. Kopitiams (welcoming diversity) and Mamaks (the cornerstone of street food culture) are also regarded as cosmopolitan food places. One may wonder how food places such as hawker centres and food trucks (street food emergent) are contributing to the cosmopolitanism of Malaysia. In the era of globalization, where street food hawkers and food truckers promote food culture to tourists, I question their viability as cosmopolitan food places in Malaysia. Also, how they, as food and tourism system's players, promote multi-cultural cuisine and foodways, while facilitating social interactions in a 'food tourism system'.

The purpose of this research is to look at hawker centres and food truck parks as cosmopolitan venues for promoting diverse cultures' cuisines and foodways. This study also aims to understand their role in the cosmopolitanization of the food system, i.e., combinations of food culture and social process. In a multicultural country like Malaysia, knowledge of food cultures that represent cosmopolitanism is still lacking, especially at street hawkers and food truck parks. Cosmopolitan consumption in a tourism system may potentially occur at these food places when people encounter different cultures' meals and foodways.

Scholars largely agree that the dimensions of cosmopolitanism that involve tourism are: the exchange of culture, openness to experience new foods and global interconnectedness (Hannerz, 1990; Nikolaeva, 2016). Cosmopolitanism refers to diversity where every individual encounter cultures from outside of a country (Cappeliez & Johnston, 2013; Ghia & Sanahuja, 2015; Hannerz, 1990). Western culture allows tourists to be 'cosmopolitanized' through their consumption of diverse cultural foods. Meanwhile, the street food hawkers, food truck parks, Kopitiam, and Mamak, may all become cosmopolitan, enabling consumers to perform their cosmopolitan identities. This may be referred to as cosmopolitanization, a process where unforeseen societal outcomes of human activities are conducted with different goals (Beck, 2006; Salazar, 2017). Indeed, given its willingness and openness to experiment with new combinations, cosmopolitanization is best viewed as supporting the social and cultural process. Cosmopolitanism is a widely acknowledged and practised feature of the street. However, food places becoming cosmopolitan (offering diverse food culture), from the viewpoint of important players in food and tourism systems, are a knowledge gap.

Moving on, street foods, local cuisine and foodways play important roles in the tourism system, being instilled with cultural meaning, which is experienced by local people and tourists (Yeoman & McMahon-Beatte, 2016). According to Everett (2012), food tourism is built on the idea that food production and consumption can be studied in the same place. These food places may be street hawkers, hawker centres, Kopitiams and food truck parks. Food tourism is dining experiences that vary one's daily eating activities, promoting distinct and diverse cultures (Long, 2004). Even though food tourism has been considered an evolving concept (Everett, 2016), studies of promotions of diverse food cultures are inadequate, especially from the perspectives of expert stakeholders. Previous studies have also pointed out that street foods and hawker centres are important in food tourism, symbolizing a country's food culture.

The purpose of this study is to use the conceptual framework of the 'food tourism system' in the context of Malaysia (a cosmopolitan country). Here, notions of the tourism system (seminal concept from Leiper (1979) with selected players (Tourism industry, tourism agency or tourism operators) and food system (Poulain, 2002) with specific actors (food truckers and hawker centres) will be used. The following are the research questions followed by research assumptions:

- How can street hawkers and food truckers, as stakeholders of the tourism system, contribute to the cosmopolitanization of the food system in Malaysia?
- Street food hawkers and food truckers can construct cosmopolitan food places, promoting Malaysian food culture, while contributing to the 'food tourism system'.
- The diasporic patterns of street hawkers and food trucks in Malaysia may influence the transformation or cosmopolitanization of the food system.

- How do eaters, as players of the food system, contribute to the cosmopolitanization of the food system in Malaysia?
- The eaters' food habits may contribute to the cosmopolitanization of the food system through social interactions between street hawkers, food truckers, and other eaters.

A qualitative research method will be conducted for a more in-depth examination with interviews with TAPAK owners, Tourism Selangor Board, tourism agencies, tour operators, street food hawkers, and food truckers. These stakeholders will be targeted to obtain their detailed insights on local cuisine and foodways promotions, eating habits, cosmopolitan food system, and tourism system. Popular hawker centres (offering multi-cultural foods) and TAPAK (Food Truck Park) in Kuala Lumpur will be potential research settings to relate them cosmopolitan settings.

By investigating the roles of street hawkers and food trucks, as part of the food and tourism system, my research might add to food and tourism studies. This study may add to the existing knowledge of cosmopolitan food places and food systems. The perspectives of street food hawkers, food truckers, and expert stakeholders will add to the small body of knowledge of the 'food tourism system' and cosmopolitan food places in Malaysia, which can be generalised in other multi-cultural Southeast Asian countries. The findings may allow tourism and food sectors to place greater emphasis on street hawkers and food truckers in promoting local food cultures through cosmopolitan food places. Furthermore, this study will look at the eating habits of those who frequent street hawkers and food truck parks. This allows hawkers and trucks to understand more about the eaters' eating habits, as well as their expectations from cosmopolitan food places. As a result, they may adapt their food production and foodways to the tastes of their customers.

Keywords: Food System, Tourism System, Cosmopolitanization, Street Food Hawkers, Food Truckers, Malaysia

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PGRC 2022-7594

Machine Algorithm-based Journey Assistant (MAJA): An Intelligent Interface for Tourism Websites

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One of the key industries, tourism serves as a platform for showcasing a nation's natural assets and its people's warmth. This creates a lot of options for expanding a potential market and boosting economic activity in places where tourist attractions and activities are popular. One of the issues that visitors frequently encounter is the difficulty of the itineraries and site recommendations, and the high cost and labour requirements for custom tours (Kbaier et al., 2017). When searching for travel-related services like lodging and flights, some tourist information systems, like Tripadvisor, take into account factors like the user's profile, which includes things like interests, circumstances, etc. (Hirakawa et al., 2015; Simo, 2012). This is one of the areas that require work, notably in the Philippines, where the majority of the world's most picturesque locations are concentrated (Republic Act No. 9593, 2010). The project concentrated on establishing a recommender system employing user and content collaborative filtering to give tourists, whether local or foreign, ease of access. This would enable tourists to receive useful information that they could utilize to enhance their overall experience (Kenteris, et al., 2010; Nicart et. al., 2018). This was started in an effort to increase visitor satisfaction based on three crucial factors, including preferences, ratings, and reviews that add options for tourism attractions, activities/itineraries, destinations, and other things. The "MAJA" machine algorithm-based journey assistant was created to serve as both an interface and a helper for tourists. The mean average precision and mean average recall was the evaluation metrics utilized to more clearly comprehend its capacity to provide individualized experiences to distinct users.

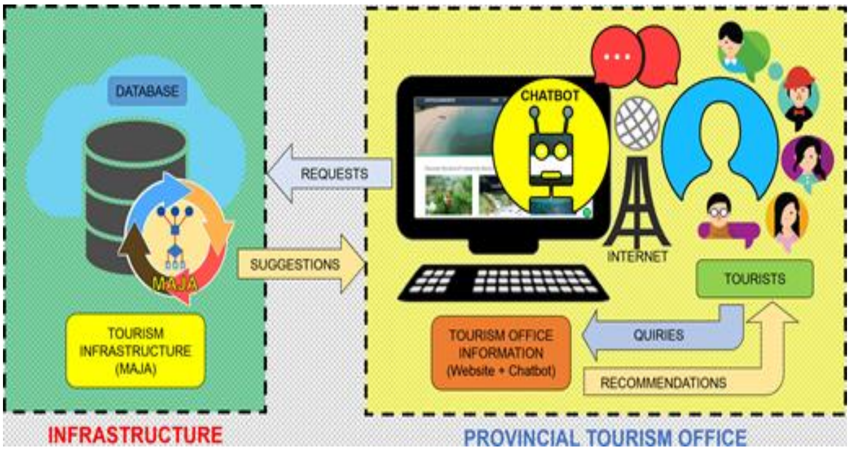

Figure 1. MAJA Recommender System Architecture

The provincial tourism office updates and stores all the data and information on the two primary entities, the tourists and the tourism office, as depicted in Figure 1. The users are the ones who will utilize their various gadgets to access the web application. The chatbot acts as a human-like interface where visitors can input by asking various questions, and it offers ideas to users via the MAJA program.

Collaborative filtering algorithms, which can be categorized into two categories: algorithms based on models or things, and algorithms based on memory or the user, are required in order to create an effective collaborative recommender system. The dataset, which was exported in .csv format and was a component of the website designed to collect user information, review, and evaluation is one of the methodology's key actions. Data from the CSV format is transformed by the SQL Server Integration Services (SSIS) and loaded into the database (Kbaier et al., 2017). Before pre-processing, the data is separated into four primary tables: users (id, login, age, gender, origin, region, travel style, and sub-profile category); activities (id, activity name, category, price, latitude, and longitude); rating (activity id, user id, rating); and review (activity id, user id, review). In contrast, the tourist recommendation is the starting point of a collaborative filtering-based agent that goes through three steps, including 1) the representation of tourist information (tourists' past visits to attractions need to be analyzed and modelled); 2) the generation of neighbour tourists (the similarity of tourists can be calculated according to visiting records and the collaborative filtering algorithm); and 3) the generation of attraction recommendations (top - n attractions will be recommended through the system). Additionally, once log in, the system generates and maintains the user's lists of suggestions for the various attractions based on travel experiences (Jia et al., 2016).

The construction of the intelligent application described in this study was focused on the usage of good recommendations for tourists based on their topologies and segmentation on five categories, including cultural, bioecologic, adventure, rural, and sport (Achmad et al., 2017; Barrios, 2017). A summary of the segmented tourist-type profiles based on sub-profiles, descriptions, and activities can be found in Table 1. The chatbot was deployed on a test website where the profiles were tested.

Table 1. The Subprofiles and the Activities for Tourism in Camarines Norte

Subprofile	Description	Activities
Cultural	A Cultural tourist looks into traditional life, language and local habits. Inside this tourism segment, the tourist observes and participates in regional gastronomy, festivals, folklore and other typical activities of the community.	1. Museums, and monuments. 2. Art, handicrafts, galleries, festivals, cultural events, and theme parks. 3. Music and dance. 4. Religious ceremonies and pilgrimage. 5. Human settlements and ethnic group.
Bioecologic	Bioecologic tourist visits green areas in a responsible way with the purpose of enjoying, appreciating and studying natural attractions like landscapes, flora, and fauna.	1. Natural parks. 2. Hiking. 3. Inspection of fauna and flora. 4. Camping 5. Natural attractions 6. Farms
Adventure	Adventure tourist looks for new and different sensations continuously. Adventure tourist crosses limits looking for enjoyment, freedom and new experiences.	1. Mountain climbing, stroll, parade, bicycle touring, mountain biking, hunting, climbing, rappel and speleism (descent in caves). 2. Diving, diving speleism (combination of speleism and diving), rafting and kayak. 3. Paragliding
Rural	Tourist is attracted by services of the province, way of life, leisure and relaxation places.	1. Shopping and restaurant. 2. Relaxation, spa, club, and beach.
Sport	Sport tourist looks for active or passive participation in tourist activities, in chance or organized way by commercial or business reasons.	1. Sport activities participation. 2. Sport touristic attractions. 3. Sport events.

A measurement based on the Mean Average Precision (MAP) from the tests carried out by the tourist recommender system is shown in Table 2. It was discovered that the bioecological and rural sub-profile characterization had the highest accuracy and recall. This indicator can be explained by the fact that the majority of activities in Camarines Norte province are of this kind, including swimming on the beaches, hiking in natural parks, and other outdoor pursuits. Furthermore, the province is also home to a number of adjacent islands and is covered in natural forests and bodies of water.

Table 2. The Mean Average Precision Result of the MAJA recommender system

Subprofile	Photo Number	MAP
Cultural	9	0.90
Bioecologic	20	0.92
Adventure	18	0.88
Rural	2	0.91
Sport	4	0.81

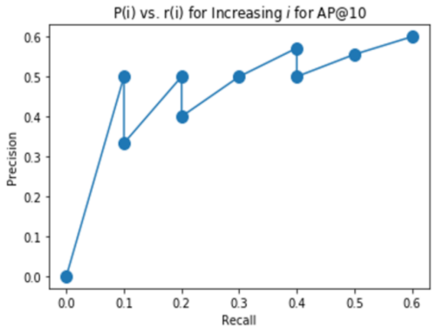

Figure 2. Mean Average Precision plotted metrics for MAJA recommender system.

In the meantime, with the aid of the chatbot as the recommender interface for potential tourists, as shown in Figure 2 revealing the plot matrix generated from Anaconda Python, there is an increasing trend for the system to properly learn and recommend better based on the subprofiles of the tourists and the user's preference. This indicates a successful MAJA recommendation as an effective assistive technology for tourists in their discovery and journey mapping of the gateway to Bicolandia.

The province of Camarines Norte will benefit from the deployment of the intelligent website interface for pilot study and engagement with the LGU sector for better service and catering efficient and effective performance. MAJA will be used as an assistive technology for tourists, providing not only convenience but also offering marketing boosts to the province. Further development entails the integration of this technology into a website system in Camarines Norte and for the many forms of regional tourism in the nation, as well as the testing of its effectiveness with travellers drawn to the various activities this region offers. As a result, the degree of the overall pleasure of tourists during their trip and the system's capacity to effectively transfer tourism to less well-liked and less "accessible" sectors would serve as the criteria for success. This method's incorporation into the tourism industry offers a clever platform for increasing the visitor experience and destination competitiveness.

Keywords: Collaborative Filtering, E-Tourism, Machine Learning, Recommender System

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PGRC 2022-6926

Developing Sustainable Behaviour Among Young Tourists for Sustainable Tourism and Hospitality, an Explorative Study

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Sustainable behaviour is defined as people's beliefs, norms, values, and sense of responsibility in performing jobs concentrating on the well-being of the environment and all living beings now and in the future. Due to climate change and environmental degradation, sustainable behaviour among people, especially among tourists, is very critical to saving tourist spots from pollution and degradation. In this regard, young tourists are often blamed for the pollution and degradation of tourist spots due to their poor sustainable behaviour. Some studies have found that young people are more harmful to the environment than elderly people in Bangladesh, a country with a thriving tourism and hospitality industry. Tourist attractions in Bangladesh include historical monuments, sea beaches, hoars, forests and tribal people, hills, wildlife of various species, and resorts.

However, these attractions are often polluted and harmed by the tourists especially young tourists by noise, littering, throwing plastic bottles, pickle packets, polythene, cans, tea cups, water bottles, water glasses, plates, and so on. In this regard, there are a few studies that have been conducted concentrating on young tourists to explore how sustainable behaviour among young tourists can be developed. Hence, adopting the qualitative research method, the researcher conducted 12 interviews, including 5 hotel and resort managers, 3 experts relating to the tourism industry, and 4 experts relating to human behaviour, to explore what can be done for the development of sustainable behaviour among young tourists in Bangladesh. Different participants with different expertise were included in this study because the findings of a study can become most impactful when a diverse range of voices are included. The data were coded and analysed thematically to make sense of the participants' opinions by recognising the teams.

The study found several issues that are responsible for the poor sustainable behaviour among young tourists in Bangladesh. These include a lack of knowledge regarding sustainability, social media and the selfie effect, poor monitoring, lack of instructions in tourist spots, lack of dustbins, negligence of local authorities, lack of interest, and lack of tourist police. The study also explored some strategies for developing the sustainable behaviour of young tourists. These include organising mandatory sustainable related sessions in educational institutions, increasing tourist policy, developing monitoring, providing information regarding sustainable issues; financial penalties, training employees of the industry, declaring rewards, CCTV monitoring; and enforcing the use of recyclable bottles, plates and packages in tourist areas. The findings can be useful for the decision-makers of tourism and hospitality-related policymakers and even for the owners or managers of tourist spots. Moreover, the findings of the study can be useful in future research for greater generalisation. However, the findings should be used cautiously due to the small sample size and geographical context.

Keywords: Sustainable Behaviour, Young Tourists, Tourist Spots, Tourism and Hospitality Industry, Bangladesh

PGRC 2022-7187

Impact Analysis of Hotel Industrial Exposure Training among the Hotel Management Students - South India

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Training is the art of acquiring skills and developing first-hand knowledge that relates to specific occupations. The main focus of training is to improve the capability, productivity and performance of an individual. Apart from the requirement of basic training during the academic course, individuals need to be trained throughout their work life to progress in their careers and develop professionally. Thus, it helps in expanding the knowledge base of trainees.

Training is not only an academically inclined activity but also emphasizes moulding and cultivating an individual into a professional as per the job requirements. As such, efforts are made to enhance soft skills and teamwork proficiency along with technical knowledge and real–world skills. Learning about the safety measures that need to be undertaken is another crucial aspect as it ensures that neither the individual performing the task nor the people around him/ her are injured due to any errors.

Industrial training is an important aspect of the hotel management curriculum. It gives real-time working knowledge to the students. This part of the curriculum will range from 3 months to 1 semester. There mostly will be summer and winter batches as the hotel needs extra support during those seasons and there will be a full house on most days. Students get the opportunity to learn better at these times. They learn a special set of skills by working for the hotel.

Not all people who are interested in joining the hotel before starting an internship end up deciding not to join. This study is to find the percentage of people who are interested in continuing to pursue their career at a hotel after an internship. Students join the hotel industry to achieve some best in their industry but some of them drop out after their internship and try for something else. Studies revealed that the attrition rate in hospitality is higher than in any other industry as the workers will leave the place after a short span of time. Researchers have indicated that this has given a negative impact on hotel industries.

Students get to learn by perceiving and performing live operations. For stipulated periods, they work as a part of the department they are delegated to. Accordingly, they are offered a broader practical exposure in the operational areas. This helps them identify their areas of interest in which they may decide to begin their career.

Students tend to have huge hopes for their lives after college as hotels seem to portray a glamorous world. Behind the scenes, not everyone is fortunate enough to be able to get into the celebrity life. Nevertheless, even after being made aware of this fact, students do not lose hope and tend to believe in the fact that they can pass through. However, quite a few of them let go of their dreams when they enter the industry by means of their internship period.

The Motive of this study is to find out the impact of student perception and career intention after an internship. So we focused on 3 hotel management colleges across 3 states in south India to complete my research. I understand that Industrial training changes the perception and career intention of hotel management students. After studying literature reviews about IET in hotel management, I came to know that most of the research has been done in one college which makes me eager to find out IET's impact on Multiple colleges.

It has been identified that there are students that stop their careers in the hotel industry due to their own priorities /expectations from the hotel industry. My research identifies the impact of internship on personality skills, Communication skills, soft skills, knowledge and career decision of students.

Skill set plays a very important role in a hotel management student’s career. People cannot survive without skills in a hotel. Training plays an inevitable role in students' curriculum, but students are changing their career options after completing their internships. This research focuses on the impact of students’ perceptions on their career decisions after their internships. A questionnaire method has been taken and given to over 300 people and got an acceptable response of 227. Quantitative method has been conducted during the research. It is found that people want to join the hotel industry after their internship. Though it is not a 100% positive response, most people believe that hotels are their career after their internship. It ends with saying that there may be another research possible with more quantity and more colleges across the country.

Keywords: Skill, Hotel Management, Training, Internship, Impact, Career Intention

PGRC 2022-7188

Study of Technological Development in Soft Services in Facility Management in Bangalore

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From the organizational viewpoint, the maintenance and facility management function is changing its role in companies, ranging from situations still lacking a managerial perception (looking at the maintenance and facility management as necessary evils), to enterprises where the function is considered a strategic weapon to boost competitiveness and enforce operational excellence. This is true not only when capital-intensive assets are involved, but also when system dependability is needed to guarantee high levels of operational targets for safety, service and quality. The methods and methodology were prepared and identified in the literature review as the method and the analysis of the paper have been done regarding the title that I have created. The questionnaire was built regarding the literature review and 19 questions were created and sent. It identified how the facility management was going and what was the importance of facility management was known by creating the 19 questionnaires. The research is all about the study of technological development in Soft Services in Facility Management in Bangalore. The tests applied the reliability test (Cronbach's Alpha), descriptive analysis, correlation, and ANOVA Test. Based on the chosen factors 5 Likert scale questionnaire was framed for the sample testing 10 samples were used and the reliability test was performed. The result was 85%.

Keywords: Technological Development, Apps And Software, Robotics, Smart Cleaning

PGRC 2022-7190

Impact of Covid 19 on Operations of Small Segment Restaurants in Bangalore

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The year 2020 started with a much unsettling and unfortunate occurrence of a new disease in the line of over 30 novel infections that the world has experienced in the past 30 years. This time the nomenclature given to the new severe acute respiratory syndrome (SARS) outbreak was the novel coronavirus. Later termed COVID-19, the disease represented typical pneumonia that started in China and later spread across nations' the world over. Countries like the United States of America, Brazil, India, Italy, Spain, France, South Korea, Italy, Iran and many more are experiencing the unprecedented spread of the disease and life loss in past several months. The impact of the current coronavirus outbreak to date has long surpassed those that were observed during the SARS epidemic in 2002− 2003. Coronavirus cases stand at over 10 million worldwide and the reported deaths due to the infection have crossed 500,000. The enormity of this outbreak can be imagined from the fact that even the leaders and prominent people couldn't escape from the infection, for instance, the virus infected British Prime Minister Boris Johnson, who had earlier warned citizens of the United Kingdom to prepare for the potential loss of lives in the country. We all had been stricken by the pandemic since COVID-19 started in 2019.

However, the impact of the pandemic was different on different sectors of society being it individual human beings or businesses. Due to the Covid-19 pandemic, the global economy was shut down nearly in a single day. The pandemic has confronted the restaurant business with an unprecedented challenge. Strategies to flatten the COVID-19 curve such as lockdowns, social distancing, and stay-at-home orders have resulted in the tentative closure of many restaurant businesses and significantly decreased the demand for businesses. Almost all restaurants have been asked to restrict their operations to the most effective takeaways. Restrictions issued on travel by the government brought about a sharp decline in restaurant occupancies and sales. However, the reopening of restaurants has slowly begun and the government have started to ease restrictions, for instance, allowing the dine-in restaurants to reopen at a reduced capacity with strict social distancing guidelines. In 2021, we thought the impact of the pandemic is reduced, and the world is getting back to normal but as per the latest news, there is a new virus named ‘Omicron’. The COVID-19 pandemic upturned the restaurant industry. But while restrictions on indoor dining have eased and customers have steadily returned, the new omicron variant threatens to stall or reverse that progress. As per a recent study, this virus has large mutations which are concerning. It is not simply the food restaurant industry but as a matter-of-fact whole of the travel and tourism industry is going to suffer the backlash of the corona.

From movie halls to malls wherever there was interaction, humans were restricted in these areas and things must be reinvented, with more modern strategies to minimise human interaction. Restaurant businesses are predicted to make substantial changes to their operations in the COVID-19 business environment in order to ensure employees' and customers' health and safety. This pandemic is likely to have a vast effect on the studies agenda of restaurant marketing and management students. With unprecedented challenges confronted by the restaurant business during the COVID-19 era, researchers are expected to shift their research focus to develop solutions for the industry. Researchers will need to provide solutions to some of the critical questions such as: what are the client's sentiments about dining during the time of coronavirus? Are they ready to return? If not, what is going to lead them to return? To be honest, even in the future of COVID-19 disappeared, human beings will be hesitant in ordering food or eating out for a long time to come. A small poll on Twitter that was reacted to by 10346 respondents showed more than half people opting not to order meals at the same time as 13 % stated that they might order and the rest 34%saidthey'll continue to order food. Therefore, while using previous conceptual and theoretical frameworks might benefit future studies, it is important to generate new knowledge which can offer insight to the restaurants about how to remodel their operations in step with newly rising customers’ wants and needs due to the COVID-19 pandemic. The new research must offer something new and unique, make a critical contribution to the sustainable restaurant business, propose a more efficient way of solving a problem, and provide sound conceptual and theoretical operation frameworks and implications. According to a study, daily restaurant business decreased by using 0.06% for every 1% increment in new COVID-19 cases.

Keywords: Effect of COVID-19, Operations, Restaurant

PGRC 2022-7198

A Study of Career Prospects for Women in the Alcoholic Beverage Industry

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This study offers a representation of women working in the alcoholic beverage industry and explores the opportunities available for the future generation. It may be an FnB server, Vineyard worker, mixologist, wine consultant, bartender, brand ambassador, brewer, sommelier, brewery or distillery manager, accounts or sales manager for an alcoholic beverage company, beverage sales rep., compliance specialist etc. The growth of the alcoholic beverage market is driven by an increase in the demography of young adults worldwide. The alcoholic beverage industry is expected to grow at a CAGR of 6.8% till 2023, which makes the industry contribute to 15 lakh jobs. Alcoholic beverages are one of the top three sources of revenue earned across most states in India.

Many women have made an outstanding contribution to growing, improving and evolving the industry, from inventing to launching brands and improvement in the processes to promote education and nurturing legacies in the world of the alcoholic beverage industry. We see women making a mark in industries previously dominated by men, be it delivery services, pilots or cab drivers. One such field which is often thought to be a man's domain is the alcoholic beverage industry.

Women have been the backbone of the alcohol industry. Female entrepreneurs or leaders are given less credit for their contribution to production, distribution and culture. If it wasn't for Mary the Jewess, there would have never been any kind of spirits. Mary invented the distilling technology in 0 -200 CE. This shows that women have been an integral part of alcohol. Mallory O'Meara talks about women's history in the alcohol industry evolution in her book "Girly Drinks: A World History of Women and Alcohol".

There have always been women working in the alcoholic beverage industry and today we have a whole host of female distillers who is changing and creating trends in making whisky.

According to Wilson (2022), this study critically observes the emergence of yet another workplace with standards, resulting from the growth and professionalisation of the US craft beer business over the past few decades. This research examines how women working in craft beer businesses approach their employment identities. It is found that these identities find particular reverberation within workplaces that value authenticity and show less entrenched organisational norms.

According to Kalnins and Williams (2014), Numerous theoretical approaches have been used in studies to explain the variances between women-owned businesses and men-owned businesses. Few have thought about the possibility that the differences in the results between women-owned businesses and men-owned businesses. It is found that the enterprises owned by women significantly outlive the enterprises owned by men.

Table 1: Methods and Methodology

[redacted]			
1	To explore opportunities and analyze the career prospects of women in the alcohol industry	Literature review and interview	Journals and research papers
2	To assess the impact of professional experiences and work environment on their careers	Interview	Journals, research papers and news articles
3	To analyse issues confronted by them and recommendations to overcome the challenges	Interview	Journals, research papers and news articles

Our first objective is to explore opportunities and analyse the career prospects of women in the alcohol industry. From the interview, we learnt about the occupations of our respondents, including brand developer, mixologist, marketing, beverage director, brand ambassador, brand executive, bartender, device trainer, consultant, professor, social media handling, sales executive, assistant bar manager, bar waitress, sales manager, training manager, supervisor, owner of the toddy shop. Numerous prospects are present in the market.

- The number of women working in the beer industry as brewers, brewery owners, beer tenders, and beer writers among other spirits has increased significantly during the past several years. This indicates that it represents 2.5 percent of all jobs, almost in line with its GDP proportion. Revenue has been expanding faster than volume in the spirits sector of the industry
- The number of women looking for employment in the beer sector is constantly growing, providing them with a fair opportunity to advance and prosper without facing discrimination

Limitations and Future work

- A similar kind of study could be carried out in different geographical locations so that the results can be generalized.
- Difficulties in obtaining data from the respondents abroad. Restricted to India.
- The in-depth study could not be done due to a shortage of time.

Keywords: Women, Career Prospects, Opportunities, Growth, Alcoholic Beverage Industry

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PGRC 2022-7501

Antecedents of Pro-Environmental Behavioural Intention towards Eco-tourism of Chinese Domestic Tourists: Integration of TPB and TIB

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In tourism activities, tourists' pro-environmental behavioural intention (PEBI) is an antecedent of human interaction with the environment. This study identifies the factors of pro-environmental behavioural intention among Chinese domestic tourists in eco-tourism. A comprehensive pro-environmental behavioural intention model was constructed using the integrated TPB, TIB, and control variables. Analysis results indicate that (1) perceived eco-tourism usefulness, publicity and education, policies and regulations, infrastructure, and perceived behavioural control have significant positive effects on PEBI. (2) all three controls do not significantly affect the results.

Keywords: Eco-Tourism, Pro-Environmental Behavioural Intention, Sustainable Ecotourism Development, Theory of Planned Behaviour, Theory of Interpersonal Behaviour

PGRC 2022-7191

Relation of TPB Model on Entrepreneurship Intention among Hospitality Management Graduates in Bangalore

Sampath N

The current research aims to undertake a study on the impact of the Theory of planned behaviour on the entrepreneurial intentions among Hospitality Management graduate students in Bangalore, Karnataka. Based on the theoretical background there are factors which shape an individual to have entrepreneurial intentions such as personal and social factors (Bird,1988). The objective of this research is to evaluate which variable has more impact on entrepreneurial intentions. The current research adopted quantitative method by distributing a questionnaire among hospitality management graduate students. Data was gathered through a Google form and used JMP for finding the impact of TPB on EI. The finding showed that perceived attitude has more impact on entrepreneurial intention compared to subjective norms. This research concluded that personal attitude has more impact, after comes perceived behavioural control, and then a weak impact of subjective norm on entrepreneurial intentions. Using the above theoretical model, this study offers detailed insights into how entrepreneurship intention is formed among the hospitality management graduate students

Keywords: Entrepreneurial Intentions, Theory of Planned Behavior (TPB)

PGRC 2022-7817

Assessing The Economic Value and Behaviour Patterns of Tourists Visiting National Parks in Guizhou, China

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Tourism plays a crucial role in facilitating regional economic development. National parks are important tourist attractions in China and worldwide. Undoubtedly, national parks are significant for regional action on value-added, employment, and tax revenue.

Guizhou, located in western China, is one of the poorest provinces in China and boasts 18 national parks (Guizhou statistic, 2020) as the main tourist attraction. Tourism is Guizhou province's pillar industry, and it needs to rely on tourism to eliminate poverty (Zhou, 2020). Now China has entered to 14th five-year development plan. It is urgent to address the problems of examining the industrialization of national parks and properly allocating the investment to national parks.

Meanwhile, in 2021, the central government released the first batch of the new national park, implying the new national park system is established under which the government should degrade or upgrade the old national parks. How to rank the old national parks in Guizhou is a problem. This study aims to evaluate the economic value and investigate the behaviour patterns of tourists visiting the national parks in Guizhou, China.

National parks have a substantial economic value that has drawn scholars' attention for many years and the achievement is constant. Turpie and Joubert (2001) estimated the value of Kruger National Park was R136 million. The deal was R267 million and R1 billion regarding on-site expenditure and economic impact. Huhtala (2007) assessed the effect of Pallas-Ounastunturi National Park on the local economy and concluded that the total result is €12127000 in net income, 163 in employment, €3107000 in salary, and €591000 in tax. Mayer et al. (2010)

argued that adjacent communities could benefit from the protected areas because of the considerable income. Trivourea et al. (2011) revealed that establishing the National Marine Park of Alonissos affected the tourism sector positively. Most national parks are protected areas. Souza et al. (2019) employed the MGM model to illustrate the economic impact of protected areas in Brazil. They argued that more than $1.3 billion in total sales, $473 million in value-added, $342 million in personal income, and 43,602 jobs were supported by protected area tourism.

As for the behaviour patterns, this study reviews the articles on experience, satisfaction, and behaviour intention. There is an important relationship between tourist satisfaction and behavioural intentions (Jo et al., 2014). Tourists with high satisfaction levels are more apt to recommend the attraction they visit others and revisit those places (Bigné et al., 2001).

The result of a person participating in a tourism event can be defined as experience. A tourist's future behavioural intentions can be influenced by two experiences: rational and emotional responses to attraction promotion (Suhartanto et al., 2020). Gohary et al. (2020) argued that tourists had social and psychological reactions to tourist attractions. Thus, tourist experiences can be defined as subjective and multiple symbolic facets that facilitate tourists' feelings and impact their satisfaction during their visit (Kastenholz et al., 2018). There were four factors: goods and services, pricing, and quality influencing the experience of retail and quality, variety and value, and natural ambience influencing the dining experience in the South African National Parks (Kruger et al., 2015).

Agyeman et al. (2019) investigated the satisfaction at Kakum National Park in Ghana and revealed that culture and natural settings were essential to the visitors. Ramyar and Halim (2020) argued that tourism infrastructures could play a crucial role in tourists' satisfaction and expectation level in Golestan National Park. Cheng et al. (2022) suggested that price reasonableness, park services, activities and events, and artificial attractions decreased the satisfaction level of Zhangjiajie National Park in China.

Revisit and recommendation intention were critical variables of behaviour intention (Pinkus et al., 2016), which increased with stay length and overall satisfaction (Cheng et al., 2022). Lee et al. (2020) argued that despite various experiences, escapism was the only meaningful experience that led to revisiting intention. Isa et al. (2020) collected 455 respondents from visitors to Batam Island in Indonesia, analyzed the data by structural equation modelling (SEM) and proved that place attachment dimensions positively correlate with revisiting intentions.

This study proposed a conceptual framework to identify the economic value and behaviour patterns of tourists of the national park, as shown in Figure 1. This study adopted the MGM model tailored to national park economic value calculation regarding value-added, employment, and tax revenue to target the research aim. A survey questionnaire method was applied to collect the data on tourists' behaviour patterns, which were tested by SPSS 26.0 on descriptive analysis, such as frequencies, percentages, means, standard deviations, and cross-tabulations. PLS-SEM tested the research questions on national park visitors' experience, satisfaction, and behavioural intentions. Meanwhile, the model's validity and goodness of fit were estimated.

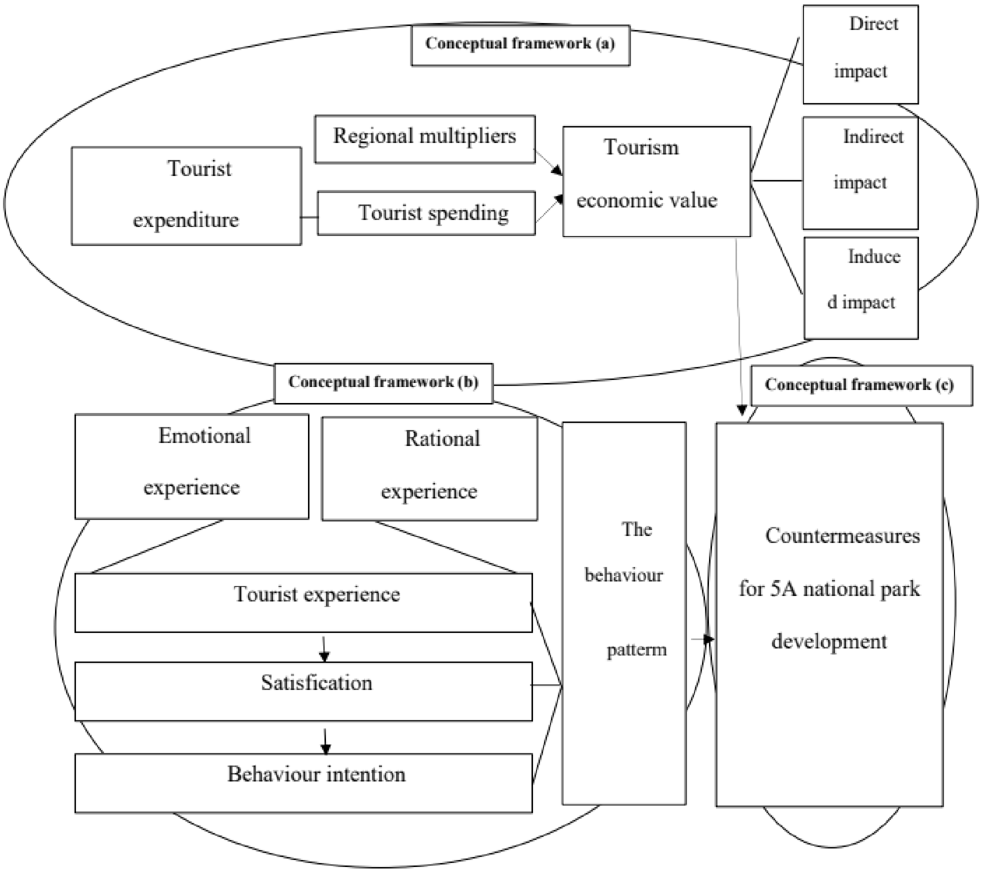

Figure 1 The Conceptual Framework of the economic value and behaviour pattern

This study indicates the development path of the old national park in Guizhou based on experience, satisfaction, behaviour intention, and economic value of national parks, including present and future, from the perspective of investment, planning, and industrialization. It is significant to the government decision-maker for planning and investment and is conducive to the managers of national parks on marketing.

Keywords: Tourism Economic Value, National Parks, MGM Model, Behaviour Pattern, Guizhou

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PGRC 2022-7825

Research On Sustainable Development Strategy of Traditional Village Cultural Landscape in Yunnan, China

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The rural revitalisation strategy since the 19th National Congress has prompted a re-identification and discussion of the rural cultural landscape. Although the cultural landscape of traditional villages has been studied in terms of geography, environment, and architecture, it is still experiencing spatial alienation and cultural alienation at this stage along with the mobility and modernity embedding brought by rural tourism, such as fragmentation, delocalisation and disorder. Through a systematic review of knowledge, this paper proposes an integrated framework of integrated rural tourism (IRT), stakeholders and sustainable tourism that can be used to promote the environmental, economic, and socio-cultural sustainability of traditional village tourism, and thus the sustainability of the wider rural system.

Keywords: Traditional Village, Cultural Landscape, Rural Revitalization

PGRC 2022-7856

A Review on Crisis Management Framework for the Malaysia's Tourism Industry

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The profound impact of the COVID-19 pandemic saw the deglobalisation and closure of international boarders around the world. Malaysia depends heavily on the tourism industry (Figure 1). Tourism is the third biggest contributor to Malaysia's GDP, after manufacturing and commodities, with revenues growing from RM69.1 billion in 2005 to RM86.1 billion in 2019 (Tourism Malaysia, 2020). Malaysian tourism has been hit by tourism catastrophes like SARS, H1N1 and economic crisis in the past, but none has created a void, a deep impact as COVID-19. Prior to COVID-19, Malaysia's target is to receive 30 million in tourist arrivals and RM100 billion in tourism receipts in alignment with visit Malaysia 2020. The Ministry of Tourism, Arts and Culture (MOTAC) has called off the Visit Malaysia campaign since, as the projection has become irrelevant in the pandemic scenario.

Table 1: Tourist Arrivals and Receipts to Malaysia (2011-2020)

Years	Arrivals (numbers)	Receipts (RM)
2011	24.71 Million	58.3 Billion
2012	25.03 Million	60.6 Billion
2013	25.72 Million	65.4 Billion
2014	27.44 Million	72.0 Billion
2015	25.72 Million	69.1 Billion
2016	26.76 Million	82.1 Billion

2017	25.95 Million	82.1 Billion
2018	25.83 Million	84.1 Billion
2019	26.10 Million	86.1 Billion
2020	4.33 Million	12.7 Billion

Source: MOTAC (2020)

Moving forward, a new business landscape and normality are inevitable. This has created critical scenarios, namely, uncertainties, crises, and resilience; each scenario has had various negative impacts, essential measures, and changes of different magnitudes in the economy and business sectors. Space, carrying capacity and memorable experience will be the demand and behavioural intentions of future tourists. The structural policy change will determine the future success of tourism in Malaysia.

The problem statement proves that there is a need to assess the existing guidelines, followed by determining indicators and drawing consensus amongst stakeholders to develop a comprehensive tourism crisis management framework addressing both social and economic safety net for Malaysian tourism sustainability. It is evident that an inclusive tourism crisis management framework is timely to ensure a social and economic safety net is in place for future unprecedented events. The main objective of this paper is to review crisis management for a holistic resilient framework to redefine the tourism industry landscape.
The pandemic has resulted in the curtailment of hospitality and tourism in a way that has been unknown except in times of the world wars of the twentieth century (Baum & Nguyen, 2020). The science of crisis management is an intermediate field between sociology, psychology and other social science which leads to the development of its concepts and theories. Despite the growing body of research related to tourism crisis management, it has been observed that many tourism destinations and organisations remain unprepared for a crisis (Beirman, 2003; Ritchie, 2009).

Various theories in crisis management allow us to draw up insightful and suitable conceptual frameworks that can be applied during the management of COVID-19. The Crisis Management Framework in Figure 1 includes four components.

- Readiness: Readiness in a crisis management framework is determined by the degree to which a crisis management plan is developed and the range of responses that are required during the time of crisis (Parnell et al., 2010).

- Recovery: Effective recovery strategies are categorised into short-term, medium-term and long-term recovery. Good communication helps reduce the negative effects of a crisis.

- Reform: Crisis provides key opportunities for reform of institutional structures and long-standing policies (Boin & Hart, 2003). Strong commitment and leadership by the government to address structural and institutional challenges within the sector.

- Resilience: Resilience is the ability of a system to reduce the chances of a crisis occurring, mitigate the impacts of a crisis, and recover its essential structures and functions quickly.

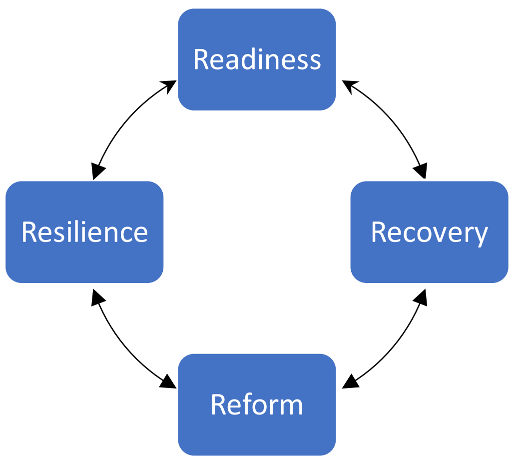

Figure 1: Crisis Management Framework for the tourism industry

The problem statement proves that there is a need to assess the existing guidelines. Readiness, recovery, reform, and resilience is a cyclical process. The on-going process is required to strengthen the resiliency of the Malaysian tourism industry through the lessons learnt from the previous crisis.

Each point of the process should involve the inclusion of various stakeholders to ensure inclusivity of the framework, and to befit the policymaker and end-users.

While the research is at its infancy stage, future prospects include the formulation of indicators and a health-crisis barometer for users to identify the effectiveness of the framework.

How much have we learnt from the past crisis and what readiness mechanism we have designed and developed to mitigate similar situations that come under scrutiny. What communication and public relation strategies have been developed from previous experience to alleviate fear amongst stakeholders in the industry comes into question. It is evident that an inclusive tourism crisis management framework is timely to ensure a social and economic safety net is in place for future unprecedented events. The research aspires to reduce the impacts of a crisis in the tourism industry in Malaysia, as many livelihoods depend on it.

Keywords: Crisis Management Framework, Tourism Resilience, Tourism Future, Tourism Reform, Tourism Recovery, Tourism Readiness

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PGRC 2022-7753

Effects Of Cultural Attributes on Personality Traits, Female Transformational Leadership And Leader Performance

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This paper aims to examine the mediating role of female transformational leadership subdimensions in the relationship between personality traits and leader performance and investigate whether cultural attributes moderated the proposed mediation model. By conducting a cross-sectional descriptive research design and quantitative methodology. Structural Equation Modeling (SEM) through AMOS software was used to assess the proposed structural model. The study provides unique findings that intellectual stimulation is negatively correlated with leader performance, and also finds that the strong support for cultural attributes positively moderates the relationship between personality traits and female transformational leadership. This study considers the cultural moderators for specific gender roles to extend the relationships. The results could assist female leaders in leaning towards transformational leadership implications that underlie the manifested personality traits to experience performance success. Additionally, the results can improve women in leadership programs across regions and cultures for recruitment training courses and professional development opportunities in the human resource department of the hospitality industry.

Keywords: Personality Traits, Cultural Attributes, Female Transformational Leadership, Leader Performance

PGRC 2022-7620

Ethiopian Airlines Role in Tourism Destination Competitiveness: Implications For Travel and Tourism Development in Ethiopia

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Although tourism is increasingly promoted as an important source of economic growth, especially in Ethiopia, where its contribution has become crucially important to the country‘s GDP growth and this in turn, is believed to positively impact the travel and tourism industry GDP in general and hospitality industry employment in particular, yet without an efficient air transport system, it is almost impossible for landlocked developing nations, like Ethiopia, for ensuring its sustainability. Indeed, almost 100 percent of the international tourist -arrivals in Ethiopia is through Air-Transport (this means, in extreme cases, 100 percent of international tourist arrivals account for this form of transportation mode that has been guaranteed by Air-transport). Hence, this study aims at exploring the contribution of Ethiopian Airlines' key roles, in facilitating tourist arrivals and departures through its hub at Bole International Airport, in tourist market-making activities, conveying tourist inflows, route network expansion, foreign exchange services, tourism service infrastructure improvements, promoting endowed resources, etc. along with its major stakeholders--- to-promote Ethiopia‘s endowed resources within its world destination- countries and to attract international tourists to Ethiopia. Thus, the study is intended to answer the research questions (1) What are Ethiopian Airlines' key roles in promoting tourism resources? (2) To what extent Ethiopian Airlines has to take a lead, in promoting tourism resources, so that Ethiopia ranks against other countries, with its national full of tourism potential to maintain its tourism destination competitiveness position in Africa and beyond via Ethiopian Airlines? To achieve the objective of the study, a mixed research method was employed. Primary data was administered randomly from 360 international tourists who used to arrive in Ethiopia, in March and April 2019, for leisure as well as business travel. The tourists also filled out the survey questions for the study, along with 40 participants who were selected from the major stakeholders in the industry.

Thematically coded empirical and documentary data were analyzed from the viewpoints of the theoretical and conceptual framework of the research design, and assumptions modelling were also established on the basis of the research questions. An important finding that emerged in this study was that despite EAL has operating route network expansion in 107destination-countries throughout the world, as a key role, and promoting Ethiopia‘s endowed resources through conventional and digital media aggressively; travel and tourism destination competitiveness Index (WTTC, 2007-2017) rank of Ethiopia since 2007- 2017/18, was averaged only 118.33/140. So, it hasn‘t been significantly improved, nor Ethiopia‘s world heritage hadn‘t been well known by international tourists around the globe. Furthermore, the core finding of the study has shown that there is a loosely created synergy between EAL‘s key roles and its major stakeholders ‘strategic plan. Ultimately, their plans were merely linked with EAL‘s vision for 2020. However, a number of limitations need to be considered, because of tourist service infrastructure and a loosely created synergy among the major stakeholders in the industry, Ethiopia is not harnessing the existing tourism potential from its natural and cultural world heritage sites. Although the study has framed the preliminary findings, and yet further research should be done to better understand EAL‘s key roles in the tourism destination competitiveness perspective.

Keywords: Ethiopian Airlines, Destination Competitiveness Factors, Destination Competitiveness Indicators, World Travel and Tourism Council (WTTC)

PGRC 2022-7816

Investigating The Usage Attitude and Loyalty of Food Delivery Applications in China: A Mixed-Method Approach

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The study aims to investigate the factors influencing the usage attitude of food delivery applications (FDAs), thereby affecting customer satisfaction and loyalty from customers and coping strategies from practitioners.

In recent years, FDAs have been broadly concerned customers in adopting and usage within the world. As early as 2005, the number of grown-ups who preferred takeout food at least once a week reached 59% in Europe (Nezakati, Kuan, & Asgari, 2011). Nowadays, the advancement in food delivery services has shown a higher potential for FDAs. For instance, the income of the food delivery industry in Thailand continues to grow at an annual rate of 13.5%, which is expected to reach US $455 million in 2024 (Statista, 2020). About 29,232 offline stores in the UK have been registered on the food delivery applications and accepted online orders through FDAs (Keeble et al., 2021). Furthermore, Grubhub (2021) has become partner with more than 300,000 restaurants in more than 4,000 cities in the United States.

During the Covid-19 pandemic, people experience negative emotions such as anxiety and fear, which are caused by perceived risk to the chances of unpleasant results of behaviour or perceived uncertainty associated with the potential outcomes of behaviour (Foroudi et al., 2021). Meanwhile, changes in daily life have become inevitable, and they would affect how people consume food as well (Karim et al., 2020). In addition, although many new local restaurants will cooperate with food delivery applications, few new restaurants can obtain customer loyalty from the platform (Nezakati, Kuan, & Asgari,2011). What is more, a study by Li, Mirosa and Bremer (2020) proposed that FDAs face a crisis of food waste and encourage to reduce food waste when people use FDAs is the need for the long-term development of the food delivery industry. Meanwhile, the key to generating competitive advantages in any service industry is customer satisfaction and loyalty, and delivering superior service is a key component to increasing satisfaction and loyalty (Cossío-Silva et al., 2016). On the contrary, because of the Covid-19 pandemic, the food delivery industry has become very lucrative, thereby attracting many new OFD service providers to the industry (Andriani et al., 2021; Ramli et al., 2021). Meanwhile, some other service attributes derived from deliverymen are ignored (Annaraud, & Berezina, 2020; Koay et al., 2022). Although the protection of consumer rights is being increasingly improved by the government, there are still problems such as false advertising by platforms and untimely delivery waiting to be addressed (Zhang, & Kim, 2021). This study is going to investigate customer loyalty in a mixed-method approach deeply and widely. Besides this, customers' attitudes and satisfaction are deemed key factors influencing customer loyalty. Most of the previous studies investigate the reuse intention via TPB and TAM (Jun et al., 2021; Song, Ruan, & Jeon, 2021; Troise et al., 2020). Meanwhile, some of the previous studies (Ray et al., 2019) either focus on U&G theory to support this portion, but this study is going to integrate two theories in one framework.

Therefore, to fill the gaps mentioned above, this study will utilize a mixed-methods research approach. By combining Uses & Gratifications (U&G) Theory (Ruggiero, 2000), Satisfaction-Loyalty Theory (Jen, Tu, & Lu, 2011) and Dynamic Capability Theory (DCT) (Barney, 1991), the specific objectives of this study are as follows:

- To recognize the factors affecting the usage attitude of food delivery applications.
- To analyse whether usage attitude impacts customer satisfaction and loyalty.
- To distinguish whether delivery experience and ease of use play the mediating role between quality control and usage attitude of food delivery applications.
- To test the moderation of gender and age when customers use food delivery applications.
- To explore the challenges and opportunities of food delivery applications for practitioners.
- To assess the perception (in terms of crisis management and customer wellbeing) of practitioners associated with food delivery applications regarding the post-Covid-19 phase.

This study incorporates three theories to investigate usage attitude, customer satisfaction and loyalty. Quality control, ease-of-use, delivery experience, convenience, search of restaurant, listing and social influence are assumed to positively influence the usage attitude of FDAs, as well as the relationship between usage attitude and customer satisfaction. In addition, customer satisfaction has a positive impact on loyalty which includes word-of-mouth, intention to re-use, willingness to pay more, intention to recommend to others and encourage to reduce food waste. Further, gender and age are included as moderators and ease of use and delivery experience are defined as mediators. The figure below depicts the conceptual framework of this study.

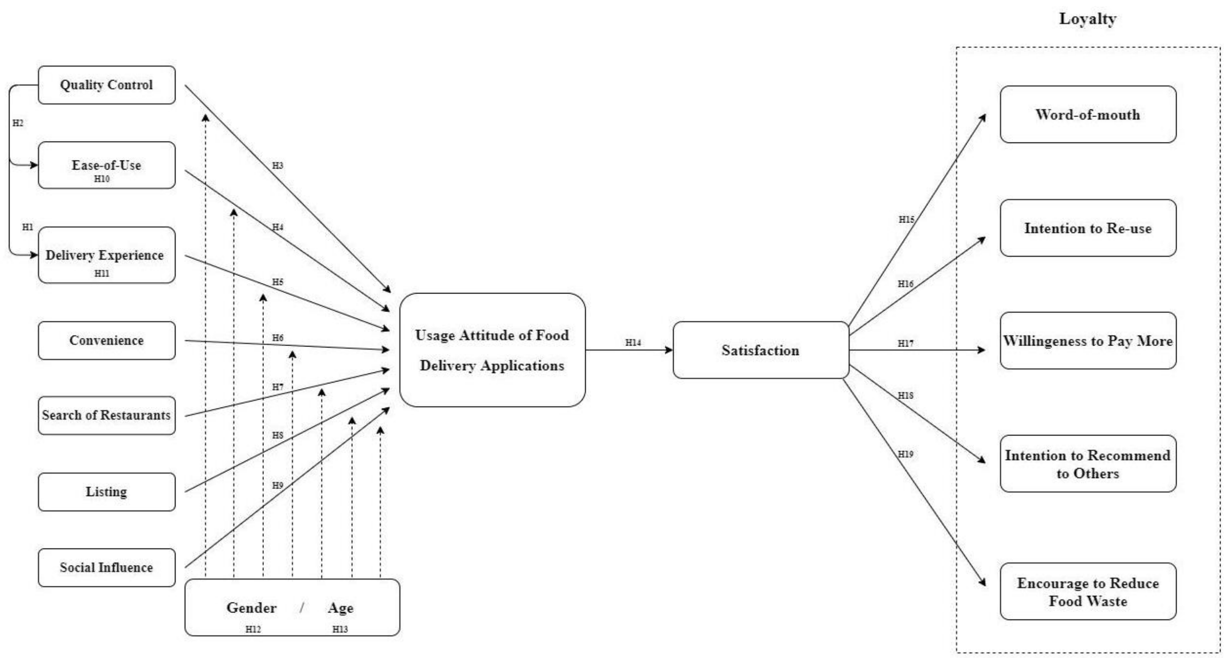

Figure 1 Conceptual Framework

In this study, the research approach conducts concurrent embedded mixed-method design to better understand customer loyalty to FDAs. From the perspective of customers, a non-probability purposive sampling technique will be applied to collect data with an online survey in China. In addition, questionnaires will be measured by a 5-point Likert Scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Meanwhile, participants, frequent users, are customers who have lived in China for over one year and ordered food at least three times per month through FDAs (above 18 years old). As of June 2020, China Internet Network Information Center (CNNIC) reported that 407.2 million people order food via FDAs in China. To remain adequate to perform the data analysis and understand the acceptance of FDAs, this study will obtain at least 400 questionnaires as samples. Further, partial least squares (PLS) modelling of structural equation model (SEM) will be used in this study to analyze and test the conceptual framework and hypothesis more effectively via SmartPLS. Structural equation modelling (SEM) is a multivariate statistical method integrating factor analysis and path analysis (Gefen, Rigdon, & Straub, 2011). Besides, a pre-test will be conducted to ensure the reliability of the questions and correct some minor language issues. Moreover, researchers will interview the managers of two main food delivery companies, Meituan and Eleme, which are the most popular FDAs in China to get information from the aspect of operators. The interviews will last 30 to 40 minutes and will be recorded and followed up to provide insight into the feedback of operators on the ideas from customers and the direction of future development.

This study is a mixed-methods research approach, which will provide a profound insight into the development of FDAs. Furthermore, by combining U&G theory and Satisfaction-Loyalty Theory, this study establishes a conceptual framework that provides literature support for future research on FDAs and food wastage reduction. In addition, this paper investigates the factors influencing the usage attitude, which explains the true feelings of users and helps practitioners meet the demands of customers. Moreover, through interviews with the practitioners, researchers will find understanding of the two perspectives of FDAs. It helps practitioners to take more practical steps into account when taking measures.

Keywords: Food Delivery Applications, Loyalty, Mixed-methods Research, Uses & Gratifications (U&G) Theory, Satisfaction-Loyalty Theory, Dynamic Capability Theory (DCT)

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PGRC 2022-7781

Investigating The Service Quality Dimensions of Robotics, Artificial Intelligence, And Service Automation (Raisa) In the Hotel Industry: A Mixed-Method Approach

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The rapid development of robotics, artificial intelligence, and service automation (RAISA) is anticipated to influence and revolutionize several segments of the hospitality and service industries (Tung and Au, 2018), with a particular focus on the hotel business (Osawa et al., 2017), especially after the outbreak of COVID-19 (Zeng et al., 2020). By 2021, China have used 23 billion service robots in the hospitality sector, and more than 3000 hotels have implemented robots (Liu and Hung, 2021). However, there are always debates on the role of RAISA performance, which has yet to be resolved. In addition, compared to the informal heated conversation, academic does not shed enough light on the service quality of RAISA technologies, thus, the aim of the current study is to investigate the service quality dimensions of RAISA technologies in the hotel industry of China from the perspective of both hoteliers and customers.

Robotics, artificial intelligence, and service automation (RAISA) has been used in the fields of travel, tourism, and hospitality for quite some time (Ivanov et al., 2019). Early researchers were mostly engineers, and interest in artificial intelligence, robotics, and automation among tourism and hospitality experts has only lately emerged (Tussyadiah, 2020). In order to gain a better understanding of the current state of research on RAISA in tourism and hospitality, a literature review of the previous ten years (2012-2022) was conducted, and the result has shown the majority of studies are still restricted to conceptual or descriptive articles due to the limited implementation of RAISA applications in tourism and hospitality industry to date. For empirical level, the majority of studies are limited to laboratory experimental design or analysis of online reviews with second-hand RAISA experience. Those studies engaged in real-world or actual consumption remain scant, especially with the research domains on service quality. Although scholars have begun to conduct empirical research on RAISA adoption from either hoteliers' perspective or customers' perspective, relevant research streams have overlooked the service quality dimensions of RAISA applications, particularly lacking constructs based on qualitative findings from current users.

Therefore, the current research is going to apply an exploratory sequential mixed method to develop and test the instruments from both hoteliers' and customers' experiential perspectives. More specifically, this is a two-phase study. The qualitative study will be the first phase to explore hoteliers' expectations and perceptions towards RAISA applications in upscale hotels in mainland China. Purposive sampling will be applied in the qualitative stage to identify the participants. In the current study, participants are hotel employees. In order to provide a larger and richer view of RAISA service quality, three levels of hotel employees-executive, supervisory and general will be selected. Moreover, to gain a deeper insight from hoteliers, both business hotels and resorts in the upscale hotel category will be chosen as research sites. Based on the qualitative findings, the instruments of the quantitative study will be developed as well as a series of hypotheses. Then the second phase will be the quantitative stage which will test the instruments and hypotheses from both qualitative findings and past studies through hotel customers using PLS-SEM. To increase the similarity of the data, the target respondents in the quantitative stage will be customers from the same hotels as the qualitative study.

By applying a mixed method approach, a composite conceptual framework will be developed to demonstrate the constructs of RAISA service quality, contributing to our understanding of the extension of service quality dimensions by adding RAISA technologies as the main content and laying the groundwork for further examination of RAISA service quality. By adding to the literature in the fields of customer service, robotics, AI and service automation, this study will make a significant contribution to theorizing hoteliers' and customers' perspectives on the adoption of RAISA technologies in upscale hotels. Furthermore, the service quality dimension framework can assist hoteliers in analyzing the RAISA service in their contexts, which can serve as references for the adoption or future deployment of RAISA technology by hotel decision-makers. In the meantime, the investigation of hoteliers' and customers' perceptions and the possible plausible disconfirmations between the two groups enables hoteliers to identify the discrepancies and make the necessary modifications to the service design of various scenarios in order to fully embrace the RAISA adoption.

Keywords: Robotics, Artificial Intelligence, Service Automation, Service Quality, China, Expectancy Disconfirmation Theory

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PGRC 2022-7811

Testing Acceptability of The Virtual Reality Sensory Laboratory

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Sensory evaluation involves the creation and use of ideas and procedures for assessing individual responses to food. This protocol, as it is defined by the Institute of Food Technologists (IFT, 1981) is a scientific method for evoking, measuring, analysing, and interpreting those responses to products as perceived through the senses of sight, smell, touch, taste, and hearing. Technology for virtual reality (VR) has become more widely accessible, sophisticated, and well-accepted recently (Cipresso, Giglioli, Raya & Riva, 2018). With the development of VR technology, there are boundless opportunities for food and consumer behaviour research, allowing researchers to build on existing methodologies while also establishing new ones. VR is a new means to reproduce different situations. Participants can be exposed to a variety of visual and audio stimuli to assist them to feel as though they were evaluating the product in a circumstance in which they are likely to make those decisions rather than sitting silently in a white, neutral sensory booth (Wang, Barbosa Escobar, Alves Da Mota & Velasco, 2021).

The aim of the study is to assess the acceptability of a virtual sensory laboratory for the sensory evaluation of food that is anticipated to be used in upcoming studies. As the first step in putting this technology to use, this will be to build VR-neutral booths. When the best VR practices are archived, it can move on to incorporating more immersive elements into the studies to better understand how virtual reality influences consumer behaviour when it comes to food selection in comparison to traditional sensory methods.

The virtual sensory laboratory was virtualized and designed using Unreal Engine version 4.27.2 (Epic Games, Cary, North Carolina, US), with head-mounted displays HTC VIVE Pro Eye (HTC Corporation, Xindian, New Taipei, Taiwan). The system was set up in an empty classroom. A student assistant helps to set up the system and instruct the participants as to what to do during the experiment.

The participants were students from the Hungarian University of Agriculture and Life Sciences (MATE). The samples were composed of sixty (60) students (42 females and 18 males) and none of the participants had played or experienced VR before.

Participants were greeted and informed about the study's expectations. First, they stand in a fixed position (starting point), and then they put on the head-mounted device (HMD) with the assistance of the laboratory assistant. Eight (8) virtual sensory booths were displayed in the VR environment, with each sensory booth containing a different bakery item. As their first task, the participant will spend at least three (3) minutes identifying each product in the sensory booths. After completing the first task, the participant must sit down (simultaneously in the virtual laboratory) and answer the Stimulation Sickness Questionnaire (SSQ) orally with the aid of the laboratory assistant. Following the questionnaire, task two requires the participant to smell and identify five scented sticks (Lemon, Strawberry, Cinnamon, Vanilla, and Caramel). The participant's total time in the overall experiment will range from seven (7) to ten (10) minutes. After task two, the participants' HMDs were removed, and they were asked to complete the Virtual Reality System Questionnaire (VRSQ).

VRSQ had 21 items that had been asked, and all of the ratings were higher than the midpoint of 4. The rating is based on a 7-point scale, with 7 being the highest and 1 being the lowest. Even though all the items were above the midpoint, the two items with the lowest mean are "Pick up and/or place items in the virtual environment" (4.8 ± 1.4) and "All the image blurred" (4.6 ± 1.5). Since all of the participants had no prior experience with VR and it was a new experience for them, postural instability could be a factor in their adaptation to the VR environment. There has been a research done on postural instability, and there is no significant difference between experienced and non-experienced VR users if the user has enough time to adapt to the VR environment (da Silva Marinho, Terton & Jones, 2022). As a participant will experience sickness symptoms in SSQ after 10 minutes in a VR environment, the time it takes for the user to adapt to the environment can be an influential factor in cybersickness (Palmisano, Allison & Kim, 2020). Regardless of the disadvantages, "Overall VR experience" has the highest mean (6.3 ± 0.8). This includes comments stating that it was an interesting, exciting, and memorable VR experience. This could be positive feedback because VR has research potential, particularly in the sensory science industries. In addition to hardware and system acceptability, cyber sickness is an important factor in determining overall acceptability in a virtual sensory laboratory.

While, in SSQ 16 specific symptoms had been asked, with blurred vision (0.8 ± 0.7), difficulty focusing (0.7 ± 0.7), and eyestrain (0.6 ± 0.7) topping the list of SSQ. On the symptoms, the SSQ had a scale of 0 (None), 1 (Slight), 2 (Moderate), and 3 (Severe). Values of all symptoms were lower than 1 (slight) on the scale, which is a positive result that can be accepted. Oculomotor cybersickness includes blurred vision, difficulty focusing, and eyestrain. The Oculomotor is the third cranial nerve (CN III) that controls eye muscle movement, pupil constriction, eye focusing, and upper eyelid position (Corrêa, Hygino da Cruz, & Freddi, 2022). This is normal because experienced VR users have significantly fewer overall cybersickness symptoms and oculomotor symptoms than inexperienced users (da Silva Marinho, Terton & Jones, 2022). Overall, based on the VRSQ and SSQ scores, the virtual sensory laboratory is suitable for sensory evaluation for consumers.

This virtual sensory laboratory can serve as a useful resource for sensory and consumer scientists intrigued in investigating the emerging opportunities provided by VR. The virtual laboratory had demonstrated its potential application in the food industry, particularly in sensory science. The virtual sensory development provided demonstrates that sensory science is a fascinating and unique field of study in which scientific data on how to use VR to reveal the relationships between the elements influencing food choices are limited. Because there is a research gap in this VR area, research and software must be fully developed, particularly in improving the quality and smoothness of the virtual sensory laboratory. The virtual sensory laboratory differs from the sensory booth we encounter on a regular basis because it is a replication of an environment, and the extent to which VR can be used in food consumer behaviour research must be determined based on evidence provided by studies that have used VR.

Keywords: Virtual Reality, Food Science, Sensory Analysis, Software Development, Experimental Design

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PGRC 2022-7275

The Impact of Strategic Performance on Sustainable Development of Agritourism in Taguig City

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This research paper aimed to provide insights and discuss how Agritourism, and urban farming should be developed is a sustainable way that will affect several beneficiaries in terms of economic, environmental and socio-human aspects. The purpose of this paper is to discuss the sustainable development of Agritourism and urban farming as the city's perspective sustained by the “Probinsyudad” concept or keeping the rural ambience in an urban set up. This paper provides a thorough review of previous studies to give strategic plans and recommendations for the future of Agritourism in Taguig City.

According to the City government of Taguig (2018), it has formed strong coalitions to address common concerns and adapt institutions and decision-making processes to ever-increasing globalization, given the global nature of many of the most critical development challenges, such as climate change. To determine the level of sustainable development of every existing Agritourism farm in Taguig City in accordance to sustain the “Probinsyudad” concept in terms of (a) Environmental health (b)Social equity and human health and (c) Economic Vitality. The adaptability of the agritourism farms into the strategic tool variable on achieving sustainable development in terms of (a) financial perspective (b) customer perspective (c) internal perspective (d) learning and growth perspective. Achieving sustainable development requires local government to determine the optimal mix of growth problems and possibilities, as well as how to increase economic expansion while minimizing environmental concerns.

In times of crisis, people take few actions to aid this problem through innovation in Agritourism sites and urban farming. Taguig, officially known as the City of Taguig also known as “Metro Manila’s Probinsyudad” for its fast development in business and infrastructures, the city remains a “Probinsyudad” at heart because it gives balance to modernization and tradition,

advancement, and the environment, the urban and the rural atmosphere (City Government of Taguig, 2017).

With this, Taguig is one of the cities that has programs that turn wastelands into urban farms that helps Taguigenos to take off all the hustle and bustle of city life in their minds.

This study aims to assess and evaluation local sustainability issues from each economic, environmental, and social perspectives. The findings give insight into how people see or know the existence of the Agritourism industry as well as urban farms, ensuring that those who live there welcome bringing farms into urban areas, and plans on sustaining them.

Researcher used descriptive design techniques and a quantitive type of survey to gather, analyze, and interpret the data for this study. The Frequency, Percentage, Weighted Mean, Standard Deviation and PEARSON R were used to statistically treat the primary data. Farm owners/team leaders, farm employees and residents of Agritourism sites or urban farms in Taguig City were interviewed and given a survey questionnaire to gather necessary data based on their perspectives, experiences and sustainable strategies. The researcher employed a range of data and strategies to obtain information, including surveys, interviews and secondary source data collection.

The key sources are the comments from Agritourism sites or urban farm owners/team leaders to the researchers' interviews and survey questionnaire results. Despite the fact that the farms are from four different barangay in Taguig City. Brgy. Lower Bicutan has the Taguig Integrated Urban Farm. Brgy. Ususan have the DANES and Good Food Farm, Brgy. Sta. Ana has the Taguig Melon Farm and the City Farm in North Signal, which have varied features and contribute to local sustainability in different ways, the researcher concluded that both urban agriculture methods have contributed to local sustainability. They also provide an area for inhabitants to improve their social cohesiveness.

Specifically, the researcher sought answers to the socio-demographic profile of the respondents in terms of age, sex, employment status, barangay and educational background. Males made up a little over half of the respondents, accounting for 216 (or 54%) of the total 400 respondents. According to age, most of them are between the age of 29-39 years old with a total of 115 equivalent to 29%. According to the barangay, most of them are within the

Barangay of Lower Bicutan with 141 respondents equivalent to 35% respectively. In terms of employment status, most of the respondents are employed with a total of 129 equivalent to 32%. In terms of educational background, most of the respondents were college graduates with a total of 158 equivalent to 40%. The significant relationship between the level of strategic performance and the level of sustainability of Agritourism sites in Taguig City was also determined. The findings of this research recommended inputs to enhance the level of sustainable development of Agritourism sites in Taguig City. The adaptation of Agritourism in the Philippines marked up during recent years as it helped in reducing the economic problems of family farms and expanded their revenues.

Published by the Department of Agriculture (2019) there are around 105 accredited farm tourism sites in the country that number continues to increase, and more entities are applying for accreditation. Moreover, Agritourism is also seen as a good “bounce-back strategy” for DOT and DA according to DOT former Secretary Puyat.

Hanson and Marty (2012) defined urban farms as an intentional endeavour by an individual or a group to boost their capacity for self-sufficiency and wellbeing by raising plants and/or animals. Urban farming is an example of Agritourism since it allows city dwellers the opportunity to enjoy fresh, locally grown food and at the same time teach the visitors sustainable farming practices.

This study aims to know the level of sustainable development of Agritourism sites in Taguig City in terms of environmental health, social equity and human health and lastly, economic vitality. The findings will give insight into the level of strategic performance of the agritourism sites ensuring that those who live there welcome bringing farms into urban areas, and plans on sustaining them.

Keywords: Agritourism, Sustainable Development, Urban Farm, Rural Ambiance, Urban Setting

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PGRC 2022-7770

Exploring the Factors of Local 'Communities' Environmental Conservation Behavior for Sustainable Rural Tourism Destination

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Indonesia, a country that owns 75.436 registered villages, is endowed with abundant natural wealth; the chances for rural tourism development is tremendous. As an industry, tourism is very much loved from an economic point of view but is a nightmare from an environmental sustainability point of view. Therefore, the environmental conservation behaviour of two main stakeholders: domestic tourists and local communities is a very critical discovery to reflect its influence on the current state of environmental indicators. The research will take place in rural tourism destinations in Bogor Regency, Indonesia with a deductive research approach and questionnaire will be used as the only survey instrument. The structure of the destination attributes of the rural tourist destination picture was first determined using exploratory factor analysis (EFA). Confirmatory factor analysis (CFA) will be used to see whether the dimensionality and factor-loading pattern were well-fitting. The researchers used structural equation modelling (SEM) to see which dimension was the most significant, and a two-way Model as the final analysis method. When the environmentally responsible behaviour of this main stakeholder is achieved, tourism will no longer be a scapegoat for any environmental degradation and the sweet benefits of tourism can be enjoyed in the long run.

Keywords: Environmental Attitudes, Local Communities' Attachments, Perception of Economic Impacts, Rural Tourism Destination

PGRC 2022-7787

Sustaining Rural Tourism Recovery for the Common Good: The Case of Pampanga, Philippines

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In a post-pandemic era, the tourism industry is thriving to bounce back after the adverse impacts of the COVID-19 pandemic (Fotiadis et al, 2021). One form of tourism that drives the industry towards recovery is rural tourism due to mobility restrictions and quarantine protocols provide only the locals with an opportunity to travel and visit tourist destinations in rural areas (Chin, 2022). However, the critical challenge involved in rural tourism recovery includes the sustainability of political and economic initiatives that maintained stakeholder involvement and equitable distribution of benefits (Ohe, 2019). In Pampanga, the provincial tourism office recorded 14, 520 tourist arrivals and 367,420 Pesos in tourist receipts mobilizing rural tourism in 2018. Unfortunately, these values dropped in the year 2021 to 1,456 tourist arrivals and 69,765 Pesos in tourist receipts affecting not only the tourism industry in general but also the local industries and provincial government.

Using the common good framework stated by Kobayashi (2021), this research aims to interpret the dynamics of stakeholders in a provincial tourist destination as they work together to serve their common best interests towards rural tourism recovery. It is an ethical paradigm that aims to attain something good that can be shared individually by the members. This research addresses the theoretical gap in rural tourism recovery studies that only relied on stakeholder theory (Freeman, 2001), community-based tourism framework (Okazaki, 2008), and resilience framework (Basurto-Cedeño & Pennington-Gray, 2018). It amplifies the relevance of the common good philosophical paradigm in rural tourist destination governance and community development which was not specifically addressed by previous literature that explored the notion of the common good from a general tourism perspective (Fentaw, 2020) and other tourism niches like voluntourism (Olsen et al, 2017), ecotourism (Larrere, 2013), and industrial tourism only (Otgaar, 2012). Considering the growth of rural tourism and inherent dependence on community stakeholders, this research shows the value of harnessing human and political relationships towards tourism recovery and governance. It answers the research question "How can the different stakeholders of the rural tourist destination collaborate for the common good?”.

This research followed a grounded theory approach for collecting data among purposively selected rural tourism stakeholders in a selected provincial locale by applying comparative and iterative analysis that underpins the theory development on rural tourism recovery for the common good. Two rounds of semi-structured interviews were conducted among 24 research participants consisting of tourism officers, rural tourism business owners, rural tourism employees, and local tourists. The first round of interviews focused on the experiences, challenges, and successes of rural tourism stakeholders while the second round of interviews was allocated for the conduct of structural corroboration. This research analyzed the interplay of humanistic and political factors for rural tourism recovery that addresses the best interest of all stakeholders involved. It followed a general grounded theory analysis process of theoretical sampling, the initial round of interviews, open coding, the second round of interviews, axial coding, and selective coding.

The findings revealed four major themes for sustaining rural tourism recovery for the common good. The first theme is leadership in action which highlighted the leadership traits of commitment to recovery, sense of responsibility, and vision orientation along with the leadership acts of community immersion, financial support stimulation, and community-based strategies. Then, there is also the theme for building from within that showcased the value of local linkages and tourism assets optimization. This theme includes stakeholder consultation and local business partnerships along with the promotion of farm tourism and local delicacies in the area. The third theme is to suit up and adapt which covers the innovative changes and policy adherence for new normal tourism operations. Lastly, rural tourism recovery can be stimulated by helping hands consisting of non-governmental organization support and political support. The resulting model of sustaining rural tourism recovery for the common good highlights the importance of the leader, resources, compliance, and external support.

In conclusion, the common good paradigm reveals that rural tourism recovery should start with the leader. Then, the leader must be able to assess the existing resources and assets of the destination and use them to their advantage. It also highlights that sustaining rural tourism recovery is semi-transformational as it showed that compliance alone is not enough because it also requires innovation and adaptability. Lastly, external support propels rural tourism recovery.

This research contributes to the body of knowledge on rural tourism recovery because it determines the essential factors from an ethical point of view. Further research can be pursued using a deductive approach relating other ethical paradigms such as justice and virtue-based ethics highlighting the personal perspectives of the stakeholders. Considering that leadership and external support are both essential in sustaining rural tourism recovery, it is also interesting to research which among these have greater critical effects on rural tourism recovery.

Keywords: Rural Tourism Recovery, Common Good, Stakeholders, Tourism Governance, Community Development

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PGRC 2022-7866

A Bibliometric Analysis of Knowledge Development in Community-Based Tourism Research

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This study aims to analyse the development of community-based tourism knowledge and show the concept's growth through publication patterns and bibliometric visualization networks.

The current study examined 376 Scopus-indexed publications (articles, book chapters, and conference proceedings) and used the Visualization of Similarities (VOS) viewer tool to graph the information. The data was collected over the period 1995 to 2021.

Publication trends, most productive work, journals, author, nation, co-authorship network (collaborative analysis), co-occurrence of keywords, and co-citation network analysis were used in the research.

Community-based tourism areas are best defined and designed by a network of researchers working together. As the domain grows, its reach across different networks grows, as do its core themes. The results show the level of development, the most productive work, the journals, the author, the country, the co-author network (collaborative analysis), the co-occurrence of keywords, and the co-citation network analysis.

The analyses and graphs are useful as they can help scholars and practitioners better understand the state the art in community-based tourism.

The research only considered the database of the Scopus collection as a data source. Additional data for the study was generated from English-language articles resulting from a database search for specific keywords related to CBT.

The paper is one of the first to examine the development of community-based tourism in an academic context using bibliometric visualizations to better understand the research issue.

Keywords: Community-Based Tourism, Tourism, Bibliometric Visualization, Co-Authorship Analysis, Co-Occurrence Structure, Co-Citation

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PGRC 2022-7869

An Empirical Study of Tourism and Destination Formation of Varanasi

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This analysis study investigates the impacts of An Empirical study of Tourism and Destination Formation of Varanasi for the favourable atmosphere of commercial enterprise development that puts the positive impacts on tourist in Varanasi. The projected frame adds this study depicts the degree of learning and general life satisfaction with specific life domains by the impact of commercial enterprise. Consequently, the study projected 2 hypotheses (1) the impacts of commercial enterprise in Varanasi follow all the fashionable conceptions and philosophy of commercial enterprise development wherever each issue is sophisticatedly planned and every one of the essential ingredients of 5A are a gift. (2) The impact of contemporary commercial enterprise trends on Tourist behaviour is making ready them to figure within the nerve-racking institutional organization system.

The sample populations focused on the stairway facet space, some known holidaymaker places, and a few known travel zones of Banaras wherever the most commercial enterprise activity happened. We received 80 respondents were conducted among the worker of agency, enterprisers, guides, photographers, tea sellers, boatmen, and memento sellers. Then we have a tendency to use the M S- stand out and SPSS software package to investigate the info findings from form for conclusions. The results disclosed that the commercial enterprise business of Varanasi isn't a contemporary conception of financial set-up. It is that part of thousands of years of the previous tradition of the art of living vogue. Here commercial enterprise business is simply like farming of the peasants that follow a similar tradition from generation to generation and it became an awfully sturdy, un-attachable tested relationship of belief and skill.

It was additionally noticed that there are some serious issues in Varanasi that ought to be mapped out in real time that may well be dangerous in the future and their signs are already visible. as an example, youth are becoming habitual of medicine, smoking and alcoholic activities.

And finally, the commercial enterprise of Varanasi is sort of well thanks to the native influence and participation however step by step Banarsipan is disappearing thanks to the influence of contemporary trends and unsustainable approaches for the event of commercial enterprise. Therefore, it suggests to the govt and commercial enterprise planner to conduct a commercial enterprise assessment of Varanasi before organizing any commercial enterprise comes.

Keywords: Tourism and Hospitality, Varanasi, Destination in Varanasi, Google classroom, Hygiene, Sanitation, Youth, Season

PGRC 2022-7874

The Effect of Tourist Attraction on Tourist Satisfaction in Blok M Area, South Jakarta

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In the past, for many people, the advantages of working in the big cities are only linked to higher wages or better living standards. If people are sick, there is always a hospital or a clinic nearby in the big city. There are markets, supermarkets, and department stores where people can go shopping. In addition, all modes of transportation are available. People can go by bus, taxi, or train. But these days, the big cities are a good reason for recreation. People visit big cities to enjoy food and drinks, learn about culture, and visit festivals, theatres, and city parks.

Urban tourism is best defined as an overlap area between several adjectival tourism. Urban tourism is a type of tourism activity that takes place in an urban space with its inherent attributes characterized by a non-agricultural-based economy, such as administration, manufacturing, trade, services, and transport hubs. Urban or city destinations offer a broad and heterogeneous range of cultural, architectural, technological, social, and natural experiences as well as leisure and business products. Indonesia is a developing country that has many cities with potential tourist destinations, one of which is Jakarta. Jakarta is formally classified as a special metropolitan district. The city is thus at the administrative level of an Indonesian province, and its mayor has the same status as the governor of a province. Jakarta is a huge, sprawling metropolis, home to over 10 million people from all over Indonesia with diverse ethnic group backgrounds. Jakarta also has no less than 110 islands scattered on Thousand Islands. Therefore, Jakarta has the potential for urban tourism.

There are 3 (three) core elements in a successful destination whose achievement in attracting tourists will rely on the quality of those crucial advantages that they offer them: attraction, amenities, and accessibility. Attraction is an exciting point in tourist destinations that make people interested in visiting. In this framework, attractions have 4 (four) variables including natural landscapes, artificial tourism, cultural tourism, and special events. On the other hand, amenities represent available facilities in tourist destinations. Amenities have many variables

that directly influence visitors. These components can increase the visitors' comfort level as hotels, restaurants and bars, public facilities, and more. Every tourist destination must also have good access to make it easier for visitors to come and do tourism activities there. These variables include transportation routes, terminals, and public transportation. The Blok M area is one of the tourist destinations in Jakarta which has the concept of urban tourism. The Blok M area is a hub for entertainment, food, recreational, and fun activities. Moreover, this place is also one of the favorite places for young Jakartans to show their existence through social media. This research aims to determine the effect of a tourist attraction on tourist satisfaction in the Blok M area.

The research was conducted for 3 (three) months, from February to May 2022. This research used a quantitative approach with descriptive research. Furthermore, the sampling technique was carried out by purposive sampling of tourists who had visited the Blok M area. The collected data was obtained through a questionnaire distributed to 50 respondents and the literature related to the topic. The data analysis uses simple linear regression, and the data processing tool uses SPSS25. The research results showed that the Blok M area has many tourist attractions with unique and interesting concepts. The available facilities in the Blok M area are also adequate. There are approximately 60 hotels near the Blok M area. Various public facilities can be found easily in this area, such as pedestrians, an information center, a parking lot, trash cans, toilets, and even a signboard. Blok M area has easy road access and complete transportation is a plus for this type of tourism. In addition, complete transportation, both conventional and online makes tourists interested in visiting the Blok M area. Furthermore, based on the results of data processing, tourist attractions significantly influence tourist satisfaction variables by 67,3 percent, with the remaining 32.7 percent being described by other variables outside the study.

The implication of this study offers recommendations to improve the Blok M area to meet the obligations of sustainable urban tourism in Jakarta, such as Government and business stakeholders in the Blok M area will of course need to maintain and extend a variety of existing attractions with an updated calendar of events. In addition, the quality of existing facilities will be maintained to increase the satisfaction of visiting tourists. Promotion through social media should also be further strengthened so that the number of tourists visiting will be more diverse.

Keywords: Accessibility, Amenities, Attractions, Blok M Area, Tourist Attraction, Tourist Satisfaction

PGRC 2022-7733

Corporate Social Responsibility, Organizational Justice and Quality of work life: Study of hotel employees in China

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With a contribution of 9% to global GDP and 10% job creation, the tourism and hospitality industry has been one of the fastest-growing industries. Even under the epidemic, the hotel industry maintains a stable demand for China's market revenue of high-end hotels. High-end hotel employees are critical for gain market share since they require a broader knowledge base and higher-order pursuit (Chathoth et al., 2020). The hotel staff generally work with high physical and emotional stress (Khantimirov & Karande 2018). To obtain business, enterprises recognize that corporate social responsibility is an effective way to balance multiple stakeholders (Kucukusta, Mak, & Chan 2013; Lee & Heo 2009), especially employees (Chen & Khuangga 2021; Ilkhanizadeh & Karatepe 2018; Kim et al., 2020; Rupp et al., 2013). The study concluded that high-end hotels should bear more corporate social responsibility programs and be more influential (Liu et al. 2019). Corporate social responsibility strategies study macro or organizational outcomes (Orlitzky, Schmidt, & Rynes, 2003). Recently, the implicit of internal stakeholders have been studied, and individual outcomes such as attitudes and behaviours are still lacking. Many researchers are encouraged in the literature to explore the further impact of specific dimensions and practices of corporate social responsibility on individual attitudes and behaviours (Castro-González et al., 2019; Farid et al., 2019; Hejjas, Miller, & Scarles, 2019; Kim et al., 2020). Existing literature has recognized the relationship between PCSR and justice (Chen & Khuangga, 2021; Moon et al. 2014), but the empirical study still shows a limited number (Gao, Zhang, & Huo 2018). In the previous study, only Chen and Khuangga (2021) examined the micro aspect of corporate social responsibility, organization justice, and employee outcomes. The paper explored the implicit role of corporate social responsibility in the workplace and investigated the specific dimensions of organizational justice and employee themself. This article caters to the Sustainable

Development Goals and guidelines, ensures a healthy life and well-being for the public, and guarantees decent work of citizens and economic growth (Kreinin & Aigner 2022; De Neve & Sachs 2020). The research work by Hope (2020) states that promoting justice through responsible and effective institutions can ensure equality for all. However, a growing problem of work-life balance and declining well-being among hotel employees are causing hotels to become unsustainable.

Therefore, this study aims to investigate the impact of the implicit corporate social responsibility dimension such as Economic CSR, Legal CSR, Ethical CSR, and Philanthropic CSR. The study is based on Chinese high-end hotel employees' well-being and quality of work life in terms of Higher-order Quality or Lower-order Quality of Work Life through the dimension of organisation justice such as Procedural justice, Distributive justice, and Informational justice. The study is carried out using quantitative research methodology in which 558 questionnaires were collected in China's high-end hotel industry. The research results emphasize the importance of the mediating impact of organization justice. Perceived corporate social responsibility has no direct effect on employees' well-being and quality of work life, but under the mediate influence of organization justice, perceived corporate social responsibility positively impacts employees' well-being and quality of work life. The results also emphasize the direct impact of perceived corporate social responsibility on organization justice. Employees' well-being and quality of work life are directly affected by organization justice. Positive employee well-being is directly related to the high quality of work life. Using social identity theory and deontic theory, this paper examines the recessive role of corporate social responsibility in organizational justice, studies employees' well-being, and quality of life at work, and extends the theory. This study confirmed perceived corporate social responsibility, organization justice and quality of work-life constructs as multidimensional reflective-formative (composite) second-order constructs in a hospitality setting, representing a unique contribution from a methodological perspective. In addition, the research confirms that internal corporate social responsibility is the antecedent factor of organization justice, which is another critical theoretical contribution of this paper. The study has also produced some management suggestions for hotel industry managers. The company should pay attention to organization justice, including interaction justice, salary equity, working conditions equity, and performance appraisal system equity. The company can ensure organization justice by recognizing employees' responsibilities and welfare benefits, providing them with complete respect and appreciation, and encouraging and guiding their career development. By understanding employees' perceptions and expectations, we can formulate the needs and directions of business and corporate social responsibility strategies to improve employees' well-being and success because employees are the company's critical assets. As a result of this paper's limitations, there is also a way for future research to be conducted. Future studies can conduct on different types of hotels in different countries and discuss the macro perspective of corporate social responsibility or study the multidimensional perspective of corporate social responsibility. In addition, the three-dimensional structure is selected for organization justice research in this paper, and information justice can be included in future research to understand its impact comprehensively. Finally, future research can explore other aspects of employees, such as turnover intention and career satisfaction.

Keywords: Corporate Social Responsibility (CSR), Organizational Justice, Hotel employees, Well-being, Quality of work life, Sustainability

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PGRC 2022-7843

The Effect of Communication Skills in English by Housekeeping Department Grand Zuri BSD on Guest Satisfaction

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At this time, tourism is an activity that is mostly carried out by humans around the world. There are internal factors and external factors that make it an impetus for each individual to take a tour which causes English to become an international language for communication. Especially in the current era of globalization, English has become an important thing in life. Hotel is one of the places where there are many local guests and foreign guests. In the tourism industry, hotels use English a lot because foreigners who come to another country will certainly stay at the hotel for a certain period. Therefore, English is an important language in the hospitality industry. Also, the hospitality industry is an industry that is engaged in the service sector. Services in this case are in the form of act of service and communication services. This study aims to determine whether communication skills in English are able to assist hotel employees in communicating with guests and obtaining guest satisfaction. According to Jhaiyanuntana and Nomnian (in Kraiteph, Khongkrapan, etc, 2020) states that every hotel employee is expected to be able to communicate in English. Because if hotel employees have the ability to speak in English, hotel employees can easily communicate in English with foreign guests. Ojanperä Miina (in Clement & Murugavel, 2018) states that having poor English language skills can affect the effectiveness of communication, causing barriers and misunderstanding. Having the ability to communicate in English can make hotel employees understand what foreign guests are saying or hotel employees can give an answer to foreign guests. A good communication between hotel employees and hotel guests can provide satisfaction for the hotel guests. Housekeeping is one of the hotels' departments that meet many guests while working. Devi Hari Putri (2015) states that housekeeping has the responsibility to maintain and care for the hotel which is the home for the guests. Because the housekeeper works in every area of the hotel, the housekeeper often meets the hotel guests who need help. If the housekeeper can speak English, the housekeeper can easily help language guests that need any help. The ease of existing English communication can make guests feel satisfied with the communication

services provided. Fatihudin and Firmansyah (2019) state that guest satisfaction is measured by how much pleasure the guests feel for the services or the products that the guests receive. Guest satisfaction is an important thing in a hotel because satisfied guests will give a good review to the hotel and will make the hotel have a good image in society. This research used a quantitative analysis with method surveys and using questionnaires and collecting data from other people's research as a form of data collection. The data in this research were tested using validity test, reliability test, normality test, heteroscedasticity test, pearson correlation test, coefficient of determination test, multiple linear regression test and T-test processed with SPSS program version 26. The respondents in this research were Grand Zuri BSD's guests who stayed at Grand Zuri BSD from January to December 2021 and the guest communicated in English with Grand Zuri BSD's housekeeping employees. The total number of respondents in this research was 100 respondents.

The result of this research indicates that the ability of the employees to communicate in English has an effect on guest satisfaction. The mean result of the ability of the employee to communicate in English is 3,79 and the mean result of the ability of the guest satisfaction is 4,3. All statements in this research are valid and reliable based on the validity test dan reliability test. Both of the variables have a normal distribution with the amount of 0,200 and both the variable has no symptoms of heteroscedasticity with the amount of 0,658. The two variables have a medium relationship of 0,520 based on pearson correlation test. From the result of the coefficient of determination test, the ability of the employee to communicate in English has an effect of 27,1% on guest satisfaction. Then, from the result of the multiple linear regression test, the ability of the employee to communicate in English has an effect on guest satisfaction with the amount of 0,648. And in the T-test, the significant value shows 0,000 which means the ability of the employee to communicate in English has a positive effect on guest satisfaction. From this research, the suggestions for Grand Zuri BSD based on the results of this research are to provide English language training to all hotel employees. The English language training can be held once a month or every three months, therefore increasing guest satisfaction.

Keywords: English Communication, Guest Satisfaction, Grand Zuri BSD

PGRC 2022-7892

TikTok Circulated eWOM and Its Influence Towards Visit Intention in The National Museum of Indonesia

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Tourism is a practice which includes visiting a certain location or destination for a certain period of time for leisure and recreational purposes. As an industry, tourism has the potential to increase economic growth as it can provide opportunities for jobs and raise the GDP of a certain area including Jakarta. One of the main sources of tourism in an urban environment such as Jakarta is a museum. Apart from themed parks and shopping districts, museums are the main attraction that a tourist can visit in an urban environment and Jakarta has no shortage of them. Unfortunately, the current situation regarding museums in Jakarta is concerning as according to the government's statistic centre, only 3 of the many museums in Jakarta are currently being visited by more than 50,000 tourists annually many of which manage to do so by offering visitors attractions that wouldn't be normally offered in a museum such as renting a vintage bicycle or having street performer performs in the museum complex. Out of those 3 aforementioned museums, the one that stands out amongst the other is the National Museum of Indonesia. The National Museum manages to maintain above 50,000 annual visitors while functioning like a traditional museum as in attracting visitors through it is collections and exhibitions, whereas all other museums in Jakarta have failed to do so. Another thing that sets The National Museum of Indonesia apart from the rest of the museums in Jakarta is the resurgence of online content that circulated through the social media platform TikTok in some form of customer review towards the many collections and exhibitions in this museum.

Most notable of this content is the review of the latest exhibition in the museum titled 'Ruang Imersifa' which roughly translated from Bahasa to be "Immersive Room". This piece of online content which we can consider as electronic word of mouth (eWOM) was created by many different accounts that have managed to gain a lot of traffic some achieving several hundred thousand views and like in a period of a couple of months. According to the previous study (Romadhon & Widiartanto, 2021) that's done in Owabong WaterPark in Purbalingga states

that eWOM that circulates through social media platforms has a positive and significant impact towards tourist's intention to visit certain destinations. The social media platforms in reference to this study are Google map reviews and Trip Advisors so it arose questions on whether the same situation is to be expected in this case. The purpose of this research is to find whether eWOM that circulate through TikTok application is the factor that cause high numbers of visit in Indonesia's National Museum. In order to have a clearer picture of the situation, Data from 103 respondents have been collected through a questionnaire, direct observation, and interviews which were analyzed using correlation and simple linear regression. All data analysis in this research is obtained using SPSS 26 program and has been tested validity and reliability-wise. It is found that in the same way that previous studies had shown, eWOM that circulates through TikTok positively and significantly impacts visitor intention to visit The National Museum of Indonesia.

Statistic description of collected data shows a mean of 4.3 towards eWOM statements and 4.1 towards Visit Intention statements which in reference to the Likert's scale use, means that the respondent is agreeing with the statements provided. The results in the coefficient determination test also show that 12.5% of the existing Visit Intention can be explained by eWOM that circulates through TikTok. While that percentage may be strong enough to give it a certain advantage to be above other Museums, it is not strong enough that can be labelled as the main cause behind the current visit intention existed in The National Museum of Indonesia. In fact, a linear regression equation was drawn with the results of data analysis in this research that reads $Y = 26.868 + 0.354X$ which shows that even without the advantage brought by eWOM there's certainly a visit intention in this museum. It is concluded that there are other factors outside of this research that may very be the main factor that explains the number of visitations and therefore, further research is required.

Keywords: Word of Mouth, eWOM, Visit Intention, TikTok, Social Media, Museum

PGRC 2022-7889

The Influence of Customer Satisfaction and Electronic Word of Mouth on Hotel Reputation in Mandarin Oriental Jakarta

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The internet is increasingly being used by consumers to find information about vacation destinations or hotels to be visited. Without actually experiencing a hotel or holiday destination, travellers have limited opportunities to judge the quality of service they will receive. The internet also provides easy access to reviews posted by past customers about a hotel or tourist destination. Online consumer reviews as a form of electronic word of mouth can be the basis for prospective consumers' perceptions of hotels and subsequently their purchasing decisions. Meanwhile, the reputation of the hotel among customers is manifested through the descriptions and arguments used in online reviews. In this study, reputation was extracted by providing hotel review comments, which were characterized as positive or negative by the customers themselves, from online review websites and online travel agent (OTA) sites. This research will use Mandarin Oriental Jakarta as the subject. Mandarin Oriental Jakarta is one of the best 5-star hotels in Jakarta. This can be proven by the various awards that have been obtained by Mandarin Oriental Jakarta and the high rating values obtained from various online review sites and online travel agents such as Tripadvisor, Expedia, Traveloka, Agoda, and Tiket.com. This research was conducted to see how the influence of customer satisfaction and electronic word of mouth on the reputation of hotels in Mandarin Oriental Jakarta. Through this research, it is expected to know the effect of customer satisfaction and electronic word of mouth at Mandarin Oriental Jakarta. According to Kotler and Keller (2016), customer satisfaction is a reflection of the customer's assessment of the perceived product or service in relation to expectations.

When the goods or services consumed do not match expectations, the customer will be disappointed. Conversely, when the goods or services meet expectations, customers will feel satisfied. Meanwhile, electronic word of mouth can be said as communication with social network media or the internet carried out by consumers based on the consumer's experience when buying an item or service (Serra-Cantallops et. al, 2018). According to Fombrun (1996) in Hendarwanto (2020), reputation is the embodiment of one's experience with the product or service obtained. With a good reputation, it can increase credibility. Reputation is also a 2 guarantee for consumers to get products or services in accordance with their desired expectations. This research is quantitative research with a sampling technique using a purposive sampling method. Determination of the number of samples or respondents using the Slovin formula from the number of online reviews of Mandarin Oriental Jakarta on the Google page.

The data collection technique was carried out by distributing online-based questionnaires (google forms) so that 99 respondents could be obtained who had visited or stayed at the Mandarin Oriental Jakarta. The data analysis techniques used are validity test, reliability test, mean descriptive analysis, respondent descriptive analysis, normality test using probability plot and histogram graph methods, multicollinearity test, heteroscedasticity test using the Glejser method, multiple linear regression test, partial test (t), simultaneous test (F), and coefficient of determination (R2). The data is processed with the help of the SPSS program. Based on 99 questionnaires that have been filled out by the respondents, the authors obtain a profile of respondents consisting of gender, age, domicile, occupation, and income. Based on the results of the classical assumption test, it can be concluded that the data are normally distributed, there is no multicollinearity, and there is no heteroscedasticity. The multiple linear regression test proves that customer satisfaction (X1) and electronic word of mouth (X2) have an effect on hotel reputation (Y). Based on the results of the partial test (t) on the effect of customer satisfaction on hotel reputation at Mandarin Oriental Jakarta (H1) and the effect of electronic word of mouth on hotel reputation (H2), it can be concluded that there is a partial effect of customer satisfaction and electronic word of mouth on hotel reputation in Mandarin Oriental Jakarta so H1 and H2 are acceptable. Furthermore, the simultaneous test (F) was carried out on H3 indicating that there was an effect of customer satisfaction and electronic word of mouth simultaneously on the reputation of the hotel at Mandarin Oriental Jakarta so that H3 could be accepted. Finally, in the coefficient of determination test, it can be concluded that the influence of customer satisfaction variables and electronic word of mouth on hotel reputation is 68.7%. Suggestions that the author can give to Mandarin Oriental Jakarta are to change the appearance of the website interface, invite guests to provide reviews through Tripadvisor, Traveloka, and others, providing weekly or monthly training to staff on how to provide services to guests, creating play areas for children guests, updating existing features and facilities in rooms, and making attractive promos and collaborating with online travel agents to get special prices.

Keywords: Customer Satisfaction, Electronic Word of Mouth, Hotel Reputation, Hotel Review

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PGRC 2022-7887

The Influence of Perceived Usefulness Toward Intention to Use Zoom in Event Virtual (Study Case on Groovy EO Employees)

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The existence of Covid-19 in 2019 has been the toughest situation the world ever faced, almost every industry across the world has a downturn and needs to adapt to the situation. One of the industries being most impacted by the virus is Hospitality and Tourism, specifically MICE and the Event Organizer sector, which needs to adapt to the current situation that caused changes in the way they operate an event. Data from the Event Industry Council (IVENDO) 2020, based on the survey of 1.128 EO in seventeen provinces, there were several event organizers got loss around 2.57 billion to 6.63 billion rupiahs because of event cancellations and postponements. If we total the loss, there's about trillions of rupiah.

During the pandemic, this sector has to hold events, conferences, exhibitions, and other events online or virtually. One of the platforms that provide and are capable to organize the virtual event is Zoom, which is one of the fastest-growing applications during the pandemic. The online or virtual event is something new for Indonesia's market, through this study author wants to analyse the influence of perceived usefulness toward the intention to use Zoom for event digitalization. Based on Direktorat Kajian Strategis-Kemenparekraf (2021) said, Zoom was the most frequently used platform to hold a virtual or hybrid event by all the event organizers in Indonesia.

The popularity of the Zoom platform during the pandemic, as well as the convenience and facilities offered by this application, making Zoom one of the options for event organizers (EO) to hold events online or virtually during the pandemic, one of which is done by Groovy EO. Based on the background above this research is purposed to identify the influence of perceived usefulness towards intention to use Zoom in virtual events (study case on Groovy EO employee). The variables used in this study consist of perceived usefulness and intention to use.

Perceived usefulness is a state in which an individual believes that when he uses a certain system can improve the performance of his work, or in other definitions provide benefits for that individual (Bertagnolli, 2011). Intention to use is a situation where a person has the intention or tendency to use a certain product or technology (Tanujaya, 2020). Based on previous research and framework that has been carried out by previous researchers related to the used variables, 2 hypotheses will be tested in this study, H_1: Perceived Usefulness has a significant effect on Intention to Use, H_0: Perceived Usefulness has no significant effect on Intention to Use.

By using a quantitative method with correlation, the data was collected by distributing the questionnaires through Google Forms to 27 respondents, who are Groovy EO employees. These questionnaires consist of 20 statements that measure by the Likert scale. All the collected data was tested by SPSS with several analysis methods to get the result of this study. The analysis menthods used in this study consist of descriptive statistic, validity test, reliability test, simple linear regression, pearson correlation, coeffiecient of determination, and t-test. T

The result of descriptive statistic in this study includes the highest mean value on the perceived usefulness variable was obtained by a statement stating "The schedule meetings feature in the Zoom application helps me to make meetings with clients instantly" with a mean value of 4.81 which is classified as very good and the highest mean value in the intention to use variable is obtained by a statement containing "I am willing to recommend the Zoom application to others who want to host a virtual event" with a mean value of 4.74 which is classified as an excellent category.

The result of validity test in this study shows that the entire item statement in the independent variable is valid. The result of reliability test in this study shows that the statements used in the research questionnaire for independent variables are entirely reliable. Based on the results of the coefficient of determination obtained in the study, it can be concluded that the perceived usefulness or perception of benefits of the Zoom application affects respondents' interest in using the Zoom application in terms of digitizing events by 72.5%. While the other 27.5% was influenced by other factors that were not discussed in this study. The result of a simple linear

regression test shows the number 0.000 which means that the value is smaller than the significant r table of 0.05, so it can be concluded that the perceived usefulness affects the intention to use Zoom in the virtual event.

Keywords: Event Organizer, Intention to Use, MICE, Perceived Usefulness, Zoom

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PGRC 2022-7841

The Implementation of Planet 21 Program in Mercure Tangerang BSD City and How It Affects Consumers' Purchase Intention

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In this modern era, companies are expected to have responsibilities not only to the working environment but also to the earth's environment. Therefore, the implementation of green marketing is a form of effort by companies to not only save the planet but to also fulfil those responsibilities. These responsibilities could be done in the form of supporting local charities, cooperating on projects that help improve the local community, or buying food supplies from local farmers. Green marketing is the practice of promoting and advertising environmental products, services, and initiatives based on the company's perceived sustainability. Tools of green marketing such as ecolabels, eco brands, and environmental advertisement are used to help increase society's awareness of the attributes and characteristics of green products. Out of the many industries operating in this world, the hotel industry has a huge impact on either saving or destroying the environment. Consequently, hotels need to pay more attention to how their hotel operates to not further harm the environment. Since hotels operate every day to serve guests, waste are produced each day and a lot of energy, as well as water, is constantly being used. Mercure Tangerang BSD City, among other Accor hotels, have been implementing a sustainable program dedicated to the environment called Planet 21 since it first opened in 2019. Having to provide guests with water, energy, and food each day, Accor realizes that their company has to make a change in order to help preserve the environment. Planet 21 sustainable development program is a program that is related to the environment and social community as a part of an important business strategy for Accor all over the world and was first launched in 2011. The program Planet 21 was inspired by another Program called Agenda 21 which was the action plan drawn by 173 Heads of State at the 1992 Earth Summit in Rio de Janeiro. There are 6 pillars that the program focuses on, which are guests, communities, partners, buildings, food, and people. Accor also has 4 key achievements on their sustainable program, Planet 21, which are Plant for the Planet, the fight against sexual exploitation of children (WATCH – We Act Together for Children program), Eco-design, as well as Healthy and Sustainable Food. The purpose of this study is to find out whether the implementation of Planet 21 as a form of green marketing, measured by green marketing tools, has an impact on guests' intention on staying in Mercure Tangerang BSD City. This research is done by using quantitative analysis with survey method. The tests that were run in this research were validity test, reliability test, normality test, heteroscedasticity test, autocorrelation test, simple linear regression test, coefficient determination, F-test, and t-test. Data is collected by spreading out online questionnaires, which has 42 statements (30 statements from the variable green marketing and 12 statements from the variable intention to stay) provided with the Likert scale to help respondents answer the questions provided, using google forms to 400 respondents. Nonprobability with purposive sampling is used to collect the samples. The population used in this research is based on the occupancy data of Mercure Tangerang BSD City from 2020 to 2021, which then is used to count the sample by using Slovin's formula with a margin of error of 5%. Data processing in this research was assisted by using the application IBM SPSS Statistics version 26. The results of this research showed that green marketing, with its' dimensions ecolabel, eco brand, and environmental advertisement, simultaneously has a significant effect on the intention to stay. Using the t-test, the results showed that the two dimensions of green marketing which are, ecolabel and eco-brand, partially have a significant effect on the intention to stay. While the dimension of environmental advertisement, partially doesn't have a significant effect on the intention to stay. The coefficient of determination test shows that 53,5% of intention to stay is affected by green marketing, whilst the other 46,5% is affected by other factors that aren't explained in this research. From this research, it is suggested that Mercure Tangerang BSD City as well as other hotels should further promote the Planet 21 Program or a sustainable development program so that it could encourage and educate the public about sustainable development.

Keywords: Eco-Brand, Eco-label, Environmental Advertising, Green Marketing, Purchase Intention

PGRC 2022-7741

The Effect of Tourist Experiences and Tourism Products on Intention of Revisiting The Ragunan Wildlife Park

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This thesis is a study to find out how much influence the tourist experience and tourism products have on the intention of returning a tourist to the Ragunan Wildlife Park. Travel experience itself is a person's personal response when buying or using a product or service. Tourism products are things that are offered by tourist destinations for attention, use, acquisition, or consumption that can satisfy needs and wants. The intention to visit again is the urge to visit a tourist destination that has been visited before.

Ragunan Wildlife Park was first established on September 19, 1864, on an area of 10 hectares located in Cikini, more precisely on Cikini Raya No. 73. Then it was moved to an area of 30 hectares in the Ragunan area, PasarMinggu. The main attraction at Ragunan Wildlife Park is the collection of animals or animals that are displayed to tourists. These animals are in cages. The existing cages are also not like cages in general, which are shaped like fences that limit us to animals. Some of the existing cages are surrounded by deep ditches or moats filled with water which are useful for keeping the animals away from tourists.

In previous studies, it was said that the experience felt by tourists could lead to the intention to return to the tourist destination (Pujiyati&Sukaatmadja, 2020). In another study by Pujiastuti, it was said that the tourist experience gave rise to experiences and plans to visit again in the future (Pujiastuti, 2020). Based on this theory, the author can conclude that the tourist experience is one of the variables that determine the intention to visit again.

The next variable is tourism products. A good tourism product can be a benchmark for a tourist to revisit a tourist destination (Razaq, 2017). Supported by research conducted by Priyanto in 2016 on the Goa Kreo tourism object, Semarang has research results which state that tourism

products have a positive and significant effect on the decision to visit. With this, the author can conclude that tourism products are one of the variables that determine the intention to visit again (Priyanto, 2016).

Re-explaining the intention to revisit is the urge to visit a tourist destination that has been visited previously is an intention to visit again (Sari et al, 2021). The intention to revisit is considered as an assessment by tourists to revisit the same tourist destination (Mujihestia et al, 2018). The intention to revisit can also be shown through recommendations from tourists who have visited because they have the desire to visit again and make recommendations to others because they are satisfied (Ab, 2018).

In various types of tourism, their main focus is exploring the intention of returning tourists (Rahmadiane, 2019). In a study by Pujiastuti, the intention of tourists to visit a destination repeatedly is an expression of loyalty (Pujiastuti et al, 2020). In this study, Wang also said that one of the factors that influence the intention to revisit is satisfaction and experience (Pujiastuti et al, 2020). So, the author can conclude based on the theory above that the intention to visit again is an encouragement to visit a tourist destination again and become an assessment for a tourist whether they want to return to visit that destination again. The form can be in the form of recommendations that tourists give to others stating that they are satisfied with the tourist destinations they have visited. The intention of returning visits is one of the main focuses in the tourism industry because it is an expression of tourist loyalty. Satisfaction and experience are one of the factors that influence the intention to visit again.

There is also a review about the Ragunan Wildlife Park that alludes to the products offered such as animals, the environment, and Ragunan Wildlife Park tickets. The review also mentions the experiences that tourists feel at the Ragunan Wildlife Park.

The research method used is a quantitative method. By collecting data through questionnaires or questionnaires and determining respondents using purposive sampling with a total of 228 respondents. The data analysis technique used consisted of descriptive analysis, demographic analysis, classical assumption test, and multiple linear regression. The analysis technique will be carried out using SPSS.

From the results contained in chapter 4, there is an influence caused by the experience of tourists and tourism products on the intention to visit again. And obtained multiple linear regression with the equation = -0.258+0.544 X1+0.101 X2.

From the results of these calculations, researchers can conclude as follows. That the dependent variable, namely the intention to revisit, is worth -0.258 if the independent variables X1 and X2 are worth 0, it is not possible because the experience of tourists and tourism products in a tourist destination may not be worth 0. Then it will increase by 0.544 if the independent variable X1 is worth 1 Likewise with the independent variable X2, if the X2 variable increases by 1 unit, the intention to return will increase by 0.101.

Some suggestions that the researcher can gives is that the animals in the Ragunan Wildlife Park must continue to be used as the main attraction of the Ragunan Wildlife Park. Then the Ragunan Wildlife Park must be able to educate and add insight to the tourists who visit. Finally, improvements made in terms of tourist experience and also increases in tourism products will have a positive impact on the intention of returning tourists to visit.

Ragunan Wildlife Park must be able to continue to maintain the quality of the tourism products it offers, such as animals, the environment, and the supporting facilities in the Ragunan Wildlife Park area. Ragunan Wildlife Park has loyal tourists to visit again. Therefore, the suggestion from the author is that the quality of the tourism products offered, and the overall experience felt by tourists must be maintained by the Ragunan Wildlife Park.

Keywords: Tourism, Intention to revisit, Tourist Experience, Tourism Products

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PGRC 2022-7885

Motivational Factors Influencing Indigenous Community Participation in Sustainable Ecotourism Development at Royal Belum State Park, Malaysia

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In recent years, the destruction of the ecosystem increases as the number of tourists travelling in mass tourism increased. This has led to the emergence of the notion of sustainability in the tourism industry. The ultimate objective of sustainable tourism is to seek a balance in the ecosystem. Nevertheless, sustainable tourism is not confined to the ecosystem. It is based on the three pillars of sustainable tourism which are the environmental, economic, and sociocultural perspectives. In view of sustainable tourism and compared to mass tourism, EFAT forms of tourism are gradually becoming popular with different types of tourists (Göker & Karakoç, 2020). Subsequently, ecotourism was widely accepted to be a form of tourism that does cause any adverse impact on the ecosystem in tourism destination sites. It is the first form of tourism as an option to mass tourism in terms of the adverse effects on the ecosystem. The objectives of ecotourism include enhancing the standard of living of the local community and prohibit activities that can be damaging to the environment with the ultimate objective of ensuring the sustainability and viability of tourism and the livelihood of the local community (İsayeva & Kasalak, 2016). Hence, ecotourism is effective in mitigating the issue of the rise in environmental destruction (Göker & Karakoç, 2020).

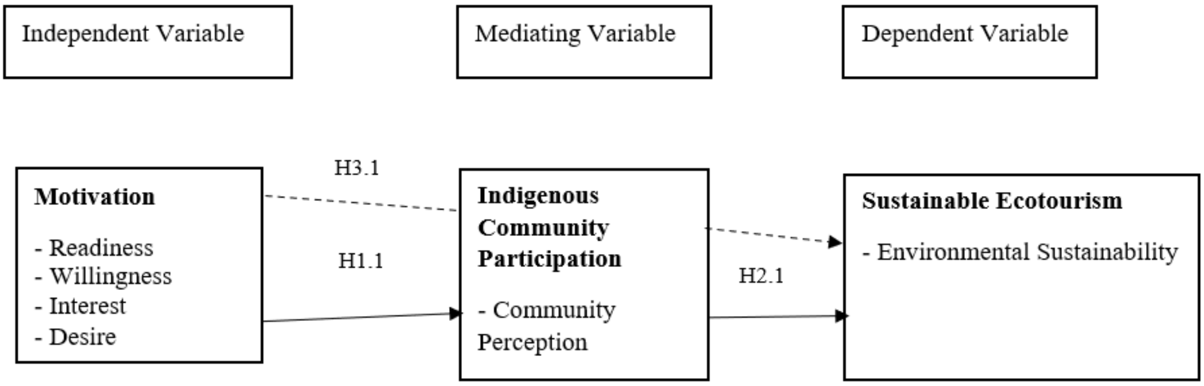
Previous studies by Adjewodah and Beier (2004), Romero-Brito et al. (2016), Ramón-Hidalgo et al. (2018) and Eshun and Tichaawa (2019) highlighted several issues that have caused the deterioration of ecotourism sites which include sidelining the local community and ignoring the local community's wisdom and familiarity with the natural environment of the ecotourism site. Other studies on ecotourism view the local community's involvement or engagement as being influential in the attainment of sustainability objectives via niche markets (Tosun, 2000; Scheyvens & Momsen, 2008; Akama et al., 2011; Becken et al., 2014; Eshun & Tonto, 2014; Harilal & Tichaawa, 2018). This has led to the need for an essential investigation of the relationship between the local community's involvement or engagement in ecotourism and the sustainability of ecotourism (Kanlayanasukho, 2014; Yang & Nair, 2014; Rogerson, 2015; Harilal et al., 2019). Therefore, this research would serve to address the need for the study on community participation in sustainable ecotourism development.

The Royal Belum State Park which is also known as 'Belum Reserve Forest' was degazetted as State Park by Enakmen Perbadanan Taman Negeri Perak in 2007. In 2012, it was recognised as a National Heritage Site by the Government of Malaysia. The Royal Belum State Park borders the Halabala National Park, Thailand to the north, thus making the area of about 300,000 ha of a potential transfrontier park and the Peninsular Malaysian state of Kelantan on the east. In addition, this state park is only accessible by boat via the public jetty at Pulau Banding (Banding Island) which is situated in the southern part of the State Park (UNESCO, 2022). Perak State Park Corporation (PSPC) was founded by the Perak state government in 2003 and is responsible for managing the Royal Belum State Park. Mohamed Shah Redza Hussein (Director of Perak State Park Corporation (PSPC) confirmed that the state government needs the buy-in of the Orang Asli (indigenous community) to ensure the viability of sustainable conservation of the environment since they are the ones who best know the jungle (Koshy, 2021). Although Royal Belum State Park well recognised as a tourist and heritage attraction, the study on the participation level of the indigenous community in sustainable ecotourism development at Royal Belum State Park as limited studies have been conducted there by Abdullah et al. (2013), Bathmanathan et al. (2014), Kamarudin et al. (2014), Razak et al. (2014), Ali et al. (2014), Kamarudin et al. (2015), Schwabe et al. (2015), Othman et al. (2016) and recently, Kamal (2020). Hence, this study aims to elucidate the effects of motivation on the indigenous community's participation in sustainable ecotourism development at Royal Belum State Park based on their perceived environmental impact.

Based on the motivation, opportunity, and ability (MOA) model, motivation is considered to be instrumental in moving individuals in the direction of goals and desirable conditions and ultimately, motivating them to be involved, participate, and support the decision-making process (Gruen et al., 2005, 2007; MacInnis et al., 1991). In the context of tourism, the relevance and deemed benefits of tourism to the local community in tourism expansion initiatives will greatly influence their engagement or involvement level (Hung et al., 2011). The level of motivation of the local community will be a key factor in determining their decision whether to be actively involved in tourism activities (Kayat, 2002). In this study, motivation is regarded as the perception of the indigenous community in Royal Belum State Park toward one of the three pillars of sustainable ecotourism development which is the environment in terms of their impacts or consequences. The indigenous community will be naturally inclined to support tourism expansion initiatives and activities if they are to emphasise on the perceived positive or favourable effects. On the contrary, by accentuating the perceived negative or adverse effects, the level of motivation among the indigenous community will be significantly lower in participating in tourism expansion initiatives and activities (Gursoy et al., 2002; Nicholas et al., 2009; Jaafar et al., 2015).

Researchers such as Hung et al. (2011), Jepson et al. (2013), Jepson et al. (2014), Rasoolimanesh et al. (2017) and Sakitri (2018) had applied the motivation, opportunity, and ability (MOA) model in their study to elucidate the factors that affect the level of engagement of the local community in tourism expansion initiatives and local community festivals. Similarly, Yang et al. (2019) also applied the MOA model to ascertain the local community's engagement level in tourism development which is ultimately instrumental to a lower level of impoverishment in the tourism destination site or location of study. Latip et al. (2018) applied the MOA model to determine the level of participation of the indigenous communities in conservation and tourism development projects in Sabah, Malaysia. The native societal members of Sabah, Malaysia were the respondents of this study. Utama and Trimurti (2021) used the MOA model to measure the success of ecotourism development among key stakeholders in Buyan-Tamblingan, Bali, Indonesia. Though there has been some research applying the MOA model to ascertain the level of participation of the indigenous community in sustainable ecotourism development in the past but none specifically at Royal Belum State Park. Therefore, the MOA model that is applied in this study will be most beneficial in enlightening the factors that affect the participation level of the indigenous community in sustainable ecotourism development. Undertaking this research would ultimately address the theoretical gap.

Figure 1: Research Framework & Hypotheses Developed for the Study



H1.1: Motivation has a positive significant effect on the indigenous community participation in sustainable ecotourism development.
H2.1: Indigenous community participation has a positive significant relationship to the environmental sustainability in RBSP.
H3.1: Indigenous community participation mediates the relationship between motivation and sustainable ecotourism development in RBSP.

This study employs a qualitative approach or content analyses through which related articles on the application of the MOA model specifically motivational factors in tourism studies and environmental roles of ecotourism in sustainable tourism development are used for the generation of outcomes for this study. From a review of the application of the MOA model in tourism field of study, it is evident that the MOA model has been used in the past to determine the participation level of the local community in both local festivals and tourism development. Nonetheless, Utama and Trimurti (2021) used the MOA model to measure the success of ecotourism development among key stakeholders in Buyan-Tamblingan, Bali, Indonesia. One of the essential ideologies of sustainable tourism is safeguarding the ecosystem (Salman et al., 2020). The pivotal role of ecotourism in safeguarding the ecosystem and the preservation of natural capital has been acknowledged by many scholars in the tourism field (Kelkit et al., 2005; Bin et al., 2008; Cao et al., 2014). Similarly, Zambrano et al. (2010) acknowledged that ecotourism contributes significantly to the prevention of clearing or thinning of forests by humans, the preservation of wildlife, the growth in the number of plants and the promotion of seeking other sources of energy. By the same token, scholars such as Fung and Wong (2007) and Lindsey et al. (2005) recommended that ecotourism has been instrumental to both the preservation of the natural environment and the conservation of ecology in the province. This study is limited to motivational factors and the environmental roles of sustainable ecotourism development.

Past studies have clearly indicated that the natural environment (forest and land) is of monumental importance to the livelihoods of the indigenous community. Therefore, safeguarding their natural habitat or natural landscape is crucial for them (Bulan, 2010; Fletcher et al., 2016). The indigenous community will likely be more inclined to participate in sustainable ecotourism development via a higher level of motivation if they have a positive or favourable perception of the environmental effects.

Keywords: MOA Model, Motivational Factors, Indigenous Community Participation, Ecotourism, Sustainable Tourism

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PGRC 2022-7868

The Effect of Service Quality on Customer Satisfaction at Oyster Dealer PIK North Jakarta

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In a service company, the value of worker friendliness becomes an important point for visitors to return and buy the services offered. Hospitality is an attitude, or an act given by others. Or simply the relationship between the guest and the host, of which treatment and hospitality is the foundation. This also applied for restaurant businesses; to meet their needs, restaurants rely on a high level of client satisfaction. Restaurants can benefit from hospitality training by providing staff members with the mature skills needed to serve customers with high-quality service that motivates them to return. This study took place at Oyster Dealer PIK, Indonesia. As is was identified, this restaurant had Google review problems because of its lack of quality service for customers. From the total reviews contained in Google Reviews, as many as 478 reviews, the total unsatisfactory quality of service reached 10%, and this figure is high enough to be a reason for researchers to be interested in conducting further research.

Service quality is a balance between meeting customer expectations and delivering what clients want and need. In service quality, there are 5 (five) assessment components, namely Reliability, Responsiveness, Assurance, Empathy and Tangible. These 5 things are judgments that can affect the assessment of customer satisfaction (Lauw, 2013). The feeling of satisfaction or disappointment that a person has after comparing his perception or impression of the performance or results of a product with his expectations is customer satisfaction. In this study, customer satisfaction has indicators including suitability of expectations, interest in revisiting, and willingness to recommend (Fantoni, 2017).

This is a quantitative study and used a questionnaire. The questionnaire will contain a written question or statement. In this study, the population taken in this study were all visitors who had visited and bought food at the Oyster Dealer PIK restaurant from September 2021 to March 2022 with a total of 800 visitors. By using the Slovin formula, that is n= N/1+N(e)2, and the error rate is 10% so the number of samples is 90 respondents (Purba, 2017). The data analysis methods used are the Validity test, Reliability Test, Descriptive Test, Normality Test, Heteroscedasticity Test, Simple Linear Regression Test, and Coefficient of Determination Test (R^2).

Based on the calculation results, there are 73.4% of results can explain the service quality variable to the customer satisfaction variable, while the other 26.6%, it is influenced by other unknown factors in this study. This is in accordance with research by (Syahri, 2017) which stated customer satisfaction is affected by service quality both positively and substantially." Empathy is the attribute with the largest mean in the service quality measurement variable. Especially in the statement "The courtesy of waiters working at Oyster Dealer PIK". Based on this, it can be said that Oyster Dealer PIK staff strives to satisfy customers by treating them with empathy or by treating them with courtesy. Further, greeting customers who visit when ordering food and thanking customers for visiting. Conformity of expectations is the dimension with the largest mean on the customer satisfaction variable. Especially in the sentence "The appearance and performance of employees at Oyster Dealer PIK are neat and polite at work". Therefore, it can be said that clients are satisfied with the services offered by Oyster Dealer PIK workers because of their professional demeanour, good appearance and efficient work practices. For example, employees use uniforms neatly and in accordance with the rules or SOPs that have been determined by the Oyster Dealer PIK. Based on the calculation results 73.4% can explain the service quality variable to the customer satisfaction variable. This means that there is an effect of 73.4% of service quality on customer satisfaction at the Oyster Dealer PIK restaurant. As for the other, 26.6% were influenced by the presence of other factors that are not known in this study.

This study concluded that the quality of service provided by Oyster Dealer PIK restaurant staff is quite good. Oyster Dealer PIK staff tries hard to satisfy customers by treating them with empathy or by treating them politely. Visitors are satisfied with the services offered by Oyster Dealer PIK staff due to their professional attitude, good appearance, and efficient work practices. Following up on the research results, the advice that the author can give is for Oyster Dealer PIK to be able to improve service quality by improving the taste of food and making the menu served more consistently to customers so that customers want to return to Oyster Dealer because customer satisfaction is influenced by service quality. And for further study may develop 26.6% of other variables can be examined, which can be further variables such as product quality, product prices, and others.

Keywords: Customer Satisfaction, Oyster Dealer PIK, Service Quality

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PGRC 2022-7886

The Effect of Service Quality to Customer Satisfaction in Mezzanine Restaurant Atria Hotel Gading Serpong

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Hospitality is a service-based industry, the services offered to clients must be expertly performed or of a high standard to satisfy clients. Customers who receive high-quality service will be devoted to the hotel's offerings. The purpose of this study is to know how the quality of service provided by the hotel, to know the level of satisfaction of consumers who visit the hotel, and to know how the quality of service affects consumer satisfaction. With the aim to be useful for the tourism sector to improve the quality of their services in the current business competition and to be a reference for the hospitality industry to improve the quality of their services. According to Kotler and Keller (in Rusmahafi & Wulandari, 2020), service quality is the overall characteristics possessed by all products or services to meet consumer desires so that their satisfaction can be fulfilled. According to Fatihudin (2019), there are five dimensions of service quality, there are tangible, reliability, responsiveness, assurance, and empathy based on Tjiptono (in Lise Tiasanty & Sitio, 2020) consumer satisfaction is a situation where consumers are aware of their needs and desires in accordance with what they expect and are well realized. Kotler (in Vierdwiyani & Afriapollo Syafarudin, 2020) there are five indicators of consumer satisfaction, there are staying loyal, buying the products offered, recommending the products, being willing to pay more, giving input or suggestions This study used a quantitative approach with survey method. Research data that has been obtained from the questionnaire will be processed and analyzed using validity and reliability tests. Then, this research also uses descriptive statistical test, normality test, heteroscedasticity test, simple linear regression test, coefficient of determination test, and autocorrelation test. This study involved 100 respondents who had visited the Mezzanine restaurant at the Atria Gading Serpong hotel. The data processing used to process the data in this research is using SPSS version 26. All items contained in this study are valid >0,361 and reliable >0,6. The data shows normality as the significant value shown is equal to 0,127 which is bigger than 0,05. Significant value of service quality variables shown in the heteroskedasticity test has a value of 0,218 so

there were no symptoms of heteroskedasticity. For the autocorrelation test, Durbin Watson value obtained is equal to 2,126 while obtained du value of 1,694 and 4-du value of 2,306. So in conclusion that 1,694 < 2,126 < 2,306 there was no autocorrelation. The simple linear regression resulted the value of significance is equal to 0.000 which has a smaller meaning than R table is 0.05 which can be concluded that the quality of service affects customer satisfaction means the hypothesis is accepted, and based on the coefficient of determination of service quality variables give effect to 35.2% of the variable customer satisfaction. The study showed that consumers are satisfied with the services provided by Mezzanine restaurant because the indicator 'recommend the product' has the highest mean score. Mezzanine restaurant also provides the best service for consumers by giving empathy or attention to consumers so that they are satisfied with the services provided. This study's practical implications are to be able to maintain cleanliness in the restaurant area to increase guest satisfaction and also Mezzanine restaurant could do some training for employees to improve their quality of services. In addition, to be able to attract more consumers, Mezzanine restaurant can also provide attractive promos for new menus and menus that are already available through social media so that the public can know. For further research, the researchers provide some suggestions such as it is expected to be able to examine the variables outside the variables that have been studied in order to obtain more varied results. The sample size in this study was small so future researchers can use a bigger sample.

Keywords: Customer Satisfaction, Mezzanine Restaurant, Service Quality

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PGRC 2022-7867

The Effect of Tourist Attractions and Tourist Facilities on Revisit Intention Domestic Tourists to the Bogor Botanical Gardens Extended

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Bogor Botanical Gardens is one of the tourist destinations in the city of Bogor which provides a variety of tourist attractions and adequate tourist facilities. The Bogor Botanical Gardens is the oldest tourist destination in Bogor which is managed under the management of the Deputy for Life Sciences of the Indonesian Institute of Sciences (LIPI). Bogor Botanical Gardens is one of the ex-situ conservation institutions (protection of biological resources outside their natural habitat). The main role of the Botanical Gardens is to preserve, utilize and develop the potential of plants through conservation, research, education, recreation, and increasing public appreciation of the Botanical Gardens. Bogor Botanical Gardens has 5 pillars, namely conservation, education, research, nature tourism, and environmental services (Dewi et al, 2021). The role of the Botanical Gardens as a tourist spot is becoming more popular because visitors can directly enjoy the beauty of the Bogor Botanical Gardens while increasing their insight and knowledge about plants in one place (Albertus, 2010). This research was conducted to know the factors that influence a tourist's interest in visiting Bogor Botanical Garden, where one of these factors is tourist attractions and tourist facilities. This research is in line with Zai's research (2018) with the title "The Influence of Tourism, Service, and Facility Attractiveness on Interest in Revisiting with Tourists' Satisfaction as Mediating Variable in The Tourism Object of South Nias North Sumatera Province" which states that tourist attractions and tourist facilities simultaneous have a significant effect on revisit intention. This study aims to examine the tourist attractions and tourist facilities that influence tourists' interest to revisit Bogor Botanical Garden. Tourist attractions is one of the main factors in the emergence of a person's intention to make repeat visits to certain tourist attractions (Kawatu, Mandey, & Lintong, 2020). A tourist destination if only relying on the tourist attractions it has is not enough, but must be managed in line with the development of complete and adequate tourist facilities. This is thought to affect the high or low number of tourist arrivals (Artaya, Arimbawa, & Baktiono, 2020). Tourist facilities are part of the services provided to visitors. The facilities offered at a tourist destination will be one of the determinants of interest in visiting (Anisah, 2020). This research used correlation research that aims to determine whether or not there is a relationship between the variables of Tourist Attractions and Tourist Facilities on Revisit Intention. The research method used is a quantitative research method, and the sampling technique applies probability sampling methods with a simple random sampling approach.

Then the number of samples used the Slovin formula from the population of the number of domestic tourists visiting the Bogor Botanical Gardens in 2021. The data collection technique was obtained by distributing questionnaires to 93 respondents with the criteria of respondents who had visited the Bogor Botanical Gardens at least twice. Then for the data analysis techniques, this study included a descriptive analysis of respondents and variables, validity test, reliability test, residual normality test, heteroscedasticity test, multicollinearity test, multiple linear regression test, determination coefficient test (R2), t-test, f-test with program IBM SPSS STATISTICS version 26. Based on the results of the Residual Normality test, the Heteroscedasticity test, and the multicollinearity test it can be seen that the data in this study are normally distributed, there are no heteroscedasticity symptoms, and there is no multicollinearity. The result of the study by using the t-test showed that each dimension owned by tourism attraction (X1) and tourist facilities (X2) has a partial effect on revisit intention (Y), which means that the relationship between tourist attractions and tourist facilities with a revisit intention is positive. Because tourist attractions and tourist facilities have become a necessity and a very important role in attracting repeat visits by tourists to a destination that has been visited.

The Tourist Facilities variable is the most dominant variable influencing the revisit intention of domestic tourists to the Bogor Botanical Gardens. Then the results of the F test showed that the tourism attraction and tourist facilities variable has a simultaneous influence on the revisit Intention variable, this can happen because tourist attractions must be managed. in line with the development of complete and adequate facilities. The result of the coefficient of determination (R2) of this study shows that the R2 value is 0.457 or if the percentage is 45.7%, where it can be concluded that the variation of variable Y can be explained by 45.7% by variable X, while 54.3% is explained by other variables, meaning that tourist attractions and tourist facilities contribute 45.7% in the formation of revisit intention domestic tourists to the Bogor Botanical Gardens. Then the Multiple Linear Regression test results show that tourist attractions (X1) and tourism facilities (X2) affect the Revisit Intention variable (Y). The Tourist

Attraction variable (X1) has a regression coefficient value is 0.126, that every time there is an increase of one value, Tourist Attractions will have an influence of 0.126 on Revisit Intention. Then, the Tourism Facilities Variable (X2) has a regression coefficient value is 0.138, that every time there is an increase of one value, the Tourism Facilities will have an effect of 0.138 on Revisit Intention. This research is expected to produce a novelty that can contribute to and enrich science, especially hospitality & tourism science, and can be a reference for further researchers in conducting research related to the revisit intention. For further researchers, they can develop research by involving other variables that might affect the revisit intention.

Keywords: Revisit Intention, Tourism Attraction, Tourist Facilities

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PGRC 2022-7884

The Influence of Marketing Mix (4P) on Stay Decision: A study on The Grove Suites by Grand Aston during the COVID-19 pandemic era

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The purpose of this study was to determine the marketing mix variables simultaneously, which marketing mix variables were the dominant influences on stay decisions in hotels in Jakarta. This study uses four independent variables namely product, price, place, and promotion with one dependent variable, namely stay decision. In relation to stay decisions, this study focuses on the factors that can cause consumers to make stay decisions, namely product, price, place, and promotion factors. Sampling techniques that are used are Non-probability Sampling with Purposive Sampling which is a person who had stayed in that hotel, with a number of samples taken of 30 respondents. The analysis used is multiple regression analysis. The data analysis method used is quantitative analysis, namely the reliability and validity tests, normality tests, multicollinearity tests, heteroskedasticity tests, autocorrelation tests, T-tests and F-tests, and multiple linear regression analysis. Based on the results of data analysis, it shows that t count promotion variable is 4,997 then the t count (4,997) > t table (1.98447), which means that the promotion variable has the most influence on staying decisions. Simultaneously Product, Price, Location, and Promotion in Marketing Mix simultaneously influence the stay decision at The Grove Suites by GRAND ASTON.

Keywords: Marketing Mix, Product, Price, Promotion, Place, Stay Decision

PGRC 2022-7880

The Value of Digital Marketing Strategies on Hotel Business Performance: A Systematic Literature Review and Future Research Agenda

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In recent years, one of the most common channels to deliver tourism marketing messages is digital marketing (Yu et al., 2021). According to an industry report by PhocusWire (2019), some 60% of leisure travellers usually book travel online, and online advertising accounted for 71% of total travel advertising budgets. According to Morrison (2018), travellers are using digital media at all stages of their trip cycle, interacting with online platforms as they dream, plan, book, travel, and share their travel experiences. The online arena offers an abundance of tourism marketing options, including online advertising, search engine marketing, social media marketing, e-commerce, online bookings, online public relations, employing bloggers and online influencers, and using mobile apps (Gretzel et al., 2020). With Digital and online platforms, social media, and mobile applications becoming ever more integrated into our daily lives, the use of the internet and digital devices is becoming an increasing concern, especially regarding the effects it has on the customers' booking behaviour of a hotel. The most popular communication tool for hotel companies was digital marketing, which included websites, social media, blogs, mobile apps, and other technologies (Yu et al., 2021). Over the past decade, these tools have become key elements of destination management and marketing during regular times as well as in times of crisis (Avraham, 2020; Yu et al., 2021).

During the Covid-19 pandemic, the lockdown might have changed how the hospitality business will be done in the future, given the new rules and regulations concerning hygiene and social distancing together with more hesitant and worried customers (Clark et al., 2020). Research on crisis management in the hospitality industry sees a good approach to strengthened marketing for local consumers (Breier et al., 2021). However, due to the severity of the Covid-19 tourism crisis, the accumulated academic and practical knowledge in the fields of tourism marketing and image crisis recovery was not enough to support hotel companies in their key challenge: to continue marketing destinations under the global pandemic, with closed borders and without the ability to accept tourists (Chen et al., 2021; Gössling et al., 2020; Zenker & Kock, 2020).

As most flights, hotels and attractions stopped serving tourists and many countries closed their borders, the expectation was that hotel companies would cease their marketing activities. And yet, hotel companies around the world kept marketing their businesses and were very creative in developing new promotion strategies during the Covid-19 crisis, especially when some of them were approaching the recovery phase and starting to re-accept customers (Chen et al., 2021). Thus, research within this area is valuable to understand whether relationships exist and how digital marketing strategies can be used to effectively recover the hotel market by influencing the customers' behavioural intentions during the Covid-19 pandemic. For these purposes, it is of growing interest to further research this field and explores the relationship between digital marketing strategies use in hotel business performance and customers' booking preferences.

The precondition of this topic is how to understand the hotel business performance after a technology-based marketing strategy is applied. In the hospitality literature, few studies have investigated digitalization adoption design for marketing strategy (Šerić et al., 2014; Chien & Law, 2003). Other studies have addressed the effect of past infectious disease outbreaks on the hospitality industry, but not with specific regard to marketing strategy (Chien & Law, 2003; Tse et al., 2006). Some very recent studies have explored the effects of the Covid-19 pandemic, for example, Jiang and Wen (2020) proposed a research agenda based on a review of the relevant literature on hotel marketing and hotel guest behaviour. Shin and Kang (2020) conducted secondary data analysis as well as in-depth interviews to investigate the effects of expected interaction and expected cleanliness on perceived health risk and hotel booking intention, focusing on potential customers' perceptions. However, the accumulated academic and practical knowledge in the fields of tourism marketing and image crisis recovery were not enough to support hotel companies in their key challenge: to continue marketing destinations under a global pandemic, with closed borders and without the ability to accept tourists (Zenker et al., 2019; Gössling et al., 2020). However, against the backdrop of the normalization of the epidemic, the following research questions remain unresolved: What are the features of digital marketing strategy measures in the hospitality industry? How can hotels capture customer booking behaviour and make operational management decisions? How do different digital marketing strategies meet the requirements in terms of providing effective services while maintaining social distance between customers and service providers? A thorough review of the literature can help answer these questions.

Another issue to be addressed is that, in fact, before the Covid-19 pandemic, the hotel industry was facing fundamental challenges. Hotels faced increasing pressure to become more customer-centric, digital, agile, and sustainable (Valle, 2020). However, the Covid-19 pandemic is forcing hotels to redesign the booking and service experiences that consumers can expect at touchpoints during their journey. Additionally, While the hospitality industry is slowly recovering, the Covid-19 crisis continues to exert profound impacts on how the hospitality business operates. Thus, figuring out what will make consumers return is essential and this requires intensive research efforts.

For these purposes, this study aims to: a) clarify the nature and characteristics of the hotel business performance after digital marketing strategies are adopted in business activities, especially during the COVID-19 pandemic, b) conceptually explain the influence mechanism of hotel digital marketing on customers' experiences and behaviours, and c) systematically review the extant literature on digital marketing strategies, and the literature on digital marketing will be synthesized in terms of theories, contexts, methods adopted and analytical techniques used. By doing so, the current study could contribute to service encounters and marketing management from theoretical and practical perspectives.

Keywords: Digital Marketing, Hotel Business Performance, Social Media, Systematic Literature Review

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PGRC 2022-7876

Memorable Tourism Experiences: A Conceptual Model

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Due to the dramatic change of tourist profile in recent years, tourists are becoming more experienced and complex, with rising demand for authenticity, personalization, and unforgettable experiences. Different from service economy, experience economy affects the industry revenue based on consumers' degree of enjoyment, as customers tend to pay a premium for additional experiential value (Pine & Gilmore, 1999). Memory and past experiences are regarded as vital sources for future tourism behaviours, satisfaction toward destinations, and subjective well-being. Consequently, there is an increasing number of studies incorporating memory into tourism experiences (Sthapit & Coudounaris, 2017) demonstrate that memorable tourism experiences (MTEs) are more vital than standard tourism experiences that do not have unique characteristics and could be easily duplicated. Thus, MTEs become a prominent research topic.

The year 2012 is regarded as the starting year of MTEs studies, with a 7-dimension scale proposed by (Kim, Ritchie, & McCormick, 2012). In the next five years, MTEs studies generate little attention but skyrocket in 2018 (Hosany, Sthapit, & Björk, 2022). For a decade, the main focus of MTEs studies is dimension or scale development, antecedents and consequences. Besides, relevant studies are conducted in various tourism contexts, like ethnic minority tourism, rural tourism, ethnic minority tourism, and gastronomy tourism. However, relevant studies are still insufficient. Serving as the foundation of MTEs, the 7-dimension scale (Kim et al., 2012) is widely used to measure the essence of MTEs and is believed to be applied in various contexts. However, the scale is criticized by many studies for many reasons, like using student samples, not symbolic tourists, to develop the scale and inconsistent results found by further studies (Subramaniam et al., 2019). Therefore, it is significant to further inquiry for a more comprehensive understanding of MTEs to meet tourists' expectations (Rasoolimanesh, Seyfi, Rather, & Hall, 2021), including relevant theories, antecedents, dimensions, consequences, and others. Additionally, previous studies identify the difference in tourism types in MTEs studies, so it is suggested to expand the constructs of MTEs based on specific tourism context (Sthapit, Coudounaris, & Björk, 2019). Hence, analysis and synthesis of MTEs studies in different contexts are needed, Besides, a majority of studies concentrate on positive MTEs and ignore the negative MTEs, which could also be memorable. Accordingly, a comprehensive understanding of MTEs, both positive and negative, is needed.

Thus, this study adopts the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) for a holistic understanding of the MTEs studies, as it comprehensively collects and summarizes existing articles, which help deepen the understanding of the current development and provides guidelines for future research (Lin & Rasoolimanesh, 2022). A conceptual model of MTEs is developed, incorporating antecedents, dimensions, and consequences of both positive and negative MTEs. Besides, the authors follow the report check list proposed by (Liberati et al., 2009) and develop a protocol for inclusion and exclusion criteria. Journal papers published in English in tourism are extracted from Scoups, because it is not only a database with large coverage of tourism journals but also an indexing system (Mongeon & Paul-Hus, 2016). Further, only ABDC journal papers in tourism are selected to ensure the quality of the paper. Articles with the term "memor* OR unforgettable" AND "tourism OR travel*" AND "experience*" in the title, keyword, and abstract are chosen. The asterisk (*) is used to include more keywords, like "memor*" refers to "memorable", "memory", and "memorability". Then, as suggested by (Pahlevan-Sharif, Mura, & Wijesinghe, 2019), bibliographic (such as year, countries, types of tourism, research design, and others), PRISMA check list items, and other information of the selected articles are documented in MS Excel sheet. Further, articles are categoried based on four main themes (antecedent, dimensions, consequences, and others), contexts of tourism, and positive or negative MTEs. A knowledge map is provided to summarize the results of thematic analysis. Then, each theme is analyzed in detail and synthesize for a conceptual model through content analysis.

The results of the study advance the understanding of MTEs with a conceptual framework incorporating antecedents, dimensions, consequences, and other factors of both positive and negative MTEs. Besides, problems and gaps in the present studies are discussed, which provide insights for future study areas. The results of the study shed light on the creation and improvement of the tourism experience, which further enhances the competitiveness of destinations.

Keywords: Memorable Tourism Experiences, Tourism Experiences, PRISMA, Behavioural Intention

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PGRC 2022-7899

The Role of The Work Environment in Improving the Performance of Front Desk Employees at The Sari Pacific Jakarta Hotel

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In the world of work, to be enthusiastic about work and provide the best performance, it is necessary to have a good and supportive work environment to improve employee performance. This is because the work environment always accompanies employees throughout the day he works. This study aims to determine the role of the physical work environment and nonphysical work environment in improving the performance of front desk employees at Sari Pacific Hotel Jakarta. The research method uses a descriptive method with a qualitative approach. This study uses interview techniques to 3 (three) sources who are permanent employees at Hotel Sari Pacific Jakarta. The results of the existing data collection will be tested with a triangulation test scale. It can be concluded that the non-physical work environment plays a more important role in improving employee performance than the physical work environment. This is evidenced from the results of a comparison of interviews, observations, and theories that a good psychological or non-physical work environment will further affect the morale and mental health of everyone so that it can play an important role in improving employee performance.

Keywords: Physical Work Environment, Non-Physical Work Environment, Employee Performance

PGRC 2022-7499

Metaverse: Smart City Tourism and Customer Experience Management

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Customer expectations are always shifting, and dealing with them is a challenge. There is huge demand exists for an outstanding experience that incorporates sophisticated technology (Ghare, 2022). It is predicted that “by 2026, 25% of people will spend at least one hour a day in the metaverse for work, shopping, education, social and/or entertainment” (Rimol, 2022, para.1). However, “the metaverse market size in travel and tourism industry is expected to be valued at USD 188.24 billion in 2026 with a progressing CAGR of 26.01%” (Technavio, 2022, para.1). The metaverse has enormous potential in the hospitality and tourist industries. According to Sustainable Development Goal (SDG) 11, cities and human communities must become more inclusive, safe, self-sufficient, and sustainable (United Nations, 2021). With the fourth industrial revolution, the paradigm of urban sustainability developed. The evolution of information and communication technology with intelligent connections has revolutionized the economic models of organizations and institutions. The tourism industry's competitiveness and economic performance are dependent on a sustainable smart city tourism model (Lee et al., 2020; Um et al., 2022).

“Metaverse is based on hyper-connection, not only satisfies the human instinct for social interaction and embodies the experience of the real world but provides a transcendent space. The transcendental characteristics of metaverse play a role of trigger that let various fields, such as tourism, marketing, and education, recognize metaverse as a new business model” (Um et al., 2022, p.227). Metaverse is generated by the virtualization of physical and virtual reality that supports the virtual immersion of users in the digital world, with several endpoints involving numerous technologies and experiences in collaborative virtual shared space. “The metaverse can be defined as a set of virtual shared spaces that are indexed in the real world and accessible via 3D interaction” (Aïdi, 2022, para.1). Because the metaverse platform is built with modern technology, it may be capable of overcoming real-world constraints such as time or geographical limits and communication obstacles. The metaverse avatar facilitates consumer engagement in the virtual world. A virtually simulated environment can engage digital avatars of users and offer them full virtual immersion that helps them to interact on a real-time basis (Bloomberg Cities, 2022). For example, Metaverse Seoul is an excellent example of a smart city with a dedicated virtual tourism area (Gaubert, 2021). In fact, for virtual entertainment 'Incheoncraft' has been developed to avail the smart virtual tourist services. The designation of major tourist locations as "virtual tourism special zones". Virtual hotspots will also be chosen and constructed in stages using historical resources that have been lost. Physical businesses, such as well-known restaurants, and virtual space group tours will be offered through travel agencies. There will be a new trend of street performances to produce new tourism services that integrate the real and virtual worlds. An intelligent immersive experience environment, wherein visitors can participate in cultural assets of tourism destinations that are accessible to the visually and hearing impaired (Seoul Metropolitan Government Builds Its Own "Metaverse Platform" for the First Time in a New Concept Public Service, 2021).

"Tourism is resilient. An accelerated digital transformation and technology adoption throughout the tourism value chain" can enhance the sustainable competitiveness of the industry (UNWTO Innovation Challenges, 2022, para.1-2). Metaverse allows users to participate, exchange, and recreate the experience of the physical world, without consideration of geographic limits, time, price, and other challenges of travel. This platform offers a great opportunity to experience the in-person environment (Bianzino, 2022). Lee et al. (2020) focus on four major stakeholders of a smart tourism city: public sector units, private sector players, residents, and tourists. The virtual tourism environment has also encouraged the try-before-you-buy experience and this is how the business of virtual reality, augmented reality, and metaverse ramped up (Rogers, 2020). "Metaverse is an interconnected web of social, networked immersive environments in persistent multiuser platforms" (Mystakidis, 2022, p.486).

Metaverse in the hospitality and tourism industry is followed by three agendas: staging experiences in the metaverse, understanding possible changes in consumer behaviour, and marketing and operations strategies in the metaverse (Gursoy et al., 2022). The goal of this review article is to conceptualize aspects of the virtual economy for hospitality and tourism in terms of interpreting existing trends and future challenges for metaverse-enabled smart city tourism. Even if the metaverse is growing, it still needs much speculation from business stakeholders since multiverse interconnectivity and scalability necessitates careful attention to data-related vulnerabilities (Knox, 2022). "There are still ethical, human, social, and cultural concerns as to the Metaverse's influence upon the quality of human social interactions and its prospective scope in reconstructing the quality of urban life" (Allam et al., 2022, p.771).

Keywords: Metaverse, Tourism, Sustainable Development Goals, Smart City

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PGRC 2022-7903

An Ethnographic Research of Food Choices and Acculturation of Chinese International Students in Malaysia

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Eating plays a significant role in our life. Food choice decisions are often seen as mundane and arbitrary, but they may also be viewed as significant, which a single theory cannot explain (Ritzer, 1975). With the increasing attention to social and cultural meaning, the research on the food choices of particular groups is gradually enriched and deepened; however, there is a lack of research on cross-cultural dietary practices among different cultural, racial, and ethnic groups in multicultural societies (Reddy & van Dam, 2020). While maintaining the continuous upward flow, international academic mobility trends show changes and diversity: no longer from the West to the East, the East to the West, and between the East has become the central issue (Cheng, 2021). Keeping the world's most extensive international student market (UNESCO, 2020), Chinese international students have become a group with a continuing concern. In addition to their learning adaptation, their integration with the host country's culture and the impact on their local culture and living habits have received considerable attention, but countries with similar cultures are always ignored (Kittler and Sucher, 2004).

This study will focus on international students from China in Malaysia. By reviewing the research of the relevant theories, such as Purchase Decision theory, Acculturation theory, and Social Construction theory, as well as some keywords, such as food choices, Chinese international students, and Malaysian food culture, the research objectives are determined: (1)To investigate what influence on food choices of Chinese students in Malaysia; (2)To appraise the understanding of Chinese students on Malaysian food culture; (3)To analysis how Chinese international students in Malaysia make food choices influence their acculturation.

In this study, the research onion served as an analytical basis for building a coherent research approach(Raithatha, 2017). According to the previous study, combined with the research environment and conditions of the researcher, adopting qualitative research and applying ethnographic research methods will be conducive to the realization of the purpose of this study. Reflexivity is an awareness of the researcher's role in the research practice and how this is influenced by the respondents, enabling the researcher to acknowledge how he or she affects both the research processes and outcomes (Symon & Cassell,2012). As the researcher is a Chinese international student in Malaysia, the descriptions are informed and constructed through the relationship between the researchers and respondents. The reflexivity research will be encouraged for discussions ranging from subjectivity, identity and positioning, and credibility (Glesne, 2016). Semi-structured interviews, participant observation, and field notes will be taken as the techniques of this study. The detailed procedures include selecting participants, the research time, and the application of methods. The purposeful sampling method can help achieve the research purpose. The respondents will be chosen from different kinds of Malaysian universities using the snowball method. Their demographic characteristics will be considered, such as age, gender, residential city, marital status, and staying time in Malaysia. The data saturation will determine the number of participants.

The analysis of credibility, transferability, dependability, and confirmability confirm the effectiveness and reliability of qualitative research (Guba, 1990), and triangulation can improves the breadth, depth, dimension, and integrity of research and analysis contributes (Heale & Forbes, 2013), this study will be explained in combination with actual research conditions.

This study will explore the living conditions and cultural identity of international students from China in Malaysia. From the theoretical value, this study will further enrich the research pool of sojourners in a high-similar culture country and provide ethnographic research of Chinese international students' food choices in Malaysia, which caters to the East forward shift of the study abroad market(Cheng, 2021). It also develops acculturation research from the perspective of food choices. The contribution of this study adds to the ethnographic research pool of international students in Malaysia, which provides more voices for developing international higher education in Malaysia. From the practical significance, first and foremost, this study will provide food choices recommendations for Chinese international students or some international institutes and help them adapt to life in Malaysia, which can shorten the adaptation period and enhance the overseas study experience. The catering industry, such as restaurants, food manufacturers, food suppliers, retailers, and specialty (ethnic) supermarkets, can benefit by understanding the food needs of international students. It can speed up efforts to upgrade the operation policies and marketing strategies, which in turn, the students can benefit from that. It will also provide recommendations to the Minister of Tourism, Arts and Culture in Malaysia on how to carry out cultural image construction more clearly and meet the food needs of long-term tourists to enhance their experience, promoting the recovery of Malaysia's tourism industry.

Keywords: Food Choices, Acculturation, Ethnographic Research, Chinese International Students, Food-Cultural Cognition

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PGRC 2022-7906

The Influence of Electronic Word of Mouth on Interest to Stay at Pullman Hotel Jakarta Central Park

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Tourism has become one of the main sectors that have a major influence on the development and foreign exchange earnings of each country, one of them is the hotel industry which also supports for tourism as an accommodation provider. The development of hotels has increased every year in Indonesia. The hotel industry is used as a business opportunity in the form of service accommodation to be able to provide services and facilities that can meet the needs of guests. Currently, the hotel industry needs the application of the internet to be able to improve services to guests, one of which is through electronic word of mouth because internet users in Indonesia continue to increase every year.

Industrial hotel accommodations in Jakarta are continuously developing. One of the hotels that can survive during the COVID-19 pandemic is the Pullman Hotel Jakarta Central Park which is a 5-star hotel located in West Jakarta by applying the concept of hotel art and focusing on Bleisure (Business & Leisure). Pullman Hotel Jakarta Central Park is also one of the hotels that rely on the application the internet, one of which is with many reviews through TripAdvisor. Through electronic word of mouth such as reviews of guests who have stayed, it can make it easier for guests to find information and provide an overview to guests about the attractiveness and uniqueness of Pullman Hotel Jakarta Central Park. This study aims to determine the factors that influence the electronic word of mouth of a hotel has an influence on interest in staying at the Pullman Hotel Jakarta Central Park.

This type of research is quantitative, using a questionnaire shared via Google Form with 100 respondents with the criteria of respondents, namely aged 18 years and over, having stayed at the Pullman Hotel Jakarta Central Park, the questionnaire used a Likert scale and then the data were processed using SPSS version 26. This study uses a test method consisting of validity test, reliability test, classical assumption test, simple linear regression analysis, partial T-test, and coefficient of determination.

The results of this study show that the results of the T-test (partial) show that the free variable, namely the electronic word of mouth, has an influence on the interest in staying at the Pullman Hotel Jakarta Central Park, because it has a Sig value of 0.000 > 0.05 and a calculated value of 6.216 < Ttabel of 1.985. Electronic word of mouth produced an average score of 4.54 while interest in staying produced an average score of 4.43. Based on a simple linear regression test, regression X shows the number 0.547, where if there is an increase of 1, the interest in staying will increase by +0.547.

So, it can be concluded that electronic word of mouth has a positive and significant effect on the interest in staying at the Pullman Hotel Jakarta Central Park. Therefore, hotels are advised to be even more active in replying to reviews that have been made by guests who have visited or stayed at the Pullman Hotel Jakarta Central Park, to increase interest in staying at the Pullman Hotel Jakarta Central Park. In addition, researchers also hope that this research in future can be a source of information and references that can be used for subsequent researchers by adding other independent variables that are more creative so that it can provide even greater benefits for future research and for the hospitality industry.

Keywords: Electronic Word of Mouth, Stay Intention

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PGRC 2022-7914

Preliminary Results of Factors Influencing Succession Planning in Five-star Hotels in Kuala Lumpur, Malaysia

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A descriptive statistics report provides a summary of the data that are collected in a study. It helps explain the main points of the study. Although descriptive statistics are not used to make generalizations from the sample to the population, they can be used to summarize the characteristics of the respondents. Descriptive analysis also helps in gathering the respondents' opinions (Mooi, Sarstedt, & Mooi-Reci, 2018). In this research, the respondent's opinion is based on the three-tiers level (upper-echelons) of management to the 83 items that were asked during the field study. A five-point interval scale was used to gauge the degree of agreement that the respondents had with the items.

The results of the study are analyzed and discussed. Before the statistics are presented, the data preparation was carried out to ensure that the data are independent, identical, and normally distributed which includes the data screening and cleaning of the field data. The demographics of the respondents who were involved in the field study were also displayed. Both statistical software IBM-SPSS 26.0 and IBM-SPSS-AMOS 21.0 were used to complete the data analysis on the field data to answer the research questions which are:

a.How much variance in succession planning scores can be explained by leadership talent, social identity, organizational culture, workplace diversity, empowerment, and talent management?
b.Is there a significant difference in the mean of succession planning process scores for males and females?
c. Which is the best predictor for succession planning?

Using frequency distribution on 200 cases (N=200) of the field data of the three-tier-level managers are predominantly male (80.0%; N=80) and the remaining were female (20%; N=40). Most of the participants are aged between 26 to 35 years old contributing 47.0 per cent to the field's sample, followed by aged between 36 to 45 years old with 24.5 per cent. Furthermore, 98.5 per cent (N=197) participants who are at three-tier level are Malaysia citizen and only 1.5 per cent (N=3) are not. Based on the participants' religion, three-quarters of the participants was Islam (67.0%), followed by other religions Buddhist (14.0%), Christian (9.0%), Hindu (7.5%) and others (2.5%). There are 137 (68.5%) managers from the Malay ethnic group. The other ethnic groups are Chinese with 18.5 per cent, Indian with 7 per cent and others are 6.0 per cent. The study involved with the six main departments that are commonly located at any of the five-star hotels and the largest group of the managers who participated in the study are from the kitchen department (34.5%; N=69), followed by the front office department (28.5%; N=57), restaurant department (17.5%; N= 35), housekeeping department (8.0%; N=16), reservation department (6.0%; N=12), and banquet department (5.5%; N=11). Based on the education level of the managers, half of them are diploma holders which contributes to 55.5 per cent. Further, 20.0 per cent are hold a Bachelor degree, 15 per cent of the managers are finished high school, and 7.5 per cent are pre-university. There are two managers who claimed that they have a master's (1.0%). One of the important questions in the demographic sections asked to the respondents is about their planning of employment, 70 per cent of the managers are responded: "possibly yes". Fifty-nine managers responded, "I am not sure" thirty-seven managers are "certainly yes" to changing their employment within the next five years and the rest "not at all". The mean of the how many years have the managers been in the current position was 3.48 with the range from 1 to 17 years. From this data, it indicates that most of the managers who participated in the study are from the lower (N=92; 46%) and middle-level management with (N=90; 45%). While eighteen managers (9.0%) are from the highest or upper level of management. The managers are also been asked about their retirement plan, since a majority of the managers are from lower and middle-level management, so they are planning to retire in more than 15 years with (N=98; 49%), in the next 11 to 15 years (N=52; 26%), in the next 6 to 10 years (N=31;15.5%) and in the next 0 to 5 years (N=19; 9.5). From this data, only two managers are aged between 56 to 65 years old, which means that some of the managers are planning to have early retirement.

Standard multiple regression was used to access the ability of leadership talent, social identity, organizational culture, workplace diversity, empowerment, and talent management to predict levels of succession planning. The six predictors explained 50.4% of the variance in succession planning. The model as a whole was significant [$F(6, 193) = 32.69$, $p<.001$]. Thus, organizational culture makes the strongest unique contribution to explaining succession planning (® = .380) as compared to other predictors. This also can be explained that another 49.6% of factors have not been included in this study. The multicollinearity could lead to incorrectly conclude because of a strong relationship between the independent variable and another independent variable (Sharif, 2021). It is not permitted for the independent carriable to represent their influence on the dependent variable. Thus, to detect the multicollinearity, either tolerance statistics or variation inflation factor (VIF) statistic can be used. VIF is the inverse of tolerance. Therefore, the tolerance values more than .10 or VIF smaller than 10 (1/0.10=10) show there is no multicollinearity in this study. An independent-sample t-test was also conducted to compare the succession planning score for males and females. The result was no significant value between the two groups.

Table 1: Multicollinearity Test

	B	Std. Error B	®	Tolerance	VIF
Constant	.484	.299			
Leadership Talent	-.008	.041	-.011	.690	1.450
Social Identity	.007	.041	.010	.654	1.528
Organizational Culture	.412	.076	.380	.521	1.920
Empowerment	.106	.073	.125	.352	2.842
Workplace Diversity	.111	.064	.137	.413	2.423
Talent Management	.177	.078	.179	.414	2.413

a. $R^2 = .504$, $p < .001$
b. Dependent Variable: Suc_pla_mean

Keywords: Succession Planning, Descriptive Analysis, Upper-Echelons, Preliminary Results

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PGRC 2022-7924

The Impact of Brand Equity On Guest's Purchase Intention At Hotel Santika Premiere Ice Bsd City

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This study was conducted to investigate whether brand equity has an influence on tourist interest in staying at Hotel Santika Premiere ICE BSD CITY. Quantitative research is used in this study by distributing questionnaires through Google Forms. The sampling technique used in this study is non-probability sampling consisting of 100 guests who have stayed at Hotel Santika Premiere ICE BSD CITY. The SPSS version 26 as statistical software was chosen as a tool to analyze the collected data. Based on the results of the hypothesis t-test, it shows that the brand equity variable has a partial effect on guest stay interest. And based on the results of hypothesis testing f, the brand equity variable has a simultaneous effect on guests' interest in staying at Hotel Santika Premiere ICE BSD CITY. The amount of R square obtained is 58.9%, which means that guest stays interest is influenced by brand equity, while the other 41.1% is influenced by other variables other than brand equity. Based on the results of this study, it is recommended that the hotel maintain and improve the brand equity that is already good so that tourists are more interested in staying at Hotel Santika Premiere ICE BSD CITY

Keywords: Hotel, Tourist, Brand Equity, Tourist's Intention to Stay, Hotel Santika Premiere ICE BSD CITY

PGRC 2022-7709

An Integrative Review of Hotel Employees Advocacy: A Systematic Literature Review

Introduction

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Researchers have long been intrigued by employee communication behaviour to the external public. It is often perceived to be more trustworthy and neutral in shaping the attitudes of customers (Men, 2014; Terpening, Li, & Littleton, 2016). Employee advocacy, a type of employee communicative behaviour, is conceptualized as an extra-role behaviour and a willingness of an employee to voluntarily promote or defend their company to the external public without expectations or payment (Tsarenko, Leo, & Herman, 2018; Walden & Kingsley Westerman, 2018). It is essential for organizational effectiveness and employee performance in the hospitality industry where the long-term value is realized by the emotional bond between customers and employees (Buil, Martínez, & Matute, 2016; Huang, Li, & Zhao, 2020). The great exposure to social media further enables employee advocacy to be a cost-effective strategy for distinguishing one hospitality offering from another and building a favourable relationship with customers (King, So, DiPietro, & Grace, 2020). However, hospitality organizations find it struggling to keep service employees motivated to advocate who face heavy workloads and unsatisfactory payment systems (Yang, Shen, & Lu, 2017; Wen, Zeng, & Chen, 2020). The advocated content is also constantly misaligned with customers' interests (Fu, 2020; Thelen, 2019). Hence, it is imperative to comprehensively understand the underlying dynamics that affect an employee to advocate intrinsically. There is still a lack of a comprehensive and critical review that provides a preliminary conceptualization of this topic (Thelen, 2020; Thelen & Men, 2020; Thomas, 2020). The problem is addressed by providing an integrative review. It critiques and synthesizes literature so that a new framework and perspective on a topic is generated (Torraco, 2016). Thus, the purpose of this study is (a) to provide an interdisciplinary review of the antecedents to employee advocacy, along with relevant theories; (b) to construct an integrative framework based on empirically validated factors and relationships.

The systematic literature review was conducted from July 2021 to August 2021 using Ebsco Host, Science Direct, Emerald, Scopus, Sage, and Web of Science as databases. No date limitations were specified on the search. The relevant studies were identified based on keywords: "hospitality", "employee advocacy", "employee ambassadorship", "employee branding", "employee word of mouth", "positive megaphoning and scouting", and "employee social media usage". Initially, 161 matching articles were yielded. Next, the title and abstract were reviewed. After that, the full text was checked. The relevance of the articles was determined based on whether it is empirical studies in peer-reviewed journals. Studies were excluded if not related to employee advocacy or not empirical papers. Only the most relevant studies were retained. Following these criteria, 26 studies were found eligible for further review.

The review of 26 studies indicated that a mix of antecedents at the contextual level, individual level, and situational level interactively and intrinsically motivate hospitality employees to advocate. SET focuses on exchange-based motivation to advocacy (Blau, 1964; Cropanzano, Anthony, Daniels, & Hall, 2017; Homans, 1958). It views employee advocacy as individual reciprocity for organizational support from a social exchange perspective. It explains that employee-centred support engenders a trust-based employee-organization relationship (EOR), which makes employees feel more obliged to advocate for reciprocity. Social identity theory (SIT) addresses identity-based contextual antecedents to advocacy (Tajfel & Turner, 1979). It sees employee advocacy as an approach to express self-definition from a social identity perspective. It accounts for that internal branding engenders identification based EOR, which motivates employees to advocate for achieving a match between self-esteem and organizational success. Relationship management theory (RMT) stresses relationship-based organizational and individual determinants of employee advocacy (Bruning & Lambe, 2002). It assumes that employee advocacy is encouraged by a good relationship with the organization by generating mutual understanding and benefit. Conservation of resources theory (COR) serves to explain employees' personal resources as the antecedent to employee advocacy (Hobfoll, 2002). It accounts for how an individual adjusts personal resources for well-being when they are with sufficient organizational support or suffering depletion of support. The situational theory of problem-solving theory (STOPS) explains why and how individual advocates during a problem-solving situation. It emphasizes an individual's problem perception in motivating an employee to use advocacy in solving a problem (Kim & Grunig, 2011).

These findings suggested an integrative framework to better explicate the underpinning dynamics of employee advocacy in the hospitality industry. First, the proposed framework articulates that employee-centred support and internal branding build distinct psychology of employees, namely, trust and identification; EOR, the result of the interaction effect of trust and identification, predicts to what degree an employee is intrinsically motivated to advocate. Investigating different combinations of high/low-quality social exchange and high/low organizational identification would determine the varying motivation of a service employee to advocate. This is left out for further studies. Second, the integrative framework modifies previous simplified models that look at employee advocacy from a single lens. COR viewing employee advocacy as a self-directed action, appears complementary to SET and SIT, which consider it as other-directed action. This study argues that employee advocacy is both other-directed and self-directed action. This sheds light on the underexplored variables of personal resources in adapting contextual conditions, demonstrating the possibility of their dynamic interplay in affecting employee advocacy. Finally, the framework incorporates STOPS theory to strengthen the theoretical explanation for the relationships between contextual factors and employee advocacy. Future studies can explore how the EOR before crisis affects an employee's crisis perception and its effect on advocacy. The review offers implications for hospitality practitioners. First, the continuous drive for employee advocacy should be a quality EOR enabled by employee-centred and internal branding strategies of hospitality establishments. Thus, service employees could advocate intrinsically by internal incentives rather than immediate rewards. Second, the integrative framework suggests that employee advocacy is a joint result of hospitality organizational and individual efforts. It may not be executed efficiently without considering individual factors. Finally, this study suggests the importance of a favourable EOR in shaping an employee's problem perception and motivation to become an advocate during a crisis.

Keywords: Integrative Framework, Employee Advocacy, Hospitality, Trust, Organizational Identification

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PGRC 2022-6884

Implementing Digital Transformation in Tourism and Travel Management Training at Vietnam Women's Academy

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Purpose: The article examines domestic and foreign experiences in the implementation of digital transformation in education in general and in tourism education in particular; draws lessons learned for the Vietnam Women's Academy, specifically in the field of tourism and tourism management training.

Analyse and evaluate the successes and failures of digital transfer in education in general and tourism education in particular based on published documents at home and abroad to draw lessons. Comparing the actual conditions at the Vietnam Women's Academy with the basic conditions of digital transformation.

Make recommendations on changes to the content and training programs for tourism and travel services in line with the process of implementing digital transformation at the Vietnam Women's Academy.

Meeting the current demand that digital transformation be implemented in all areas of life-economy and education and especially in the context of the current COVID-19 epidemic; 2) Learning lessons learned from success and failure; 3) Proposing recommendations on the content and programs to train tourism and tourism services in Vietnam Women's Academy.

Keywords: Digital Transformation, COVID - 19, Vietnam Women's Academy, Tourism and Travel Services Administration

PGRC 2022-7929

Analysis of The Effect of Marketing Mix 4p on Guest Satisfaction Harris Hotel & Convention Denpasar

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Most of the majority of Balinese people's economic income relies on the tourism industry sector, and one of the important supports in tourism is hotels. Revenue is one of the determining factors for the survival of the hotel. Therefore, a good 4P marketing mix strategy is needed in order to increase customer satisfaction which will indirectly increase hotel revenue. This study aims to determine whether the 4P marketing mix has a partial and simultaneous effect on room guest satisfaction at Harris Hotel & Conventions Denpasar. The results showed that based on the partial test of the product, price, place, and promotion variables had a significant effect on consumer satisfaction at Harris Hotel & Convention Denpasar. Meanwhile, each component of the marketing mix (product, price, place, and promotion) simultaneously has a significant effect on consumer satisfaction at Harris Hotel & Convention Denpasar.

Keywords: Product, Price, Place, Promotion, Customer Satisfaction

PGRC 2022-7954

The Effect of Promotion on Consumers' Interest in Staying at the Mercure Hotel Tangerang BSD City During the Covid-19 Pandemic Period

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Mercure Tangerang BSD City Hotel is a hotel with a 4-star category located in Tangerang by applying the concept of art. Research conducted by researchers with the title "The Effect of Promotion on Consumers' Interest in Staying at the Mercure Hotel Tangerang BSD City During the Covid-19 Pandemic Period". This study was conducted to determine the factors that influence a person's interest, which in this case is a guest staying at a hotel, where one of these factors is promotion. In this research, 5 dimensions of promotion and 4 dimensions of interest in staying will be used to determine how big the effect is. In this research, the researcher uses the type of quantitative research. Determination of the number of samples using the Slovin formula from the total population from visitor data for the 2020-2021 period at the Mercure Tangerang BSD City Hotel. The research analysis used in this research is validity test, reliability test, normality test, heteroscedasticity test, simple linear regression test, coefficient of determination R2 test, and T-test. The results of the research were obtained, and it was found that promotions significantly had a positive influence on consumer interest in staying at the Mercure Tangerang BSD City Hotel during the covid-19 pandemic by having an effect of 49.8% using the coefficient of determination test. Based on the results of the residual normality test and heteroscedasticity test, it can be seen that the data in this study were normally distributed and there were no symptoms of heteroscedasticity.

The author's suggestion for the Mercure Tangerang BSD City Hotel is that it is necessary to continue to pay attention to social media management in order to provide a stimulus/encouragement for potential guests to stay at the Mercure Tangerang BSD City Hotel. In addition, it also maintains the good image of the hotel, in order to bring out the potential for consumers to feel satisfied after coming.

Keywords: Hotel, Interest in Staying, Promotion

PGRC 2022-7961

The Effect of Instagram Social Media and Celebrity Endorsement on Purchase Intention at Menantea

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Technology developments and policies applied during the pandemic have encouraged various industries to implement marketing activities through digitalization in order to survive. As of 2019, almost everyone in Indonesia has a smartphone. Based on data by Kominfo; Internet usage in Indonesia has experienced a drastic increase, which reached 442% throughout 2020. The purpose of its use varies, but a review conducted by APJII (Association of Indonesian Internet Service Providers) in 2020 determine that one of the main reasons Indonesians use internet services is for social media access. These statistics inspire marketers to use social media as one of their marketing tools. These days, brand self-managed accounts come as an option to fulfil consumers' need to get relevant information about products. Data from Year in Search Google 2021 shows that 80% of Indonesian need to find a trustworthy source of information about products, and 94% of them feel the need to search as much as possible information about the product before they actually buy the products. Instagram is included as the TOP3 most used social media in Indonesia. Social media, previously considered as a cheap option for promotion, is now a marketing tool that companies are willing to invest in. Through the rising of social media, Instagram is also known as a growing medium for social media influencers that are now considered to be celebrities and are even more relevant to companies to do a collaboration for an endorsement. With this shift, Instagram social media and celebrity endorsement are still suitable marketing tools, and that even considered as some highly used marketing tools for many industries in Indonesia, including the food and beverage industry. Menantea is one of the reputable beverage brands focusing on fruit-flavoured tea products that use both tools. This brand actively uses the Instagram account @menantea.toko and collaborated with social media influencer / YouTuber Jerome Polin as their celebrity endorser. By this far, among other brands that also opened their Instagram account in 2021, Menantea has the most followers. Their collaboration with Jerome Polin also increased the number of

sales of Menantea's products. It's shown directly from the sales of one of its outlets located in Gading Serpong that increased in the momentum of Jerome's arrival in Indonesia - while Jerome was known as an Indonesian college student who pursued his bachelor program in Japan; also, from crowds created by Jerome's fans on the grand opening of one of the outlets located in Brigjen Katamso Medan. As of August 2022, Menantea has 203 outlets spread over 71 cities in Indonesia. The purpose of this study is to determine the effect of Instagram social media with its dimension's entertainment, interaction, trendiness, customization, eWOM; and celebrity endorsement with its dimensions celebrities' trustworthiness, expertise, attractiveness, respect, and likeability – on purchase intention at Menantea. The quantitative method with questionnaire data collection was used to find the relationship between independent and dependent variables. This study uses validity test, reliability test, descriptive analysis, normality test, multicollinearity test, heteroscedasticity test, double linear regression and hypothesis testing (t-test, F-test, coefficient of determination test) as a research method with IBM SPSS Ver. 26 as a data processing tool. The population of this research are the followers of the Instagram account @menantea.toko and the Slovin method will be used to determine the number of samples. 100 participant were involved in this research. The hypotheses of this study are that Instagram social media and celebrity endorsement have a positive impact on consumers' purchase intention.

All data from 100 samples are tested valid and reliable. The results of this research determined that social media marketing activities and celebrity endorsement has a positive effect on the intention to buy. The t-test and F-test result shows that both independent variables, which are Instagram social media and celebrity endorsement; has an effect on product purchase intention, partially and simultaneously. The coefficient of determination test result indicates that 74,8% of the purchase intention is affected by Instagram social media and celebrity endorsement, and the remaining 25,2% is affected by other variables that are not included in this research. From this research, it is suggested for Menantea keep using Instagram as their social media marketing platform and keep collaborating with Jerome Polin as their celebrity endorser. Furthermore, from the descriptive analysis result, Menantea should also try to make more entertaining shared-by consumer content to increase their eWOM impact and improves more on their celebrity endorser's style and appearance even though they are not pursuing the fashion industry to increase the attractiveness value of its endorser.

Keywords: Celebrity Endorsement, Instagram, Social Media Marketing, Purchase Intention

PGRC 2022-7956

Inquiry on Anthropomorphism and Evolving Expectations towards Environmental-Friendly Sustainable Tourism Experience among Filipino Hikers

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One of the most common nature-based activities and experiences in the Philippines is hiking. The online article of Antonio (n.d.) identified 35 mountains available for hiking in the country whose summits have been reached by around 15,000 – 16,000 hikers per year on average for the past three years. As the number of hikers per year increased in the country, damaging environmental impacts were observed which raised the call for environmental-friendly sustainable tourism operations (Alampay, 2015; Fernando and Cereno, 2010). Mountain trails and hiking areas in the Philippines were managed by the Department of Environment and Natural Resources and Philippine Institute of Volcanology and Seismology. As these agencies tried to make the hiking experience for Filipinos more environmental-friendly, various sustainable frameworks were implemented such as Muller's Magic Pentagon Framework (Muller, 1994) and Adillon's Diamond Model (2019). In both of these frameworks, an analysis of tourist requirements and behaviour constitutes a critical factor in assessing the potential sustainability of a tourism program.

Anchoring on a deductive approach of sustainable assessment, tourist behaviour and expectation may dictate the potential sustainability of the tourist experience (Juavan & Dolnicar, 2016; Budeaunu, 2017). The environmentally sustainable tourist behaviour may be driven by the tourist's concern to the area visited along with the underlying intention to participate in the protection and conservation programs (Adillon, 2019). With that, previous studies and research focused on analysing the roots of this behaviour such as personal concern for the environment (Diallo, 2015), social engagement (Elgaaied, 2013) and the influence of personnel factors (Zgolli and Zaiem, 2018). These studies revealed that sustainable tourist behaviour can be influenced by not only internal but also external factors. The evolving tourist expectation model postulated by Miththapala (2015) expressed that concern for environmental sustainability increases with the amount of spending on tourists on tourism products and offerings to fulfil their need for an environmental-sustainable experience. However, there are still few studies that used the evolving expectations model as a factor related to constructs with technology. Considering the implications of the digital revolution to the development of tourist experience for different types of tourism, there is a need to analyse the relationship of technology-based factors such as anthropomorphism to the evolving tourist experience.

Anthropomorphism is a contemporary construct in research in the field of tourist behaviour. Christou, et.al (2020) defined anthropomorphism as the consideration of personified traits and values among non-human materials and subjects. The main proponent of the concept was Waytz, Caioppo and Epley (2010) who measured individual differences in anthropomorphism among humans in the year 2010. Letheren and Hyun (2017) and Martin and Ying (2020) described that anthropomorphism became relevant in the tourism industry from its implications in marketing programs and materials as well as artificial intelligence-based robots and service providers. This became the reason why anthropomorphism turned into a relevant theme in understanding tourist behaviour. However, since it is only considered a new construct, studies relating to sustainable tourist behaviour were not yet conducted. Moreover, anthropomorphism has already made an impact in adventure tourism as it opened opportunities for greater convenience among adventure tourists in the pre-travel and actual travel phases of their tourist journey.

This research will bridge the knowledge gap on the causal relationship that exists between individual differences in anthropomorphism and the evolving tourist expectation towards environmental-friendly sustainable tourist experience. It will answer the research question “What is the extent of the relationship between a tourist’s anthropomorphism tendencies and its level in the evolving tourist expectation model for environmentally sustainable visitor experience?” A relevant implication analysis may be conducted among Filipino hikers after recognizing the growth of hiking as a nature-based activity in the Philippines which also posed the spread of negative environmental impact to the Philippine mountains. The main outcome of the study shall include a structural model that identifies the level of tourist expectation with the level of anthropomorphism leading to sustainable tourism behaviour. Results will be helpful in designing sustainable visitor experiences on mountain destinations.

The main research methodology will be a quantitative survey research following the frameworks of Wayts, Cacioppo and Epley (2010) for individual differences in anthropomorphism and Miththapala (2015) for the evolving tourist expectation model. The main data source shall include Filipino hikers which will be selected in significant sample size from the total population drawn through a quota sampling. Expected findings will be analyzed through descriptive and inferential statistics that will provide inputs to the model of sustainable tourist experience based on the implications of anthropomorphism. The Partial-Least Squares Structural Equation Modelling will be applied to finding the relationship between the individual differences in anthropomorphism, evolving tourist expectations, and sustainable tourist behaviour.

The main research implications focused on presenting an individual's anthropomorphism tendencies with its tourist expectation towards a sustainable tourism experience. This will be beneficial among mountain trail destination managers as they customized their interpretation activities and other programs that may induce anthropomorphism and encourage sustainable tourist behaviour. The main limitations of the study include the application of the deductive approach for analysis and the chosen types of tourists. Once validated, a cross-sectional study on the other types of tourists and forms of tourism can be considered.

Keywords: Anthropomorphism, Evolving Tourist Expectation Model, Sustainable Tourist Behaviour, Environmental-Friendly Sustainable Tourist Experience

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PGRC 2022-7964

To Conceptualise a Model of Relationships between Motivation, Experience, and Satisfaction among Chinese Martial Arts Tourists

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Chinese martial arts are a cultural phenomenon formed by the Chinese. It is a long-term life practice, a heritage of their traditional culture, and a beloved sport (Zhang, 2019). Chinese martial arts are considered a tourist attraction, attracting thousands of visitors each year to the birthplace of martial arts (Raimondo et al, 2022; Wei, 2018), especially, in 2020 when Taijiquan have been inscribed on the World Intangible Cultural Heritage List (UNESCO, 2020). However, research on the martial arts tourism market is still in its infancy (Qiu, 2017; Wei et al., 2021). There are several challenges associated with Chinese martial arts tourists' decision-making and behaviour. For example, the inaccurate positioning of tourism products and the lack of an in-depth grasp of tourists' needs do not create a lasting attraction for tourists, especially for general tourists (Qiu, 2017; Wang, 2021).

In response to the research gap, the goal of this study is to conceptualize the relationships between the motivations, experience, and satisfaction of tourists and to theoretically construct a conceptual model of the decision-making behaviour of Chinese martial arts tourists.

The comprehensive identification of motivation is an indispensable first step in exploring tourism markets (Kim et al., 2003; Pestana et al., 2020). Although many scholars have proposed various theories to explain tourism motivation, the push and pull theory is the most applied theory in the extant literature (Otoo et al., 2021). The push and pull theory explain why tourists are attracted to the destination (pull) and feel the need to travel (push; Liro, 2021). In martial arts tourism, the combination of the attributes of the martial arts destination and the intrinsic needs of the traveller stimulates the travel behaviour of the traveller. However, the extant literature on Chinese martial arts tourism only examines the intrinsic needs of tourists (Skowron-Markowska, 2022), and lacks research on the influence of destination attributes on tourists. This also fails to answer why tourists choose to visit this martial arts tourism destination and not another one. This also creates the problem of unclear positioning of martial arts tourism destinations and homogenization of tourism products (Qiu, 2017; Wang, 2021). For this reason, it is necessary to examine Chinese martial arts tourism motivation from the perspective of intrinsic tourist motivation and destination attributes based on the push and pull theory.

Satisfaction is usually considered to be the overall outcome of the tourism experience (Chanuanthong, 2016). The causal relationship between travel motivation and satisfaction has been extensively researched in the tourism literature. Yoon and Uysal (2005) found that different dimensions of motivation had different effects on satisfaction, while pull motivation had a negative effect on satisfaction. Correia et al. (2013) integrated the desire and expectation model to conceptualize satisfaction as a relationship between desire and perceived experienced reality as a function of the degree of unity. They found that desire is related to intrinsic motivation (push) and expectation is related to destination attributes (pull), which together influence travellers' satisfaction. The effect of push and pull motivation on satisfaction was confirmed in different tourism contexts, such as Senior tourism (Pestana et al., 2020), Agriculture tourism (Acharya & Lillywhite, 2021), international migration (Unguren, Tekin, & Bayırlı, 2021).

Everything that tourist experiences at a destination can be considered an experience (Oh et al., 2007). The interaction between tourists and the destination constructs their tourism experience (Stamboulis & Skayannis, 2003). Su et al. (2020) and Agyeiwaah et al., (2019) confirmed that experience mediates motivation and satisfaction; Prebensen et al. (2013) indicated that tourists visit destinations to satisfy their experience-related needs and wants.

Based on the above discussion this study proposes a conceptual model of the decision-making and behaviour of Chinese martial arts travellers. The model views the pre-tourism, mid-tourism, and post-tourism stages as a process of mutual influence. In the other words, in the pre-tour stage, the traveller's motivation inspires the traveller's travel behaviour, the tourist experience a certain tourism product, and generates tourist satisfaction in the post-tour. The model explains the relationship between traveller motivation, experience, and satisfaction, and provides a theoretical explanation for understanding the relationship between martial arts traveller decision-making and behaviour.

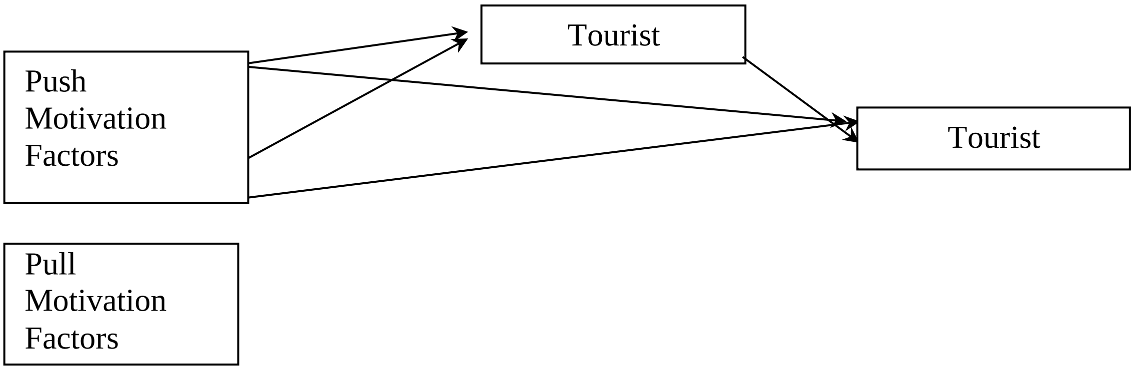

Figure 1 Proposed conceptual model

Keywords: Chinese Martial Arts, Martial Arts Tourism, Push and Pull Theory, Experience, Satisfaction

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PGRC 2022-7968

A Stakeholder-driven Brand Analysis of a Province in the Philippines as an Ecotourism Destination

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As the hospitality and tourism industry begin to rethink tourism towards sustainability and inclusivity, businesses which have been affected by the pandemic found opportunities in this new era by identifying potential successful tourism products and a new paradigm for destination planning (Pardo & Ladeiras, 2020). Domestic tourism is perceived to recover faster because of proximity and fewer travel restrictions; domestic travel destinations start to integrate path models examining interrelationships between destination image, perceived quality, satisfaction behavioural intentions (Luan, et al., 2021).

Philippines, as a tourist destination preference, was known for social, cultural, recreational and nature tourism, whereas adjacent to the growing concern of safety, domestic travel paved opportunity (Chin, et al., 2021). The pandemic resulted in business shutdown, risen a huge percentage of unemployment and jeopardized fear associated with health and safety (Aruta, et al., 2022). However, when restrictions have been lifted, domestic tourism discovered a significant role in jumpstarting tourism - paved a new route in rethinking Philippine tourism towards recovery and promoting domestic travel and in rediscovering destination preferences that emerged during the post-covid era. Tourists began to embrace domestic travel to nature-based destinations as a result of new travel patterns, motivations and intentions as the aftermath of the pandemic (Yoo et al., 2021)

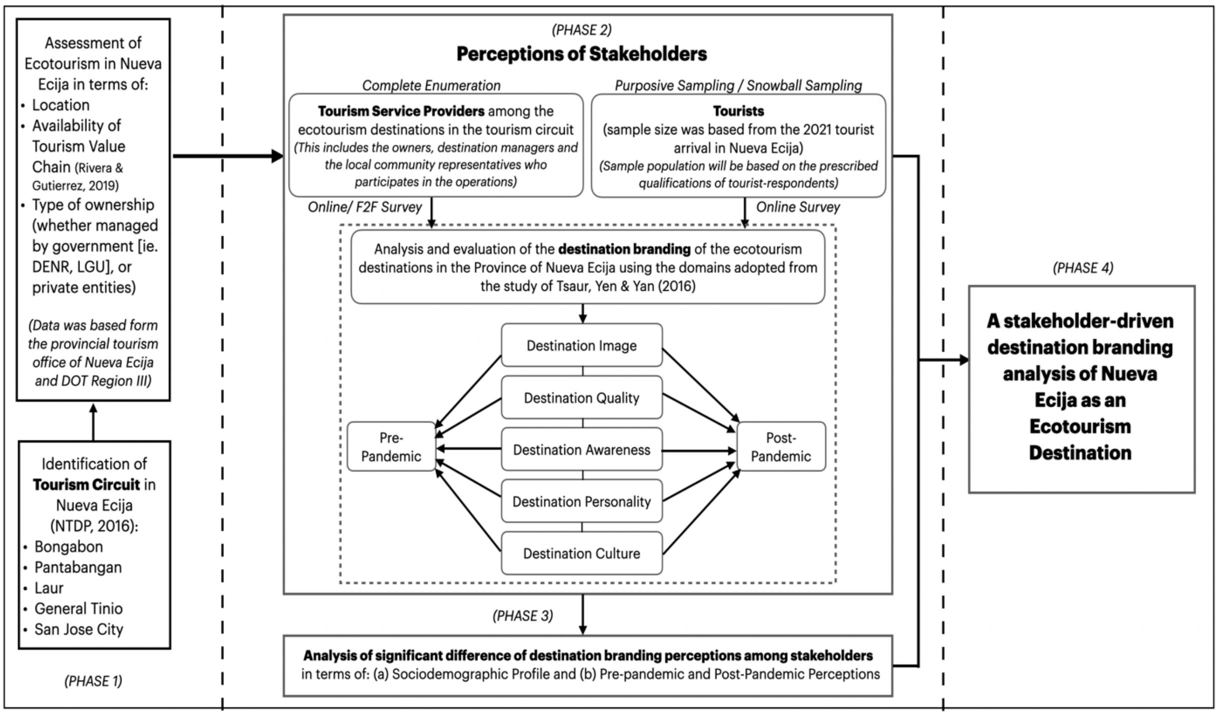
Destination brand experience defines destination branding identification associated with behavioural and cognitive responses of tourists induced by brand-related motivations of brand identity, packaging, communication, and environment (Rather, et al., 2020). Similarly, Tsaur, Yen & Yan (2016) have analyzed destination branding components which served as a basis in developing dimensions of destination branding.

Considering the customer experience viewpoint, brand experience executes to pervade customers' experiences based on overall perceptions, which are established by the overall brand interface. Therefore, tourists are apt to cultivate a long-term and constructive assertiveness towards the destinations because of strengthened and unique destination experiences. To cite an example of a tourism destination experience in Nueva Ecija, tourists will be able to grasp it easier to categorize their positive mental connections with the ecotourism destination as long as the destination provides memorable and satisfying experiences as associated with their branding perceptions in a form of post-visit evaluation. On the footing of the above-mentioned discussion, the author suggests that:

H1: There is no significant difference between the service providers' and tourists’ perceptions of the destination branding of Nueva Ecija as an ecotourism destination.

The methodological framework was composed of four phases of data gathering and analysis. First, the tourism circuit of ecotourism destinations in Nueva Ecija has been identified based on the National Tourism Development Plan (NTDP) 2016-2022 and on the availability of the tourism value chain (Alampay, Mena & Villegas, 2018; Rivera & Gutierrez, 2019). The second and third phases of the study analysed the pre-pandemic and post-pandemic perceptions among the destination branding components. In the fourth phase, the destination branding of Nueva Ecija has been analysed based on the responses of the stakeholders on how they perceived the province as an ecotourism destination.

Figure 1: Methodological Framework



It can be seen in Table 2 that there is no significant difference in destination quality, destination awareness, and destination culture, however, results revealed significant differences with the pre-pandemic and post-pandemic perceptions of destination image (ie. weather in the province, festival and events, and friendliness of local people) and destination personality (ie. friendliness of local people and reliability of destination).

Table 2: Overall Perceptions of Tourism Service Providers

Factor	Pre-Pandemic Perception	Post-Pandemic Perception
Destination Image	4.35	4.12
Destination Quality	4.07	4.08
Destination Personality	4.17	4.30
Destination Awareness	3.85	3.83
Destination Culture	4.08	4.00

Results in Table 3 showed that there is a significant difference in the tourism service provider’s perception of destination quality and awareness. Tourists perceived that the mode of transportation and availability of public transportation increased their post-pandemic perceptions while considering destination awareness, the province’s slogan in promoting these destinations attracted more tourists to visit domestic destinations during the onset of pandemic and until today.

Table 3: Overall Perceptions of Tourists

Factor	Pre-Pandemic Perception	Post-Pandemic Perception	Wilcoxon Test Statistic	P-value
Destination Image	4.44	4.45	5121	0.8438
Destination Quality	4.29	4.36	3162	0.0002
Destination Personality	4.50	4.50	1736	0.8756
Destination Awareness	4.31	3.38	1651	0.0081
Destination Culture	4.39	4.44	2234	0.0767

There is a significant difference in the post-pandemic perceptions of stakeholders in terms of destination image and quality. Stakeholders shift preferences based on destination aesthetics, local cuisine, weather condition and recreational activities, and safety. While destination awareness and destination culture resulted in a significant difference on both pre-pandemic and post-pandemic perceptions. Results revealed that stakeholders began to patronize local destinations through local tourism promotions, however, the physical tourist destinations tend to be more attractive if the local community would also be offering indigenous crafts and promoting local cuisine and homegrown products.

Table 4: Overall Perceptions of Service Providers and Tourists

Factor	Pre-Pandemic Perception		Post-Pandemic Perception	
	Wilcoxon Statistic	P-value	Wilcoxon Statistic	P-value
Destination Image	881	0.2592	706.50	0.0459
Destination Quality	792.50	0.1192	670.50	0.0302
Destination Personality	653.50	0.0181	828	0.1362
Destination Awareness	604.50	0.0122	617	0.0133
Destination Culture	654	0.0238	606	0.0111

Results revealed that among the stakeholders, there is a significant difference in terms of the pre-pandemic and post-pandemic perceptions of destination branding. The hospitality provided by the local people because community lockdown and strict implementation of social distancing, resulted to adhere difference in satisfying customers since fewer interactions to tourists have been mandated. Yet, in terms of destination preference, the stakeholders viewed more opportunities for domestic ecotourism destinations to flourish shaped by new destination preferences in the post-pandemic period. However, results also showed that tourists are more aware of choosing the destination that constitutes a more secure and safe tourist environment and which offers a variety of tourism activities.

The study can be a basis for Nueva Ecija to align destination offerings based on destination branding. The perceived significant difference in the pre-pandemic and post-pandemic preferences can be a background in improving the physical aesthetics and natural terrain of the ecotourism destinations, services, product offerings, facilities, promotion of homegrown products and local cuisines, and in promoting community-based tourism.

The study was conducted during the period when travel restrictions and community lockdowns have already been lifted, yet data gathered among stakeholders were mostly through online digital platforms. Further analysis may be considered such as gathering qualitative data set. Also, most of the tourists-respondents were from the same but data gathering assured the prevention of collecting biased opinions and perceptions among respondents. Future relevant researchers may use the study to analyze a larger scope of destination branding among the tourism cluster in Luzon.

Keywords: Destination Branding, Destination Image, Destination Quality, Ecotourism

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PGRC 2022-7977

The Mediating Role of Technology During the Covid-19 Pandemic on Guest Convenience And Service Quality Of Hotels

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This study is expected to assess the human interaction between technology further and investigate the mediation between the service quality provided by the hotel employees to bring guest convenience at the same time during this pandemic and in the light of post-pandemic scenarios in the hotel industry. In addition, this study will be a catalyst in building a comprehensive model based on the use of CB-SEM in the hotel industry, which will be better equipped to deal with the COVID-19 pandemic by adopting a paradigm of autonomous, intelligent, and self-regulating business accommodations. This study assesses the Role of Technology Use During the Covid-19 Pandemic in Guest Convenience and Service Quality of Hotels.

Specifically, it seeks to; 1) exhibit the hotel guest's psychographic and demographic profile in terms of types of devices (frequently used), Payment Methods (frequently used), and lifestyle. 2) assess the applied technology being used by hotels during the Covid-19 pandemic in terms of perceived ease of use, usefulness, trust, comfort, and security; 3) assess the hotel service quality to its guests in terms of tangibility, reliability, responsiveness, assurance, and empathy; 4) determine the service convenience dimension of guests in terms of decision convenience, access convenience, benefit and post benefit convenience, and transaction convenience; 5) identify the significant difference between applied technology, hotel service quality and guest service convenience when grouped according to psychographic profile. 6) determine the significant relationship between guest service convenience and service quality; 7) determine

whether the assessment of technology mediates the relationship between guest service convenience and service quality.

The researcher used a predictive-causal method because this study is designed to determine whether one or more variables-technology use mediates or moderates one or more outcome variables which are the service quality and service convenience, as the prediction perspective is present with this complex model. This approach is also known as structural equation modelling (SEM), which can be used for exploratory and predictive analyses of the causal links and influence of variables suggested in theoretical models.

The researcher chose the only 4-5-star DOT accredited hotels or the twenty-seven accommodation establishments which classified under hotel operation as multiple-use hotels with staycation accreditation known as the Accommodation Establishments that have been inspected by a team composed of personnel from the Philippines' DOT and BOQ that are determined to be suitable for both quarantine and non-quarantine guests.

The study used a sample size of 325 based on the G-power software, which has a fixed effect, special, main effects, and interaction, alpha of 0.10, power of 0.90, and effect size of 0.25. An adapted-modified questionnaire was the main instrument for data gathering. In addition, the researcher used a Confirmatory Factor Analysis or CFA alongside the use of CB-SEM in constructing the model using latent variables- Applied Technology, Service Quality (ServQual), and Service Convivence (ServCon). In addition, results will most likely give good fit indices because the same data will tend to conform to the structure(s) of the scale discovered with EFA.

Frequency and percentage were used to describe the psychographic profile, which reveals that most hotel guests are using their smartphones in everyday communications and using a different kind of technology not only in personal aspects but how they deal with payment methods. The study also revealed that the guests preferred cashless transactions such as cards, online or bank transfers thru QR codes, and NFC such as Samsung Pay, Google Pay, and or Apple pay. Lastly, most guests were considered adventurous and wanted to try new experiences. It is likely congruent to the other psychographic profile, such as using communication devices and how they use cashless transactions.

In addition, the weighted mean and composite mean revealed that most of the guests were satisfied with the services provided. Most of the guests claimed they were satisfied with the service quality at the hotel where they most recently stayed. The positive responses to the survey have proven that the service quality in the lodging industry in the NCR during the Covid-19 pandemic is positive and well taken care of in terms of providing customers with the best possible services to ensure their satisfaction.

The ANOVA and post hoc tests were used to determine the significant difference between the assessment of the technology use, service quality, and service convenience when grouped according to psychographic profile. It shows that the responses vary significantly. Based on the post hoc test conducted, it was found that those who have the lifestyle of Promethean have a better assessment of the applied technology that they used in their hotel. In addition, there was a significant difference in service quality when grouped according to lifestyle except on assurance. More specifically, there were significant differences in those lifestyles are Promethean as supported by the post hoc conducted. Lastly, there was a significant difference between service convenience, and those with a Promethean lifestyle have better assessment than others.

Pearson Correlation was used to determine the significant relationship between service quality and service convenience. It revealed a strong direct relationship between hotel service convenience and the service convenience dimension of guests. This means that a significant relationship exists and implies that the better the quality of services, the better the assessment of service convenience.

The CB-SEM or the Covariance-Based Structural Equation Modelling using SMART PLS was used to assess the relationships between service quality and convenience and the possible mediating role of technology use. It confirmed that the applied technology plays a vital role as a mediator in attaining high service quality and service convenience from the end of the hotel guests and a two-way outline also from the end of the service provided by the hotel staff during the Covid-19 pandemic.

Keywords: Technology, Service Quality, Service Convenience, Structural Equation Modelling, Hotels

PGRC 2022-7987

Relationship among Tourist Experience Value and Satisfaction towards Travel Intention Behavior Framework in Celebrities' Former Residences in Shaoxing, China.

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Cultural tourism plays an important role in promoting urban development. As an important tourist attraction, the celebrities' former residences can drive the development of urban tourism to a large extent. Therefore, the innovation and activation of celebrities' former residences in the development of cultural tourism are of great significance and value. However, compared with foreign countries, the development of Chinese celebrities' former residences tourism has some problems such as late start time and shallow experience content, which lead to a series of problems such as low attraction to tourists, short tour time, small consumption scale, low satisfaction, and low re-visit rate. How to effectively explore and meet the experience needs of tourists? How can the market potential be developed and released? What can be done to further increase visitor satisfaction and repeat visits?

On August 12, 2021, the office of Shaoxing Municipal People's Government issued a notice on the three-year (2021-2023) action plan for the activation of celebrities’ former residences in Shaoxing, Shaoxing city government of Zhejiang province officially launched the activation action plan for 107 celebrities’ former residences in Shaoxing. The purpose of the activation action plan is to make celebrities’ former residences meet the demand of the tourist destination market and accelerate the promotion of the popularity of their tourism. Based on the need for practice and theory research, according to the theory of customer satisfaction and cognitive-emotion-intention relations theory as the foundation of research, from the perspective of tourism destination managers, this paper constructed a framework for the formation of travel behaviour intention of celebrities' former residences and conducted empirical research to explore the relationship among tourists' experience value, tourist satisfaction and tourists' behavioural intention, so as to fill the gap of Chinese research and optimize the development and utilization mechanism of celebrities' former residences in Shaoxing, China.

Table 1: Methods

Design	Participants	Data Instrumentation	Data Gathering Procedure	Data Analysis	Ethical Consideration
Literature Reading				SPSS version 26 to further interpret the result of the study with an alpha level of 0.05.	All informed and made informed consent; Additional information if they had any doubts; Academic purposes only
In-depth Interview	16 tourists in Lu Xun's former residence in Shaoxing	Outline of interview on visitor experience value of celebrities’ former residences	Face-to-face interview		
Questionnaire survey	482 tourists in Lu Xun’s former residence in Shaoxing	Adapted-modified Questionnaire	A combination of online and face-to-face questionnaires		

This study takes Lu Xun’s former residence in Shaoxing as the case and the tourists who visit Lu Xun’s former residence in Shaoxing as the research object. Through in-depth interviews with 16 tourists, empirical research is carried out. This paper takes the theory of customer satisfaction and cognitive-emotion-intention relations theory as the theoretical basis. According to the research results, this paper tries to provide some practical suggestions for the operators and managers of celebrities' former residences tourism to improve tourists' satisfaction and revisit intention.

Most of the respondents are female, younger, with higher education and middle income. The main group of tourists in celebrities’ former residences is young people aged 15-24, and people aged over 60 are the least. Therefore, local tourism publicity and services should target more at young people and retirees to expand the market. In terms of travel information, tourists in celebrities’ former residences are repeated visitors for taking a relaxing vacation by driving on their own as the mode of day tour, with medium and low consumption levels. Most people take leisure vacations as their main motivation, so the traditional leisure tourism market is still the focus and advantage of the tourism market development of Lu Xun's former residence scenic spot. From six aspects of tourist experience value of celebrities' former residences, tourists' evaluation are: cognitive value > emotional value > characteristic value > quality value >

service value > economic value. Overall, tourists are satisfied with the experience of celebrities' former residences. Tourists are willing to revisit and recommend former residences of celebrities. Tourist experience value tourist satisfaction, and behavioural intention, all three are highly correlated. A framework for the formation of travel behaviour intention of celebrities' former residences was proposed.

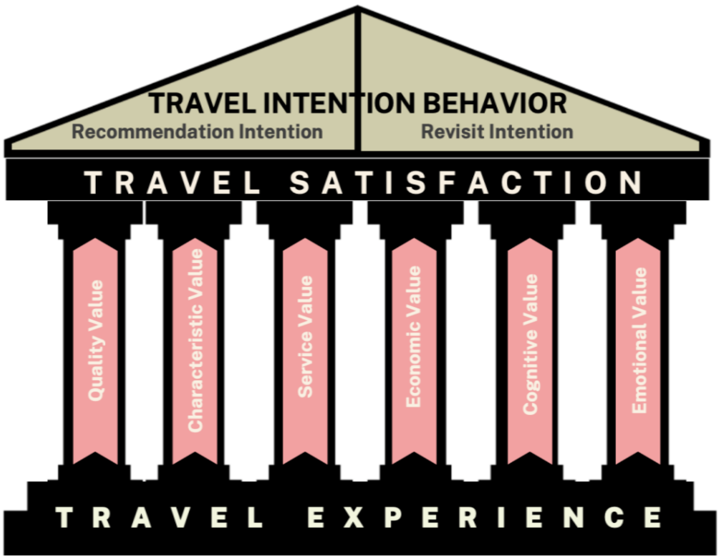

Figure 1. Travel Behavioural Intention Framework in Celebrities' Former Residences

Keywords: Behavioural Intention, Celebrities' Former Residences

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PGRC 2022-8028

A Study on Sustainable Practices as a Competitive Advantage in Delhi's Five-Star Hotels

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Purpose: The Purpose of the study is to undertake a descriptive analysis of the sustainable strategy accessible to hotels and assess its ability to produce a competitive advantage through promoting efficiency, luring clients, and generating revenue. By contrasting the strategic aim and execution of sustainability programmes in hotels across Delhi, we investigate how their implementation affects others industry actors. Mathur, S., & Khanna, K. (2017), this paper critically examines this concept in the context of the hospitality business. Environmental sustainability plans can use a low-cost, differentiated, or hybrid (a combination of the two) approach to establish a competitive advantage. Controlling for hotel type and age, we see that the hotels sampled for this study utilized a combination of all three methods, although they tended to rely on their desire to establish the validity of environmental sustainability by emphasizing distinction through environmental sustainability branding. Delhi has been selected for this study's focus area, specifically the city's five-star hotels. Employees from 15 five-star hotels in Delhi were polled. Environmental, social, and economic activities are part of the hotel's sustainable efforts, the report finds.

The methodology used is mostly survey-based, using both structured and unstructured questionnaires.

Findings of this study and the apparent alignment between hotel managers' strategic decisions and the management techniques employed to close legitimacy gaps, one could argue that Delhi hotel may be overemphasizing their need to establish environmental sustainability legitimacy by putting too much emphasis on branding. It is advised that senior hotel management and owners acknowledge the numerous advantages of low cost sustainability methods beyond branding in the future. These methods can bring about quick financial gains. Generating higher

net revenue margins and lower operating expenses for hotels. An increase in profitability allows for more flexibility in pricing and the capacity to make further investments in environmental sustainability that could help them stand out, both of which can provide the hotel a competitive advantage. According to Grant (2010), a company's edge over its competitors is what allows it to consistently generate a greater rate of profit. To determine whether or not sustainable service businesses may profit from sustainability, there is a research void in the industry (Gupta, 2012). The service sector includes a wide range of industries, each of which places a particular emphasis on sustainability. Through a global "open source" mentality, sustainability-related best practices frequently give firms a competitive edge, according to Mark Vickers (2007–2017). The creators of the best practices are credited with them, and their endorsements and acclaim are frequently exploited in marketing initiatives to boost their brands.

For the study, a sample of 15 (100%) five-star hotels in Delhi were chosen. The primary information needed for the study was gathered utilizing the following methods: Questionnaire: To get the respondents' opinions, a questionnaire was created with pertinent questions and distributed to them. The purpose of this survey was to learn the opinions of the staff at all participating hotels regarding their justifications for implementing the study's environmental measures. Academic publications (both print and online editions), books, magazines, internet research (websites), and government reports were used to gather the secondary data. The researcher analyses the data gathered so that any missing information or survey questions may be found, and the surveys can be revised (Chin, 2010; Reinartz et al., 2009).

The research's findings point to an increase in sustainability practices' seriousness, attention, and awareness. Between competing Hotels, there is a substantial disparity in the application and weight given to sustainability management methods. Despite the importance of this achievement, there is still work to be done to bolster the sustainability agenda. The survey's findings emphasized the sustainability techniques being used by these hotels and the degree to which they have implemented them. It also demonstrated the link between a hotel's sustainability initiatives and contented staff members. The study also looked at how sustainable practices could help the hotel develop a distinctive reputation that might give it an advantage over rivals. In turn, the latter draws in business travellers who see the environmentally friendly hotel as a vital ally for their own reputation. Overall, because sustainable business practices increase profitability, they are thought to provide a competitive advantage. The study outlined here provides a sustainable competitive advantage as a fresh and innovative method to investigate how its results or performance might be improved in the hotel business. The results of sustainable competitive advantage may aid hotels in remaining open for business in the long run. The current study makes recommendations and describes the function of sustainable competitive advantage in the hotel business. It also provides fresh perspectives on the competitive hotel industry's flaws.

A useful approach would be to further educate hotel managers about the financial advantages of low-cost sustainability measures. It is also advised that hotels engage with their clients on sustainability-related issues and inform them of the environmental advantages of the sustainability practices they use. The advantages to society and the efficiency of the hotel itself should both be covered in this instruction. The ability of the hotel to enhance the quality of the guest experience would be improved by informing consumers that their actions also boost the hotel's commercial performance. This will not only close the legitimacy gap and increase customer desire to stay at the hotel, but it will also strengthen management's belief in the importance of low-cost and differentiated strategies for long-term competitive advantage.

Keywords: Delhi; Five-Star Hotels, Sustainability Practice, Sustainable Strategy, Competitive Advantage

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PGRC 2022-8074

The Development of Smart Hotels Based on FLYZOO Hotel Model

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In the context of the rapid development of big data technology, the intelligent construction and management of hotels have become the current development trend of the hotel industry. After the transformation and upgrading of hotels, customer satisfaction will become the focus of hotels. 2018 Alibaba's first hotel technology industry change incubator - FLYZOO HOTEL officially opened, a truly digital future intelligent hotel began the exploration of intelligent hotel services. Taking FLYZOO HOTEL as an example, this study collected customer reviews from the website of China's mainstream online travel platform "Ctrip" as sample data and used web-based text analysis to analyse the factors affecting customer satisfaction with their stay.

In this paper, the keywords of online reviews were extracted and analysed, and it was found that the factors affecting customer satisfaction with smart hotels are mainly smart device experience, hotel environment, hotel service and hotel infrastructure construction. On this basis, the variability of the degree of influence was summarised according to the frequency of the keywords, in the order of smart device experience, hotel service and hotel environment.

The findings of this study on the impact of smart hotel attribute factors on customer satisfaction enrich the theory of hotel customer satisfaction influencing factors and have enlightening implications for smart hotel managers to further optimise smart hotel attribute factors to enhance customer satisfaction. Hotel construction should focus on improving customer stay experience, improving environmental factors, service factors, value factors and customer complaint factors that affect customer satisfaction, and promoting the innovative development of smart hotels.

Keywords: Smart Hotel, Customer Satisfaction, Network Text Analysis

PGRC 2022-8093

Administration Influence on Destination Attributes and Tourist Loyalty Behavior towards Rural Tourism in Jiangxi Province, China

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Against the backdrop of the COVID-19 pandemic restricting long-distance travel, tourism in short-distance rural areas, as a socio-economic activity that "leaves no one behind" (World Tourism Organization, 2020), has ushered in important development opportunities globally. Increasing rural tourist loyalty can effectively reduce the cost of attracting new customers (Eom et al., 2020; Qu et al., 2022) and formed a positive reputation (Agyeiwaah et al., 2019), thus becoming one of the most effective ways to develop rural tourism at present. In recent years, although the development of rural tourism in China has also been affected by complex factors (Chen, 2017), it has still achieved amazing results under the leadership of the government and its effective administration. Therefore, it is valuable for the academic community to study the impact mechanism of the Chinese administration on rural tourism development, especially tourist loyalty. This study takes Jiangxi Province, a well-developed rural tourism province in China as an example, to evaluate the impact of the administration on destination attributes and tourist loyalty behaviour towards rural tourism.

As quantitative research, this study used a validated and reliable instrument to conduct an anonymous survey in a snowball manner through an online platform and finally obtained valid data on 779 people from 29 provinces in China who have experienced rural tourism in 11 prefecture-level cities of Jiangxi Province. Frequency and percentage distribution, weighted mean and rank, Shapiro-Wilk Test, Mann-Whitney U test and Kruskal Wallis test in non-parametric tests, and Spearman rho were used to analyze variable characteristics and their significant relationships.

The results show that the respondents have a strong desire and loyal behavioural intention to travel to rural areas, and believe that rural tourism is positive and beneficial, and travelling to rural areas can make people happy, while not being able to travel will be disappointing.

Most of them want to travel to rural areas in the near future and said they would share their positive experiences of rural tourism with others. Respondents agreed with the attributes of rural destinations and preferred physiography. They generally believe that the destination is accessible, safe and well-ordered, the locals are simple and friendly, and the experience of rural life in the destination was varied. They agree with the administration towards rural tourism and are more likely to perceive central administration. The study verifies that there are significant differences in the response to administrative perception, destination attributes and loyalty behaviour when grouped by profile, and confirms that pairwise significant correlations between the three variables of destination attributes, tourist loyalty behaviour and administrative perception towards rural tourism.

Based on these, a rural tourism development framework that is conducive to improving tourists' loyalty behaviour is proposed, and some development recommendations for different stakeholders are given to better promote the current development of rural tourism. For the central government, it should rely on its absolute power to continue to deepen the guidance on the development of rural tourism throughout the country and pay special attention to playing the core role in promoting the high-quality and sustainable development of rural tourism from the perspective of software, so as to protect the natural environment and local culture that the rural areas were proud of.

For local governments, on the basis of protecting the natural environment and traditional appearance of the rural areas, their administration should follow the guidance of the central government, combine local realities, and gradually implement various rural policies in a pioneering manner, flexibly adjust and allocate resources, funds and other essential support among different rural destinations dynamically. For rural destinations, Jiangxi Province should take the natural environment as an important attraction under the premise of genuine protection. Meanwhile, they should develop and design special products around the unique local culture to truly give tourists different experiences and feelings. While strengthening the comprehensive operation and management, rural destinations should focus on attracting tourists from the perspective of software, and welcome them with an open attitude, providing them with free, flexible and authentic rural experience. From an integrated perspective, measures or policies for formal and informal dialogue among tourists, governments and destinations can be considered to facilitate continuous exchanges between different actors (Su et al., 2021). In addition, the government can regularly supervise or organize multiple enterprises to jointly carry out talent training. Rural destination enterprises can train staff through professional training institutions. More importantly, each subject can also cooperate with colleges and universities to jointly cultivate professional talents required by the rural tourism market.

Keywords: Administration, Loyalty Behavioural Intention, Place Attachment, Rural Tourism

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PGRC 2022-8103

Opportunities and Challenges of China's Tourism and Hotel Industry under the COVID-19 Pandemic

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The global economy has been severely impacted by the COVID-19 outbreak, with no sector spar. The international economy is in peril as a result of this predicament, which has resulted in both practical social alienation and economic distancing. The only way to keep the economy moving in the wake of such devastation is via the use of cutting technology.

The findings of all relevant investigations are summarized and evaluated by several researchers in relation to the COVID-19 pandemic using a comprehensive literature review. Wellbeing care professionals' expos to COVID-19 had their physical and emotional health examined by de Pablo et al. It is found that the research looked at 115 grey literature articles and papers published in Web of Science up to April 15, 2020. Patients with increased COVID-19 risk and the general public are included in a systematic review undertaken by Luo et al. that used Google Scholar, PubM, Embase, and the WHO COVID-19 database. 62 studies with 162,639 individuals are chosen from 17 nations for the research. Preferable reporting elements for systematic reviews and meta-analyses (PRISMA) are used in this research to ensure that the findings of systematic literature reviews are critical and relevant. Preparing and reporting scientific evidence properly and reliably increases the quality of research by using the PRISMA methodology. The following is how the review is organised: Results, research techniques, and discussion sections outline the literature search and describe the current state of the hotel business at the time of COVID-19.

The hotel sector must build a framework for understanding and executing disaster management strategies in light of COVID-19 and the increasingly catastrophe-prone globe. The literature on catastrophe management has been illuminated by theories from a variety of fields.

Travel restrictions and other restrictions are being imposed on the hospitality and tourist business as a result of the continuing worldwide epidemic, but the industry thrives on international and national visits and significant effort and resources are being put into attracting guests. Only a few of recent studies on the COVID-19 crisis in the hotel sector have examined the issues of sustainability and potential post-crisis. Many companies have been forced to shut down due to the COVID-19 pandemic outbreak, resulting in an unprecedented disruption of trade in most industries.

The present study is designed to provide a systematic review to address the following research concerns in light of the aforementioned research gap: Between 1 December 2019 and 31 March 2021, what percentage of papers on COVID-19, city development, and tourism are added to the Web of Science (WOS) and Scopus databases? What leading journals, authors, and publications should be taken into account in further research on tourism and COVID-19? Which major newly developing subjects and subthemes are being studied in tourism research in the wake of the COVID-19 outbreak? In the new normal after COVID-19, what role do sustainable tourism, local development, and its management play?

Perceptions of travel risk and management related to the assessment of a scenario involving the danger of making travel choices in certain locations. There is a strong correlation between travel restrictions and decrease tourist demand.

However, a systematic literature review is a normal practise in the hospitality business, even if no research has been done on the COVID-19 epidemic. Depicting a possible COVID-19 management system. The framework's basic logic is based on the following factors: Social systems theory (SST) and Theory of cultural differences.

During the COVID-19 epidemic, the China government's communications and tactics to re-enter the tourism market are examined using a documentary qualitative technique. Digital Rights Management (DRM) is a process that examines and evaluates print and online items in a systematic manner. From April 1, 2020, to December 31, 2020, Google News items are retrieved and evaluated for this research. Covid19, pandemic, government approach, strategies, and the Chinese government are some of the combined keywords utilized in this research to mine data. Only credible media sources are employed for analysis since the unified resource locations of the websites are examined for trustworthiness and authenticity.

After the COVID-19 epidemic, many publications examined how to restructure and alter the tourist and hospitality business. While developing an anti-pandemic strategy, the anti-disaster process incorporated disaster management's six stages, including prevent preparations, prodigal alerts, emergency response steps, interim service restoration, self-healing measures, and resolution (restoring the routine). Fields, which include multiple perspectives such as shared beliefs and locations as well as interactions between actors within the research background, are highlighted as imperatives within the case hotel in our study in order to shed light on the responding strategies for a crisis at a particular case hotel.

The semi-structured interview is paired with improvisational inquiries since the study employs complexity theory as its qualitative research approach. Hotel managers from all levels of the hierarchy may give valuable information on how their establishments dealt with the crisis. During the interview process, the focus is on the hotel managers' perceptions of the COVID-19 epidemic, namely the consequences, difficulties, and coping mechanisms they encounter.

Our research and analysis on COVID-related regulations affecting Hainan's tourism and hospitality industry are substantial before the construction of the data gathering mechanism. Purposive sampling without regard to probability is used in this investigation. Qualitative research often employs the technique of "purposive sampling," which involves choosing study participants and variables based on predetermined criteria. The criteria for selecting information sources for our research are determined in two steps, namely phase 1. During this time, the Coronavirus spread widely, prompting the Egyptian government and many chain-own five-star hotels to take several measures. Subjective content analysis, which focuses on the meaning of the text, and objective content analysis, which focuses on the form of the text, are both used in this study. We classify or "coded" words, themes, and ideas in the texts and then examine the findings.

Transcribing the interviews is the first step in data analysis. Once the transcriptions are transcribed, they are then translated into English. Codes are created in line with the text's meaning in order to offer context for data analysis and interpretation. Because of the crises' complexity, data analysis relied on complexity theory.

Analysis of long-term historical correlations between industry performance and economic data is conducted on the hotel front. Economy hotels may operate at lower occupancy rates than other chain sizes due to operational economics. According to our findings, luxury hotels need occupancy rates that are 1.5 times higher than those of budget hotels in order to pay their variable and semi-fix expenditures.

Keywords: Covid19 Pandemic, Global Economy, Hospitality Industry, Disaster Management Strategy

PGRC 2022-8095

The Impact of Online Reviews on The Choice of Hotels by Tourists

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The purpose of this study was to explore the impact of online reviews on the willingness of travellers to book online hotels during the "assessment phase" of the broader hotel decision-making process. The analysis uses quantitative analysis with multiple regression and empirical research. The research data were collected during the two months from July 2022 to September 2022. 300 questionnaires were distributed to Chinese tourists who visited Hangzhou, China in 2022 and booked through the online platform and purchased hotels. Hospitality practitioners could enhance consumer review management by applying the underlying factors of online review in the present study to find out the ways of increasing consumers' booking intentions in specific hotel contexts. The user review function of the Network booking platform is a powerful information-sharing platform for customer needs and customer needs and satisfaction provide the right direction for hoteliers to make decisions. The main theoretical contribution of this article is to clarify the impact of the validity and authenticity of online reviews on potential consumer hotel choices. From the perspective of practitioners and researchers, the study also provides areas worthy of more research effort.

Keywords: Online Review, Online Booking Intentions, Consumer Choice, Customer Satisfaction

PGRC 2022-8110

Perceived Destination Competitiveness and Place Attachment on Visitors' Intention to Visit Ethnic Enclave Destination: A Study on Little India, Brickfields, Malaysia

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This study aims to discover the factors influencing domestic visitors' intention towards ethnic enclave destinations. The location of this study is Little India, Brickfields which dates to British colonial rule and is manifested through many heritage buildings and some of which are over 100 years old. The objective of this study is to examine the relationship between perceived destination competitiveness and place attachment with visitors' intention towards ethnic enclave destinations. A significant contribution to the development of Kuala Lumpur is made by ethnic enclave tourism. Major towns in Malaysia, like Kuala Lumpur, Penang, Ipoh, Malacca, and Johore, have purposefully enforced the ethnic enclave's attractions, and one of them is "Little India," which is known as an urban ethnic tourism destination. One of the major attractions in every city is "Little India," which captivates visitors with mouth-watering Indian cuisines, colourful apparel, priceless jewellery, and a dynamic way of life. Although "Little India" is fascinating, exciting, and happening, the reality remains that the ethnic enclave's enjoyment is severely constrained due to its geographical situation, in which the area is quite crowded and has a relatively tiny border. Visitors to "Little India" have further stated that, despite the attraction's distinctive traditional image and cultural representation, the absence of greenery, parking, and tourist amenities in the neighbourhood continues to be their top concern and deters them from returning. Moreover, urbanization is accelerating, housing demand is increasing, and sociocultural and climatic changes are all happening at the same time in 'Little India'.

As a result, the destination is seeing fast demographic growth while heritage is disappearing at an alarming rate. In order to promote their status as an ethnic enclave, the local populations in "Little India" use Indian cultural features explicitly, which leads to tensions between them on a cultural level. However, there are increasing indications that other South Asian migrants, including those from Pakistan, Bangladesh, and Sri Lanka, are settling in the Little India

neighbourhood. Lack of cultural exoticism has an impact on tourists' intentions and driving forces for choosing to visit ethnic enclave attractions. Furthermore, tourism destinations are increasingly using local cuisines and food-related activities to increase more tourist's arrival. Although there has been much research on authentic Indian food in many other nations and areas, there hasn't been a precise study on authentic Indian food at Little India, Malaysia. Most of the studies on ethnic enclave destinations concentrated on the perceptions of stakeholders, local community involvement, and socioeconomics. However, the effects of perceived destination competitiveness and place attachment on travel intentions for ethnic enclave locations have not been well studied. In other words, no precise research has been done on this combination. As a result, the researcher made the decision to draw attention to and investigate this research gap, and this study would focus on destination competitiveness and perceptions of ethnic enclave tourism. It is evident that many scholars are committed to investigating and analyse on ethnic enclave tourism from the perspective of destination competitiveness. Thus, the researcher merged three popular theories/models to study the visitors' intention to visit 'Little India'. The theories are the Integrated Model of Destination Competitiveness (IM Destination Competitiveness), Place Attachment Theory as a mediating variable and the dependent variable is the behavioural intention of visitors which was obtained from the Theory of Planned Behaviour.

This study fits under the positivist research philosophy since it gives proof of models and methods, quantitative measurements of variables, hypothesis testing, and generalization from a small sample to a large population. The domestic visitors visiting Little India, Brickfields are the target population of this study. The minimum sample size determined for this study was 385 which was calculated using Cochran Formula 1977. However, the researcher managed to obtain 407 data from the survey. To be added, SPSS 26.0. and Partial Least Squares (SmartPLS 3.2.9) were used for this study for the preliminary data analysis, such as normality, descriptive analysis to analyze the measurement model, structural model, and mediating analysis. The result indicated that perceived destination competitiveness shows a negative effect towards travel intention. Meanwhile, place attachment also failed to mediate perceived destination competitiveness. In a nutshell, the visitors' intention to visit ethnic enclave destination are not influenced by the created, endowed or supporting resources of the destination.

Keywords: Factors, Ethnic Enclave Tourism, Little India, Perceived Destination Competitiveness, Place Attachment, Intention

PGRC 2022-8131

Residents' Support for Night-Time Tourism in Nanchang, China: The Role of Tourism Impart, Subjective Well-Being and Emotional Solidarity

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Night-time tourism has proven to play a significant role in promoting the social and economic benefits of a city. Hence, many Chinese cities have changed through time from having a largely empty night-time population to having a thriving nightlife economy and leisure. Night-time experiences reflect the local culture and create the cities' identity, and promote the residents' socio-economy, particularly in the post-pandemic period (Zhao, 2022). In recent years, due to the Chinese government's focus on the night-time economy, 197 policies related to the night-time economy and night-time tourism have been released in China throughout the year as of 1 October 2020(China Tourism Academy, 2020).

Nevertheless, the night-time economy ([Late] night tourism) offers conflicting perspectives since it simultaneously offers a place of pleasure and excitement and a place of risk and danger (Eldridge & Smith, 2019; Nofre & Eldridge, 2018). Where night-time tourism is concerned, it intersects two crucial topics, nightlife and tourism. This interception involves several important areas when social and economic interact, namely between the city's development, economic prosperity, commodification and commercialization of cultures, and residents' well-being (Dwyer, 2022; Eldridge, 2021; Nofre, 2021).

While the benefits of tourism are widely acknowledged, tourism has also been recognized to present challenges and issues in certain aspects of the environment, society and economy, particularly night-time tourism in major cities. Pundits on the night-time economy noted that the notion sometimes fails to consider tensions that have arisen between visitors and night-time businesses and residents in gentrifying neighbourhoods on the city's pollution and sustainability (Ren, 2021).

Nanchang, one of China's 35 megacities, has a history of more than 2,200 years and a deep cultural heritage. In 2016, Nanchang was selected as one of the "Top 10 Most Dynamic Cities in the World", the only city in China to be selected at that time. Nevertheless, in the same year, [Late] night tourism in Nanchang produced a congestion index of Qiushui Square in Nanchang Honggu Tan reached 93%, ranking first in the country, with 100,000 visitors on the day.

In response, rather than being more cautious of the report, the Nanchang Municipal Government has issued a policy to further promote the development of the night-time economy for three years from 2019 to 2021. The number of visitors to Nanchang's night-time tourist attractions has grown rapidly, with 175 million tourist arrivals and a total tourism revenue of RMB 169.13 billion in 2021, an increase of 15.9% and 14.65% respectively over the previous year (Nanchang Statistical Bureau, 2021).

Although residents' attitudes towards tourism have been the subject of research for decades (Chi, Cai, & Li, 2017; Wang, Berbekova, & Uysal, 2022), a scoping review of the literature reveals a lack of empirical research on residents' attitudes towards night-time tourism support. This study proposes to address this knowledge gap by examining Nanchang as a night-time tourism destination and understanding residents' cognitive evaluation processes, subjective well-being (SWB), and emotional solidarity(ES) impact on night-time tourism support is important. Effective destination development depends on the tourists' emotional bonds with locals (Joo & Woosnam, 2019). This study integrates the concepts of cognitive appraisal theory (CAT) and ES into a Social Exchange Theory (SET) conceptual model that links perceptions of night-time tourism impacts and residents' support for night-time tourism (see Figure 1 below). Based on this backdrop, 6 specific objectives are developed for this study.

1. To examine economic impact perception, environmental impact perception and community impact perception relates to expected changes in SWB resulting from the night tourism growth.
2. Measures the impact of changes in SWB resulting from the growth of night-time tourism on visitors' emotional solidarity.
3. Measures the impact of changes in SWB resulting from the growth of night-time tourism on Nanchang residents' support for the development of night-time tourism.
4. To analyse the effects of the relationship between ES and residents in support of night tourism in Nan Chang.

5. To analyse the mediating effect of SWB in the relationship between the economic impact perception, environmental impact perception and community impact perception and support of night tourism.
6. To examine the mediating effects of ES of the relationship between SWB and support for night tourism.

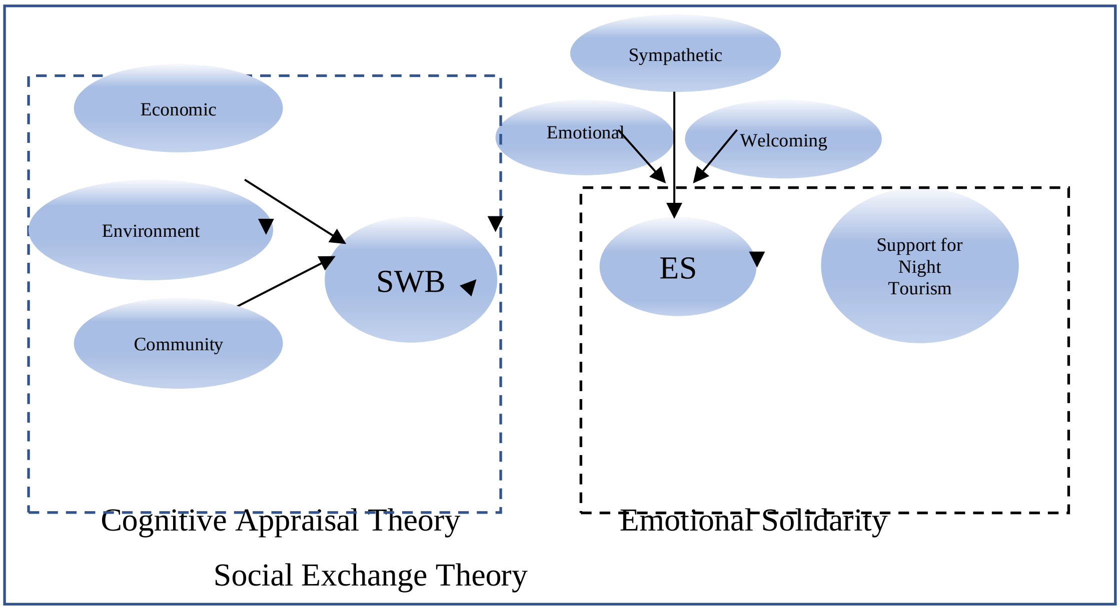

Figure 1: Conceptual Framework

Source：Adapted from Munanura et al.（2021)

Considering a total population of 6,437,500 in Nanchang at the end of 2021, participants will need at least 384 people to interpret the framework based on a 95% confidence level and a 5% confidence interval. To maintain adequate data analysis and validity, a minimum of 400 questionnaires will be obtained as a sample for this study. In addition, this study will use partial least squares modelling (SEM-SmartPLS) to effectively analyse and test the conceptual framework and hypotheses (Dimitrovski et al., 2019). In addition, a pre-test will be conducted to ensure the questions' reliability and correctness. This study proposes a reflective-formative model of emotional solidarity for residents’ support for night tourism with subjective well-being and cognitive appraisal constructs (i.e., Economic, Environment, Community) as first-order constructs in SmartPLS. To assess ES (multidimensional construct), formative measurement models will be proposed to see whether each dimension contributes to the formative construct (Henseler, et al., 2009, p: 301; Kyungyeol & Kevin, 2021).

The main target of the sample is the residents of Nanchang's night tourism sites. These identified areas have a high level of human activity and are influenced by the development of night tourism. The sampling method will be a systematic random sampling strategy. Residents are intercepted in local parks or community streets near this night tourism branded attractions. Respondents are identified (i.e., every fourth person passing by the surveyor), and asked if they have the time to participate (F2F). This study will provide literature to support the sustainable development of night tourism and improve SWB for residents. It also has practical implications for the Nanchang government, tourism planners, and policymakers.

Keywords: Night-Time Tourism, Tourism Impact, Subjective Well-Being, Emotional Solidarity, Attitudes Towards Tourism Nanchang

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PGRC 2022-8122

Human Resources Role in Staff's Well-Being at Pt Plataran Indonesia

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Polytechnic Sahid

The role of the Human Resources Manager is vital because the Human Resources Manager can determine which employees will work in the company with the specified conditions - starting from planning to planning human resources selected to work in the company, recruiting human resources to create qualified employees, conducting training and skill development to be able to increase the potential skills possessed by each human resource, compensation for human resources working from a specified target, evaluation of human resources.

The business world is developing rapidly, so companies managing their business are expected to use human resources properly and correctly. The existence of human resources has a vital role in the company because humans are the drivers and determinants of the running of a company. The importance of human resources in the current global era, one of the efforts that companies must consider improving employee performance is adequate and reasonable work facilities with appropriate and well-maintained conditions. In addition to work facilities, the work environment in an organization can also affect employee performance satisfaction. Since the human role in organizations is crucial, it is necessary to have good cooperation in implementing a company goal.

Each work facility has its function, although each has the same goal: to get maximum results. Therefore, employees can be said to be the key to success that determines the development of an enterprise or organization in achieving a goal. A company or organization can develop very rapidly if they have competent employees in its field. In addition to qualified employees in their areas, companies or organizations also need employees who have high loyalty to the company that employs them. So that employees have a great sense of attachment and loyalty to the company or organization. High performance can be formed with the awareness of each company leader to provide support to employees in the form of a comfortable workplace atmosphere, providing motivation, creating good work discipline, and appropriate compensation to each employee, which will be able to increase employee morale at work

Researchers conduct research in the Department of Human Resources on employee welfare at PT Plataran Indonesia, Problems that occur at PT Plataran Indonesia, especially the turnover rate that increases from year to year, can indicate a decrease in job satisfaction of a company. The reduction in the level of job satisfaction also has an impact on reducing employee loyalty. Loyalty is a form of employee commitment to the company.

Therefore, this study identifies problems in the form of limited human resources to meet employee needs for their welfare and the consequences of decreasing job satisfaction due to poorly maintained employee needs. Based on the background mentioned, the author formulated a research question about how the role of the Human Resources Department can meet the welfare of employees at PT Plataran Indonesia. This study aims to determine employee job satisfaction that can build employee loyalty and know the role of HRD in building employee loyalty at PT Plataran Indonesia.

The method used is descriptive qualitative; qualitative research uses an inductive approach. That the fundamental theory is a tool that will be tested later with data and research instruments. Data were obtained for analysis by conducting interviews, observations, and dissemination of questionnaires. The dissemination of the questionnaire is to get more accurate information as the research results will explain thoroughly what happens in the field. The population and the sample used consist of all employees, and the model is employees in the human resources section.

In conclusion, from the results of observations that have been made previously, PT Plataran Indonesia facilitates its employees with BPJS Ketenagakerjaan, where the purpose of BPJS Ketenagakerjaan is as a guarantee for work accidents that will reduce all costs incurred by participants in the event of an accident that cannot be avoided. By having BPJS Ketenagakerjaan, participants will be assisted from the beginning of the accident until the participant recovers, in the sense that all medical and treatment costs will be administered using BPJS Ketenagakerjaan; this is the task of Human Resources to ensure this process runs smoothly by deftly reporting events and chronologies to BPJS and sending the files needed by BPJS Ketenagakerjaan, namely the study of human resources to ensure this process runs smoothly by deftly registering events and records to BPJS Ketenagakerjaan and sending the files needed by BPJS Ketenagakerjaan, this is the task of Human Resources to ensure this process runs smoothly by deftly reporting events and chronology to BPJS and sending the files

needed by BPJS Ketenagakerjaan, in addition, it also takes care of the administration that will be required while in the hospital. Based on the results of interviews with informants, the informants felt that the SOPs provided were sufficient and the human resources were speedy and helpful in terms of taking care of employee accident insurance

PT Plataran Indonesia ensures the career development of employees, which means management and Human Resources closely supervise all the development and improvement of employees who will be noticed and appreciated in various ways; this is the case for most employees of PT Plataran Indonesia, although only a few of the few employees may feel otherwise. Human Resources at PT Plataran Indonesia tries to accommodate employees in other ways, such as allowing employees to develop to step on a higher career path, unfortunately, getting more appropriate and appropriate wages. The workload at PT Plataran Indonesia can be hefty depending on the unit, department, and level, and this severe level of workload without accompanied by the proper wages for those who often work overtime. The facilities at PT Plataran Indonesia are adequate but can be significantly improved; some are satisfied with the facilities provided, and some believe they are not enough to make them feel comfortable and happy. Communication between Human Resources and employees is excellent; employees rely heavily on Human Resources and claim that the Human Resources Department is beneficial.

Keywords: Human Resources, Employee Performance, Employee Wellbeing, Manager

PGRC 2022-8145

A Strategic Framework to Enhance Wine Tourism & Optimization of Wine Route: A 3-stage Tourism Model Approach

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With just one vineyard to begin with, Karnataka, a southern Indian state, has subsequently become India's biggest wine-producing state, with 15 wineries. Though Karnataka is one of the most prominent wine-producing regions of India, wine is still not a popular drink. Since alcoholic advertising is prohibited in India, wine label information and wine tourism are the only ways to communicate with customers. Therefore, the study aimed to develop a strategic framework to identify measures to boost eco-tourism in Karnataka on the basis of a 3-stage tourism model.

Keywords: Wine Tourism, Karnataka Wines, 3-Stage Tourism Model, Wine Route

PGRC 2022-8100

Understanding Circular Behaviour in Tourism Industry

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Tourism creates a high demand for consumption and nowadays it is attracting in the development of transitioning circular economy concepts that offer a long-term vision to achieve sustainability. A qualitative study using descriptive analysis is used in this study using 13 journals from Harzing software in 2017-2022 that were written in English. The finding indicates three model theories to encourage the consumer to implement circular behaviour in the tourism industry, such as CCS (Circular Consumption System), P-CCM (Pro-Circular Change Model), and ESCB (Environmentally Sustainable Consumer Behaviour) in order to encourage global sustainability alternative options.

Keywords: Circular Economy, Circular Tourism, Circular Behaviour, Circular Economy, Sustainability

PGRC 2022-8148

Effect of Culture Authenticity on Revisit Intention of Domestic Travelers (Case Study of Bagan Ancient City)

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Cultural heritage has become the manifested resource for the today tourism industry. Travellers recognize ancient city and destinations as attractive places in those days. A 2003 Travel Industry Association of America announced that 81 percent of Americans take a trip to cultural heritage sites (Hargrove, 2003). Bagan is located in the central part of Myanmar, Mandalay Region. On the east side of Bagan is the Ayeyarwady river. Bagan is the First Myanmar Empire. Bagan dynasty started with King Thamu Darit (AD 107). Bagan empire was booming in 1044 under the administration of King Anawrahta which referred to the golden age of Bagan dynasty. Theravada Buddhism has become the brightest in this period. The leaders of the empire after King Anawrahta built various pagodas and temples to show their strong belief on Theravada Buddhism. Moreover, the Kings in Bagan regime showed their belief in Theravada Buddhism in terms of various ways especially in building temples and pagodas. These temples, pagodas and other religious buildings can highlight the prominence status of ancient Bagan architecture. This paper tries to explore the revisit intention of local travellers to Bagan ancient city. The secondary objectives of this study are to examine the effect of cultural authenticity on the revisit intention of local travellers to ancient Bagan city. The convince sampling method was used for this study. The sample size was 368 travellers who have travelling experiences to Bagan city. A structured questionnaire was used for this study. Descriptive analysis and multiple regression analysis were used to analyse the collected data. the overall mean values of objective authenticity, constructive authenticity and existential authenticity were 4.476, 4.292 and 4.201 respectively. The mean value of revisit intention is 4.610. The multiple regression analysis was used to test the effect of cultural authenticity in terms of objective authenticity, constructive authenticity, and existential authenticity on revisiting the intention of local travellers to ancient Bagan city. The multiple regression model for the effect of the responsible variable (objective authenticity, existential authenticity, constructive authenticity) on the control variable (revisit intention) is:

$Yi = b_0 + b_1X_{1i} + b_2X_{2i} + b_3X_{3i} + e_i$

Whereas Yi = Mean value of revisit intention for i^{th} respondents.

X_{1i} = Mean value of objective authenticity for i^{th} respondents.

X_{2i} = Mean value of constructive authenticity for i^{th} respondents.

X_{3i} = Mean value of existential authenticity for i^{th} respondents.

Objective authenticity and existential authenticity have a positively significant effect on revisit intention at 1% level. The regression coefficient of objective authenticity and existential authenticity are 0.664 and 0.203 respectively. According to these findings, most of the respondents agree on the objective facts for cultural authenticity in terms of temples, pagodas and buildings. The status of architecture in Bagan era well highly demonstrated the high class of Myanmar architecture in this age. The major findings of this study are most of the respondents are more likely to agree to make revisit intention to Bagan, objective authenticity and existential authenticity have a positive significant effect on revisit intention. According to this research findings, regional travelling organizations, and local authority bodies regulate the policies to maintain the ancient pagodas and temples and innovate the program that reflects ancient Burmese taste to attract local and foreign travellers. Based on the research and discussion, suggestions were made for the development of tangible and intangible cultural heritage sites for ancient Bagan city. Moreover, other historical tourist destination was expected to benefit from the same promotions after studying the Bagan ancient city as a case study.

a. In the development of cultural heritage destination, travel organizations and local authorities should promote and maintain the Bagan ancient pagodas and temples as ancient architects' designs do not make modifying the physical objects. Moreover, every stakeholder should coordinate in order to innovate and continuously present the Myanmar cultural arts such as puppeteer events in order to attract travellers.
b. The government, UNCESO and other tourist associations should develop a long-term strategic plan for Bagan culture authenticity places in comprehensive views. The threat of natural disasters, security concerns, and political instability may damage the authenticity theme of Bagan ancient city. The management of cultural heritage should

focus on improving travellers' satisfaction in order to increase positive word-of-mouth publicity.

Keywords: Objective Authenticity, Constructive Authenticity, Existential Authenticity, Revisit Intention

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PGRC 2022-8155

Exploring Community Participation in Post-Pandemic Tourism in Mesilou Village, Kundasang, Sabah

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This study focuses on community participation in post-pandemic tourism in Mesilou Village. Based on previous studies, community-based homestay (CBT) programs offer various benefits to community members, especially in terms of monthly ancillary income. However, due to the disaster, the homestay program with the participation of community members has been affected. Therefore, community members have taken the initiative to redevelop post-pandemic tourism products and programs. Qualitative approach was used as an inductive strategy to explore the study objectives. Data collection methods such as in-depth interviews and participatory observations were applied to obtain data for this study. The study results found that community participation is relevant in post-pandemic tourism. Factors influencing community participation in post-pandemic tourism are because communities depend entirely on tourism activities that previously benefited community members. The homestay program in Mesilou Village, also known as the highest and coldest homestay, is the identity and uniqueness offered in Mesilou Village.

Keywords: Homestay Program, Participation, Community, Tourism, Post Pandemic

PGRC 2022-8158

Analysis of Tourist Satisfaction Attitudes in Creating Sustainable Tourism: A Study on Sindoro Sumbing Edu Park

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Tourist satisfaction is a crucial element in tourism activities. A number of primary sources to motivate satisfaction have been successfully identified, to name a few: attractions, locations, accessibility, facilities, entrance fees, service providers, human resources, tourist knowledge, and the environment. A high value placed on these sources is thought to guarantee a tourist's experience with a tourism object. The selection of the right tourist destination also depends on how well a tourism object meets the tourists' desired expectations. This is because, for tourists, travelling is a physiological need that is as essential as other needs. The pandemic has resulted in a decrease in the number of tourist visits and a negative impact on all related businesses. Tourist managers advance the tourist-oriented quality of their place by thinking innovatively. This situation has forced tourist managers in Wonosobo Regency, Central Java, to provide the best service to fulfil visitors' satisfaction. This preliminary study aims to determine the attitude of tourists toward the management of tourist objects. This research uses a descriptive quantitative approach. The research used a questionnaire to collect the data. Respondents were asked to answer several questions related to the proposed instrument. The instruments are the attractions offered, the locations, the ease of access, the adequate facilities, the affordability of entrance fees, the responses of service providers, the competence of human resources, the knowledge of tourists, and the environment's cleanliness. The result was measured on a Likert scale of 1 (strongly disagree) to 5 (strongly agree). The population in this study were tourists who visited Sindoro Sumbing Edupark, which accounted for 4000 people per month. The sample taken was 98 respondents, determined using the Slovin technique. The questionnaire was filled out independently and voluntarily and was open to any Sindoro Sumbing Edu Park tourists. Multi-attribute analyses to identify consumer attitudes towards an object or product are called "Fishbein" analyses. The analysis is done through trust (bi) and evaluation (ei). The result shows that the attitude of tourists toward the attributes of Sindoro Sumbing

Edupark obtained a value of 148.1. The score was obtained by accumulating 98 respondents' attitudes toward the object formula in each instrument, namely Ao = bi*ei. The attribute of the strategic location of a tourist attraction got the highest score at 19.09.

It shows that the main reason for tourists to visit is its strategic location. A consideration in choosing strategic destinations is the environment. If the path is difficult and long, the tourists would be unable to reach tourist objects. Meanwhile, the attribute of human resource competence got the lowest score, 13.17. Seeing that the two instruments are contradictory, the manager must take steps. The instrument that has the lowest score should receive more attention. Based on the previous Fishbein analysis, the tourist attitude was located between neutral and agreeable. It demonstrates that tourists' attitudes toward the attributes of Sindoro Sumbing Edupark are perceived as positive. The managers of Sindoro Sumbing Edupark should respond to the results of the Fishbein analysis. Management can improve the competence of existing resources by providing training related to tourism services. The participation of human resources in the capacity-building process through skill improvement can affect organizational excellence positively. Competent human resources will have a deeper understanding of and skill in interacting with tourists. Sustainable tourism can be created through the impact of visits, transactions, and interactions. The tourist attraction received an excellent perception from tourists based on the instrument used. The instrument with the highest score was the location, while the lowest was the human resource. Managers can maintain instruments with high values and improve those with low values. The ability of managers to understand and provide the best service for tourists is expected to create superior, sustainable tourism.

Keywords: Sustainable Tourism, Tourist Perception, Fishbein

PGRC 2022-8140

Investigating Customers' Perception Towards Artificial Intelligence and Robotics Technology Applications: Evidence from Five-Star Hotels in KSA

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Saudi Arabia's hospitality business has seen dynamic key performance indicators over the last five years. This sector has earned roughly 3,973 million USD in revenue in 2020; as the market continues to develop at a constant pace of 2.5 per cent each year, with its revenue estimated to rise at an annual rate of 8.51 per cent, resulting in a market volume of US$2,999m by 2026 (Statista, 2022).

The Saudi tourism business has enormous potential, and investors from all over the world are eager to invest in it. Increased religious and leisure travel to the Kingdom has created investment possibilities in the hospitality sector, resulting in the building of a growing number of new hotels in important cities. The top-performing foreign brands established more than 20 new hotels, some directly under their brand name and others via strategic collaborations with the largest domestic hospitality companies, adding more than 8,200 rooms/keys to the current supply across all market categories. The key projects announced by the Public Investment Fund of Saudi Arabia in 2018 include Qiddiya, The Red Sea Development, Amaala, NEOM, Al Ula, and Wadi Al Disah Development, all of which seek to meet Vision 2030 ambition.

Customer satisfaction is one of the most important and competitive differentiators in the hospitality industry. Hotels, all over the globe aim to attract more new clients while also retaining their existing, loyal consumers by providing consistent and distinctive service delivery.

Artificial Intelligence (AI) and robots have recently become popular in the hospitality industry, notably in hotels, to satisfy customers. This level of automated service delivery has shown favorable results, demonstrating that clients (hotel visitors) like these unique and memorable experiences. The application of artificial intelligence (AI) assists enterprises in improving the quality, efficiency, and cost-effectiveness of their services.

Hotels have already implemented applications such as property management, revenue management, and customer relationship management in business management settings as AI and robotics technology applications have shown to be a very essential part of our life. Similarly, the globe is growing more reliant on AI in a variety of aspects.

Guests' general willingness to adopt AI and robotic technology in hotels may grow. However, various studies have observed the drawbacks of AI technology adaption, such as the loss of some operational tasks, hotel customers' privacy concerns, and the connection between human and robot services. Another concern about the application of AI technology is that the client may feel disconnected from human touch and engagement. Furthermore, scholars (e.g., Gamble, 1988; Cho and Olsen, 1998; Law and Jogaratnam, 2005) indicate that the hotel industry does not always initiate the implementation an innovative technology. Eventually, it causes the hospitality industry to lag behind other industries. It may also cause a hotel to have fewer accrued benefits based on changes in its competitive position. This may eventually lead to unfavourable psychological reactions to the advent of new technology (technostress).

(AI) and service robot adoption in the Kingdom of Saudi Arabia’s (KSA) hotels has been slower than expected. Perhaps this is owing to the scarcity of overall study works about the use of AI and robotics technology in the hospitality industry. To the best of the researcher's knowledge, no similar study has been conducted in the KSA hotel business. As a result, in terms of the utility of AI and robotics technology, there seem to be broad worries among employees about trust, privacy, and technostress of the customers. Therefore, this study’s core aim is to investigate the customers’ willingness toward AI and robotics technology applications from five-star hotels in KSA. A newly constructed model, an extended version of Artificial Intelligent Device Use Acceptance (AIDUA) theory inspired through Knowledge, Attitude, and Practice (KAP), will be verified using PLS statistical analyses of quantitative survey (5-point Likert Scale) with data gathered from the customers of five-star hotels business market in KSA. The anticipated outcomes will potentially contribute to providing considerable advantages to hotel management by allowing them to amuse and satisfy their clients' demands by utilizing cutting-edge AI and robotics technology while profiting. In addition, this research will look at the elements that must be considered before using AI and robotics technology for service delivery. Finally, this study's conceptual framework attempts to equip firms with a well-organized and rigorous approach to attaining their brand objectives.

Keywords: Customers, Artificial Intelligence, Robotics Technology, Five-Star Hotels, KSA

PGRC 2022-8178

Understanding The Effect of Ocean-Based Gastronomic Experience on Travel Motivation, Satisfaction and Loyalty from Tourists' Perspective

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The gastronomic tourism industry undoubtedly plays an important role in the economic sector in developing countries as it stimulates economic development and leads to economic growth. The main aim of this study is to determine the effect of gastronomic experience on travel motivation, satisfaction, and loyalty from tourists' perspective.

A questionnaire survey was distributed to domestic tourists visiting Pangkor Island, Malaysia. Using survey responses from 138 tourists, Partial-Least Square-Structural Equation Modeling (PLS-SEM) was used to test the hypotheses.

In the current study, the results showed that tourists' gastronomic experiences positively and substantially influenced visitors' satisfaction and loyalty.

This study theoretically contributed to the understanding of the demand and tourist behaviour of ocean-based gastronomic product consumption, particularly in Island setting. The findings of the research provide certain practical implications for how destinations can design, market and offer Ocean-based gastronomic experiences in island tourism destinations.

This study contributed to a better comprehension of the relationship between travel motivation, gastronomic consumption experience, travel satisfaction, and destination loyalty. This study serves as the first step towards the enrichment of gastronomy tourism-related research.

Keywords: Ocean-Based, Island Tourism, Gastronomic Experience, Travel Motivation, Satisfaction; Loyalty, Tourists

Education

PGRC 2022-7839

A Study on the English-Speaking Anxiety of Students Majoring in Tourism in Vocational Colleges in China

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In the process of foreign language learning, many factors affect learners. With the rapid development of society and people's high demand for English, the anxiety of foreign language learners is magnified in the process of language learning. Therefore, language anxiety has attracted the attention of foreign language educators and researchers. Horwitz's language anxiety theory provides a comprehensive basis for this study. Since then, other Western scholars have tried to explore the causes of language learning anxiety and its influence on language learning from various perspectives. China is developing vocational education, and due to the characteristics of tourism majors in vocational colleges and the tourism industry, students engaged in this job are required to have a high level of oral English, so their demand for it increases, and language anxiety, especially English-speaking anxiety, also increases. This study aims to analyse the causes and measures of English-speaking anxiety of students majoring in tourism in Chinese vocational colleges.

This study employs a qualitative case study. In this study, data were collected by interview, and two different groups of interviewees need to be selected. The sampling strategy selected in this study is criteria sampling. Five students are first interviewed to collect the causes of oral English anxiety, and then three teachers are interviewed about measures to reduce anxiety. Interviews with two different groups of people constitute triangulation. The content of the interview is reflected in the interview transcript as the data to be analysed and the method to analyse data is thematic analysis. Causes and measures are the main themes, with sub-themes and coding under each theme. The analysis content is summarized in the Coding Table. The analysed results are true responses to the research questions.

Based on the research questions in this paper, the findings can be divided into two themes: causes and measures. According to the interview records of 8 interviewees, the reasons that cause students majoring in tourism to be anxious are internal and external. The internal reason is students' English ability as well as students' personalities. And the external cause is the learning environment. All in all, vocabulary and grammar ability, character and confidence, and classroom and language environment all contribute to students' speaking anxiety.

Measures to alleviate speaking anxiety can be divided into two aspects: teachers and students. Students can help themselves to relieve speaking anxiety from attitude, continuous learning and motivation. Teachers help students relieve anxiety from three perspectives: teaching methods, classroom atmosphere and teachers' attitude. The findings are discussed in conjunction with other studies. Compared with the findings of other researchers and the author explained the similarities and differences between this paper and their research.

Finally, the recommendation and contributions of this paper are given. Other researchers are recommended that future research will not only for tourism majors and vocational colleges but also for other groups and universities. The scope of the study will be expanded to collect more data on speaking anxiety. researchers can increase the number of research objects and use qualitative and quantitative methods to form triangulation to conduct research. It is hoped that researchers can add classroom observation and questionnaire data collection methods in future research. This paper is a good supplement to the relevant research. In terms of the research object, it can inspire other researchers to think about the speaking anxiety of students of other majors.

Although this study has some limitations, its research values-arouse educators' attention to students' psychology and emotion to English learning and promote English speaking learning, are more significant. Based on the findings found by this study, the author suggested other researchers or teacher can make research on the effectiveness of these measures, to study whether these measures can alleviate the students' English-speaking anxiety, can provide useful help to educators and learners, and eventually improve learners' English-speaking level. This study also makes English learners correctly understand speaking anxiety. It is an inevitable phenomenon, through the continuous improvement of English level, speaking anxiety will also be reduced. It can also help learners better understand their weaknesses and shortcomings in the process of English learning.

Keywords: Language Anxiety, English-speaking Anxiety, Causes and Measures, Tourism Major in Vocational Colleges

PGRC 2022-7832

Key Stage 1 Teachers' Experiences in Implementing Assessment for Learning in their Teaching Process

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Assessment is a cycle of collecting, recording, deciphering, utilising, and reporting data about a learner's advancement and accomplishment (National Council for Curriculum and Assessment [NCCA], 2007). Growing in significance is the need for teachers' reflection on their work with learners at all education levels assessment approaches, as there is a consistent exchange among the education plan and assessment to guarantee the adequacy of each other (Clark, 2012; Dunphy, 2010; Ghaicha & Oufela, 2021; Wei, 2010). Post the release of a fundamental work named Assessment and Classroom Learning by Paul Black and Dylan William in the year 1998, educational scholars, policymakers and teachers have developed an interest in the growth of a particular assessment approach, assessment for learning (AfL) and discussed it at different levels with regards to teaching and learning conditions as it creates a platform for assessment principles that excellently improve instructions alongside provide renewed opportunities for students to show their advancement in learning. This has led to many initiatives to improve the usage of AfL practices in classrooms. However, through research, it has been uncovered that many of these initiatives have been fruitless due to AfL's ineffective implementation by teachers (Johnsson et al., 2016; Wylie & Lyon, 2015). The notion of connecting assessment to the teaching and learning process is not new, yet these have been seen as isolated entities for seemingly forever bringing about more load and pressure on teachers (Clark, 2012; Heritage, 2007; Green, 2019). This is mainly because the reform that encourages an adjustment in assessment practices to a framework that prioritises AfL is usually a top-down reform initiative which according to Yan and Cheng (2015) are vulnerable reform initiatives. It disregards the role of teachers in terms of teachers' cooperation, conceptions and knowledge on AfL implementations at the point when teachers are regularly alluded to as the 'key insiders' or 'change specialists' in the execution of any new policies within the education system (Brown et al., 2011; Hasim, 2014; Rink & Mitchell, 2002). Plus, albeit a differentiation among assessment of learning or commonly known as summative assessment and AfL has been recognized for over 45 years, their definitions have not generally been surely known (Antoniou & James, 2013; Box et al., 2015; Scriven, 1967; Tur et al., 2017) leading to AfL to be seen as a practice for just assembling information from learners and utilizing it to improve learning at the end of an instruction unit by teachers. There has been very limited research carried out to inspect the degree to which teachers comprehend what AfL is, especially in the context of primary schools which thus may influence its successful execution (Andersson & Palm, 2017; Hondrich et al., 2015; Rashid & Jaidin, 2014). Kyaruzi et al. (2018) and Panadero, (2016) have continuously shown that moving new assessment approaches into practices is not direct, and likewise, there are significant challenges for teachers to sufficiently acknowledge AfL methodologies and implement them in their day-to-day instructions. However, solid scholarly backups in terms of recognising the challenges, comprehending its effect and additionally developing support to guide teachers adequately for effective AfL implementation, particularly from the contexts of primary schools are also lacking. On that note, this study investigated the Key Stage 1 teachers' experiences implementing AfL in their teaching process within a Cambridge international school setting in Malaysia that advocates the said assessment approach. Teachers' experiences were evaluated in terms of their perception, implementation and challenges faced in AfL outlined around sharing of learning objectives and success criteria, involving students' actively and providing formative feedback through the employment of a case study design and qualitative methodologies such as semi-structured interviews and non-participant observations.

Through purposeful sampling, four Key Stage 1 teachers who were adequately trained with either a bachelor's degree or a recognised certification in education were selected to participate. The selected participants' experiences in the teaching under a Key Stage 1 constructivist curriculum that emphasises ongoing AfL approaches in their day-to-day teaching and learning process ranged between three to thirteen years. In this investigation, the conceptual framework that outlines AfL within three ushering questions derived through the combination of five key attributes of the said assessment approach from the study of Cisterna and Gotwals (2018) was adopted; 'Where are we going?' which refers to sharing of learning objectives and success criteria, 'Where are we now?' which includes involving students actively (peer and self-assessment are often referred as strategies to involve students actively) and 'How do we close the gap?' which implies providing formative feedback. Findings revealed that all four teachers perceived positively about AfL. Teachers were discovered implementing AfL's key attributes through the integration of aiding strategies such as differentiated learning, questioning and adaptation of teacher instruction. Yet, challenges such as time constraints and curriculum demand in terms of evidence collection were found to be hampering teachers' effective implementation of AfL. The implication of these findings was considered alongside suggestions for future studies.

Keywords: Assessment for Learning, Key Stage 1, Perception, Implementation, Challenges, Malaysia

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PGRC 2022-6898

Improving Students' Satisfaction and Achievement in Science 6 using Collaborative Learning Strategies: A Classroom-based Action Research

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Students' challenges at the start of the pandemic have caused several academic and social concerns. For this reason, this study wanted to assess the academic performance and determine how Collaborative Learning strategies, as intervention, improve the Grade 6 students at St. Paul University Dumaguete (SPUD) in two constructs in learning Science: satisfaction (as a customer) and achievement (as a student). The study employed a Classroom-Based Action Research design in a case study approach participated in by twenty-nine students. It utilizes the SPUD's Customer Satisfaction Survey items on the key area of Delivery of Instructions and teacher-made pre and post-tests, semi-structured interviews, and reflective journal prompts as qualitative and quantitative data sources. Results were analysed using joint display analysis and Wilcoxon Signed-Rank Test. Results showed that the student's satisfaction has an overall average mean of 4.45, interpreted as "very satisfied" with the teacher's delivery of instruction. The interview references and meta-inferences support this, as well. Moreover, there are significant differences yielded in the students' pre and post-test scores at 95% level of confidence: {[Q1 (W-value: 0, n=26, SD: 39.37)]; [Q2 (W-value:0, n=18, SD: 22.96)]; [Q3 (W-value:2, n=27, SD: 41.62)]; [Q4 (W-value:0, n=26, SD: 39.37)]; and [Q5 (W-value:0, n=24, SD: 35)]}. Based on these results, Collaborative Learning strategies can help improve students' satisfaction and achievement in learning science while also ensuring an inclusive virtual classroom environment where relevant technology/resources for class engagement and classroom management are present.

Keywords: Satisfaction, Achievement, Collaborative Learning, Learning Intervention, Science Education

PGRC 2022-7734

Unleashing the Latent Transformational Power of Technology Without Impediments

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With the advent of a plethora of educational technology tools and applications often eyebrows are raised regarding their efficacy and altogether different sets of challenges that they trigger for learners and instructors alike. This paper aims at bringing to the fore some of the teething issues and the pragmatic ways of circumventing them with the barest intervention of the teachers in an uncompromising self and autonomous learning environment. Incorporation of the emerging technologies, such as Artificial Intelligence, Virtual Reality, Augmented reality and many other more innovative and engaging tactics and learning AHA moments has cast doubts among the minds of those who still advocate content driven, task-based learning approaches in the same age-old fashion and opine that technological intervention should be promoted as a last resort to supplement the instructional book-based materials, readily available in every nook and corner of the globe. This study is focused on diving into the evolving education trends worldwide and their resultant consequences and the pitfalls, if any especially in the backdrop of the inaccessibility of immersive, live and collaborative learning experiences in economically downtrodden societies. In a recent global report, 82% of US teachers are of the opinion that using technology better prepares students for future careers while only 48% of teachers in Australia are keen on professional development using digital learning platforms to engage students in contrast to the majority of the New Zealand teachers firmly believing in the efficacy of the digital technology. ELT world has also been influenced by the introduction of technology with Smart Boards becoming a handy tool and blockchain technology opening vistas for educators to record real-time information, innovating new approaches to training young minds and teachers alike, apart from tracking the cost of education for the policymakers and other stakeholders of the education sector. Enhanced Training: Technological innovations, no doubt, have significantly improved the abilities and resources and the introduction of digital simulators in the scientific world has made it easy to show scientific processes and the high-end language labs with audio-visual aids have certainly added a new facet to the learning games,

but not without an utter disregard to the creative processes of the budding minds, left in a lurch in the far-flung areas in an impoverished poor acquisition environment. Stark disparities: Genuinely understanding the nature of learning is the foundation of informed decision-making that considers students 'struggles and dynamic classroom context. Incorporating technology-induced philosophy of instructional paradigm without understanding its nature to nurture the learners might be putting the horse before the cart and the utmost significance of any technological progress lies in its harnessing to cater to the dire needs of the learners.

Biased nature of technology: The nature of educational technology in the right educational settings could be the need of the hour but some points to ponder over might include but are not limited to the value-laden nature of technology: • Beliefs impacting technological efficacy • Identifying the right model technology • The pace and nature of technological progress • The non-neutral, value-laden, • The handicaps of technology. With the rapid rise in remote learning, it has become even more imperative to train the minds of novice teachers with their existing pedagogies in tandem with the cataclysmic onslaught of technological innovations and high-tech gadgetry like HMD (Head-mounted devices), Google Glasses, Holograms, and other immersive overlays in a true transformation from the real environment to Augmented Reality (AR), Augmented Virtuality (AV) to an altogether virtual environment in the (RV) continuum. A bevvy of boisterous educational technology boosters is being pushed through by the Tech giants like Google, and Facebook (Metaverse) in the platter of Quest 1 and Quest 2, striving to dislodge the whole gamut of pedagogical tenets of the hitherto-held beliefs and practices in the traditional classroom setup where textbooks and curriculum addicts have been reigning supreme. In order to develop the creative and critical thinking skills essential for a fulfilling life in the world of tomorrow over-reliance on technological advancement may not prove to be a panacea as usually touted by techno-enthusiasts who harbour the false hope that technology will alter the entire game of teaching and learning, contrary to the fact that it promotes nothing much different from traditional learning spaces. The hyperbole surrounding the educational technology initiatives worldwide needs to be critically analysed, assessed and examined thoroughly so that teachers' conceptualized teaching and learning principles remain validated in the backdrop of the changing needs of, the majority without much discrimination or intrusiveness. Invariably the new-found technological arsenals, in the hands of the inexperienced teachers, become lethal in promoting faulty and ineffective teaching practices and the entire exercise proves self-defeating, leading to a crisis in establishing the bonhomie required for promoting the desirable value system which stands juxtaposed to the technology designers and commercial tech giants. Some scholar rightly remarks: “The lure of higher productivity in teaching and learning via computer technologies, however, has seduced reformers into treating teaching like any other form of labour that has experienced productivity gains after automation.” Techno-centricity sometimes devalues the cardinal virtues of imparting and gaining the right education in the right measure and forms and distracts us from meaningful goals, raising altogether new ethical issues including but not limited to blurring the boundaries between professionals and novices. Our societies may have to bear the brunt of all the undesirable fallouts of non-judicious implementation of these new digital avatars, gadgetry embodiments, unsupervised virtual learning spaces in the Metaverse with all our privacy widely exposed and mined by the third-party tech giants without many safeguards for conscientious teaching and learning.

Keywords: Techno-enthusiasts, Digital Simulators, Technological Efficacy, Autonomous Learning, Immersive

PGRC 2022-7835

Impact of COVID-19 on Education for Urban Children Living in Poverty

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Accentuation on the significance of instruction, particularly literacy skills among children since the start of schooling ought to have the ability to assist them with accomplishing a balanced lifestyle, particularly in terms of becoming responsible citizens and sustaining sound and thriving relationships with families, at work environment, and within the community. By implication, this will intensify economic and national development (Chew, 2017). According to the World Bank (2019), numerous children globally are not reading proficiently despite being in school. Besides being referred to as one of the fundamental literacy skills, reading is also considered an elixir for learning as children advance through school and contrarily, an inability to read limits their opportunities for further learning. To underscore this crisis, the World Bank together with UNESCO Institute for Statistics put forth a term called "Learning Poverty" (LP) that denotes a child's inability to read and comprehend a simple text by the age of ten. Children who are unable to read at grade level are more likely to drop out of school which prompts the intergenerational transmission of poverty and vulnerability (Azevedo et al., 2021). More than half of all children from both low- and middle-income nations are currently experiencing LP. In Malaysia alone, 13% of children at late primary age are not proficient in reading, adjusted for out-of-school children (The World Bank, 2019). Even before the COVID-19 pandemic, many children from disadvantaged homes often begin grade one behind their peers and sometimes not on par with the curriculum's expectations. These children face a higher chance of placement in specialised curriculum programmes, grade repetition and early school dropouts. With prolonged school closure since 2020, a total of 21,316 students dropped out of school from March 2020 until July 2021 in Malaysia (Putra, 2021) and globally the learning crisis has been amplified with an additional 72 million primary school goers being pushed into LP (Herkner et al., 2014). Hence, this paper is primarily concerned with investigating the impact of COVID-19 on education for urban children living in poverty in Malaysia. It answers questions on these children's current reading ability and the factors that push them into LP during a pandemic. This study was based on a sample of 30 urban children experiencing poverty aged ranged between six to nine and their parents from a low-cost flat in

Kuala Lumpur, Malaysia. A qualitative methodology using reading tests and semi-structured interviews were employed and the data set collected was analysed using the social justice framework outlined by Tikly and Barrett (2011).

Tikly and Barretee (2011) deduce the framework from prior theoretical work on the human capabilities approach by Amartya Sen in 1999 and Martha Nussbaum in 2000 that incorporates learning basic literacy in reading, writing and numeracy and Nancy Fraser's global social justice theories. The central principles of the framework such as democracy, relevance and inclusivity are also extracted from the above-stated theories surveying how instructive conditions advance quality learning and results that are locally esteemed and applicable. Findings from the reading tests revealed that most students were unable to read and understand a text provided based on their grade level. Some children even required one-to-one support throughout the test as they struggled to identify and sound out the alphabet, their phonemes and graphemes correctly. The analysis of interviews by the parents uncovered that these children either did not receive or received very little preschool education as it is not part of compulsory education in Malaysia (The Malaysian Administrative Modernisation and Management Planning Unit (n.d). This finding is similar to the UNICEF 2018 report titled "Children Without" that studied children with a similar background in Kuala Lumpur where only 1 in 2 children of those aged 5 and 6 was in preschool. Further, parents listed unconducive learning environments at home such as sharing of gadgets among siblings, limited access to internet connectivity and lack of study space as the factors that have hindered their children's development of reading skills during the school closure for a total of 61 weeks from the year 2020 to 2021 (UNESCO, 2022). This causes difficulties for the children to catch up with the new year's curriculum expectations that were not adjusted for their learning loss from the last two years. The insight from this study adds to the discussion on the impact of COVID-19 on learning for children from disadvantaged homes and the importance of addressing LP.

Keywords: Learning Poverty, Malaysia, Reading, Social Justice

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PGRC 2022-7189

Higher Education Student's Perspective Towards Acceptance of E-Learning

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The Covid 19 resulted in shout down of schools and universities all across the globe. As a result, new dimensions of teaching were invented by the education industry. It was not at all the same as classroom teaching used to be. The only way of communication was through digital mode. The Internet brought everyone together, to the same platform for teaching and learning.

This study tries to raise issues regarding students' perspectives on e-learning. Also, to know whether self-motivation plays an important role in the acceptance of e-learning for the future, which was not covered in most of the studies.

This study was conducted by doing an online survey, as well as studying research papers, after a comprehensive literature review, we were able to evaluate the challenges faced by students. The Chi-square test has been used to know how self-motivation impacts the acceptance of e-learning. With the help of NVivo software, we were able to evaluate the suggestions for the betterment of e-learning based on the responses we received.

Online learning is no longer an innovation but has become the norm in the majority of universities across the globe. In addition, it is essential for students to keep up with the latest skills required for a successful career. This pandemic successfully forced the global shutdown of several activities, including educational activities, resulting in massive crisis-response migration of universities, with online learning serving as the educational platform (Adedoyin & Soykan, 2020)

COVID has brought learning technology to every doorstep and students have experienced e-learning at a very young age, maybe at 5 years age. It is also important to understand what is running in the student's mind regarding the future acceptance of e-learning as well.
The purpose of this study is to identify the challenges faced by students during online learning and what are the future opportunities in terms of continuation of studies in the same mode.

Nobody could have predicted that Covid-19 would turn our world upside down and drastically alter our way of life. Online learning is quickly becoming one of the most effective methods of delivering education. The virus had such an impact that online education became a seemingly ubiquitous part of our growing world, resulting in school closures and no further physical interaction between teachers and students (Prakash, 2021). This normal has long evolved, with the pandemic engulfing the entire world in early 2020.

The new norm involves the teacher reciting the same lecture to the same students, despite the fact that they are miles apart, with only a thin string of internet connecting them so integrally even from afar (Anand, 2021). A number of studies have been conducted in recent years to compare online and in-person learning at the college level. According to the literature, students typically self-select into online or in-person programmes or courses, which confounds estimates of student outcomes. That is, differences in student characteristics may cause differences in outcome measures that are unrelated to the mode of instruction. Furthermore, the content, instructor, assignments, and other course features may differ between online and in-person modes, making direct comparisons difficult. (Cellini, 2021).

The main reason for this study is to understand if students are willing to take up e-learning as the future source of the study or if was e-learning a major drawback to them compared to traditional learning methods. The aim of the study is to study students' perspectives on e-learning post-COVID era.

From the literature review, it is understood that students' satisfaction plays an important factor in e-learning. The majority of the students are not satisfied due to various factors and a lack of motivation to focus on e-learning sessions.

This leads to a lack of learner satisfaction which impacts the student's acceptance of e-learning in future. Students also lack the confidence to seek help from teachers or peers. It is also important for institutions to improve online courses based on the students' requirements.

The motivation to do this study was to understand what challenges students faced during the COVID period with regard to e-learning. Also, to know the impact of e-learning mode with future acceptance for the continuation of higher education in place of traditional education mode.

Keywords: Self-motivation, E-learning, Students' Perspectives, Online Learning, Self-Satisfaction, Course Quality

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PGRC 2022-7861

English Language Learning Strategies and Young Learners

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It is every educator's wish to see their students be proficient in the English language, especially if they are learning English as a second language. Sometimes teaching strategies may not be compatible with learning strategies. Learner strategies have been defined to include any collection of procedures, steps, plans or routines used by the learner to promote the acquisition, processing, retrieval and use of information, that is, what learners do to learn and do to regulate their learning. The purpose of studying the individual learning variables is to see how they influence the acquisition of a second language. Theories of second language learning are studied in order to carry out this data-based research, such as Behaviorist Theory by J.B. Watson, a psychological theory dealing with native language learning as a reaction to traditional grammar and Contrastive Analysis by Robert Lado, a systematic study of comparison between the native language and the target language. Learning theories like Trial-and-Error Learning Theory by Thorndike and Instrumental Conditioning Theory by Skinner are referred to as they explain learning patterns. Theories like the L1=L2 hypothesis and Error Analysis are discussed in length too, as they help to understand the process of Second Language Acquisition. Ezat A. Kalati's research article has also contributed to forming a baseline for the paper. He has classified learning strategies into 'direct'- which relates to the use of language and 'indirect'- which relates to the language learning process. The present paper is based on convenient sampling and studies the learning strategies used by thirty middle school children, each of the government and the private school of Rohtak. Their learning strategies have been tested based on Meta-Cognition (managing the learning process) which sorts into 'advance organizers', 'directed attention', 'functional planning', 'selective attention', 'self-monitoring' and 'self-evaluation'; Cognition(dealing with the learning techniques) which further sorts into 'resourcing', 'grouping', 'deduction and elaboration' and 'transfer and inferencing'; and Social-mediation(coping with behavioural mechanisms which deal with socio-cultural challenges faced by the learners during the language learning process) is further classified into 'question for clarification' and cooperation. This classification of the second language learning strategies is listed in Learning Strategies in Second Language Acquisition by O'Malley and

Chamot. The findings of the paper yield a down-the-line contrast between the learning strategies employed by government schoolchildren and private schoolchildren.

For the ‘Advance organizers’, 83% of the government schoolchildren- read, learn and understand the material written in English by studying content ‘line-by-line’, and so did 76.6% of the private schoolchildren. For ‘Directed attention’, 53.3% of the government schoolchildren paid attention to the specific points the teacher taught in a lecture. On the other hand, 63.3% of private schoolchildren paid attention to every detail the teacher taught in a lecture. Students from government schools agree to attend to specific knowledge and avoid unnecessary information imparted by the teacher in a lecture. On the other hand, private school students feel that anything the teacher says in the class is worth listening to. For ‘Functional Planning’, 90% of the government schoolchildren and 83.3% of the private schoolchildren, said that they need some time prior to a language task for rehearsing for the topic. Students from both schools needed some time for planning the linguistic components required for an upcoming language task.

For the ‘Selective Attention’, 43.3% of the government schoolchildren were able to understand the specific keywords present in the English language audio. Whereas the result was 70%positive for the private schoolchildren for the same. For the ‘Self-monitoring’, 50% of the government schoolchildren were able to detect the errors that were present in the sentences given to them. 60% of private schoolchildren were able to spot the mistakes in the same sentences.

For the ‘Self-evaluation’, only 10% of the government schoolchildren considered themselves good English speakers, and 26.6% of the private schoolchildren considered themselves good English speakers. For ‘Resourcing’, 86.6% of the government schoolchildren were supported in their studies by the people around them, while 63.3% of the private schoolchildren were getting help from others for the same. This illustrates that the students at private schools are somewhat more independent in terms of getting their homework and classwork done. Only 13.3% of government schoolchildren refer to the aid material for the target language, whereas 23.3% of private schoolchildren use references for the same.

For the ‘Grouping’, 83.3% of the government schoolchildren failed to give synonyms for the asked words. Whereas 40% of the private schoolchildren, were not able to tell the synonyms of the same. This implies that private schoolchildren are more capable of classifying words according to their meaning. For the ‘Deduction and Elaboration’, 50% of the government schoolchildren were able to deduce the audio in the English language, but only 36% of the students were able to elaborate the same. Although 73.3% of the private schoolchildren deduced the audio which was played and 20% of them elaborated the same. Only 16.6% of the government schoolchildren were able to infer the given comic strip and express their thoughts in the English language for the ‘Pass and Inferencing’ session. Whereas, 93.3%of the private schoolchildren were successful in expressing their thoughts for the same.

The government school students performed better in ‘Clarification and Cooperation’ as they appeared more interested in the questions being asked and more vocal in clarifying their answers. The private schoolchildren, on the other hand, displayed over-confidence. The importance of this study lies in the insights that can be offered to young learners by English teachers. Pedagogically, the findings of this research point to a variety of immediate implications, which include the need for teachers to build clear connections between the English content and children's previous knowledge; and to make effective use of extralinguistic and gestural help to promote understanding of the English language. To promote the effective use of English by teaching repetitive formulas and empowering children to express themselves as best as they can, despite their limited knowledge of English.

Keywords: Language, Second Language Learning, Learning Strategies, Language Acquisition

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PGRC 2022-7850

Being an Early Career Researcher: Perspectives, experiences, and challenges:

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In order to address some of the teething problems of early career researchers and the set of challenges they will be faced with while pursuing their research endeavours, a couple of things should be borne in mind regarding their tryst with some preliminary research and writing experiences or their paper presentations in academic conferences.

The demography of online Contents and Analytical Jungle:
The dense forest of the numerous sorts of online journals in TESOL and Applied Linguistics and the abysmal analytical data footprints leave the new researchers high and dry.

According to Michael Lessard-Clouston of Biola University, USA, there are 710 periodicals in the fields of Applied Linguistics and TESOL The Dilemma of any Potential Research Scholar:

- What research questions, literature reviews and research methodologies do I need to consider?
- Do I send it to TESOL Quarterly or other Q1 journals?
- How do I zero in on the right supervisor and co-supervisor?

A deluge of publishing and Corpus houses: “a blessing or a curse”. It could be a boon for the budding researchers to get their contributions accepted by 710 periodicals of Applied Linguistics or TESOL, or a formidable challenge in terms of choosing the right one.

Keywords: Analytical Data, Budding Researchers, Demography, Preliminary Research

PGRC 2022-7836

Traditional Galactogogues of India: A Narrative Review

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In India, there has been a long-held tradition of believing that food has therapeutic benefits. Many traditional Indian foods fit the modern idea that food can serve purposes beyond just serving as a source of nutrients (Srinivasan, 2010). For many years, traditional Indian foods have been made, albeit methods of preparation vary from region to region. More than 5000 nutritional preparations, including many things for daily use to maintain and support human health, have been made from the cuisines of over 50 major Indian cultures and numerous minor cultures. Our ancestors initially developed diets to help them satisfy their demands for survival. By combining a range of main food elements, notably the locally available food grains and vegetables that nutritionally complement and enhance one another, people of diverse Indian cultures steadily improved them over time. As a result, human longevity has grown and health protection, digestion, and resistance to diseases have all improved. India has a rich history of indigenous ethnic cultures, and over the course of millennia, countless delectable and functional diets have been produced (Parpia, 2006). Due to their inclusion of beneficial elements like body-healing compounds, antioxidants, and dietary fibre, Indian traditional foods are also acknowledged as functional foods (Hotz and Gibson, 2007). As a person ages, their body's composition changes, necessitating special dietary practices to maintain their regular physiological processes.

These varied stages show that our predecessors consumed a variety of nutritious meals that were healthful. Every Indian culture has a distinct set of culinary beliefs that may be traced back to ancient Indian literature such as the Bhagavadgita, the Ramayana, and Manusmriti. Knowledge, prayers, hymns, and poetry were written throughout the Vedic era and were known as Vedas. An essential category of religious literature in Indian literature is the Vedas. Different cereal grains and their uses in daily life are described in the four Vedas: the Rigveda, Samaveda, Yajurveda, and Atharva Veda. The primary building block of a cosmic moral cycle, according to Aryans, is food rather than just something to sustain the body (Achaya, 1994). One of these traditional foods is galactagogues/ lactogogues which are substances which are thought to aid in the commencement, maintenance or enhancement of breast milk production and persist at a level that is sufficient for the infant (Mortel and Mehta, 2013). It is provided in instances where there is inadequate milk production. This condition is referred to as "qillate laban" in Unani medicine, and various herbs with muwallide laban (Galactogogue) properties have been mentioned to increase milk supply (Roqaiya et al., 2015).

Galactagogues, which mediate complicated processes including the connection between physical and physiological elements, are synthetic or plant-based chemicals used to induce and boost milk production. Hormones like prolactin are the most crucial among them (PRL). The galactagogue recombinant bovine somatotropin (rBST), insulin, cortisol, oestrogen, progesterone, medroxyprogesterone, leptin, oxytocin, and thyrotropin-releasing hormone (TRH) also play a significant role (Zuppa et al., 2010). They could be pharmaceutical or non-pharmacological (natural). Typically, botanicals or other food additives are the naturalgalactagogues (Siew and Tan, 2020). Postpartum women living in pre-modern civilization are inspired in several manners to relieve their shift to motherhood and improve their nursing. Numerous cultures have customary diets and herbs for postnatal women, which are designed to enhance lactation and most of these herbal medicines have been used as traditional galactagogues to increase the supply of milk throughout history (The Academy of Breastfeeding Medicine Protocol Committee, 2011). Due to the negative consequences caused by pharmaceutigalactagoguesgues, individuals turned to herbal solutions, which are said to be the safgalactagoguesgues now on the street, as an alternate method of coping with the situation. There is a long history of using herbs products made from them that are thought to be able to increase milk production. Practitioners of the traditional system of medicine and others employ herbal medicinal plants in various parts of the world, especially in developing countries with a rich folklore legacy, to increase milk supply in nursing mothers. There are other additional plants in these regions of the world that are said to have galactagogue characteristics (Rajagopal et al., 2016). There are many different common herbs and foods that are frequently utilized as galactagogues, such as almonds, anise, asparagus, borage, caraway, chaste tree fruit, chicken soup, cilantro, coconut, coriander, cumin, dandelion, dill, fennel, fenugreek, omum, garlic, ginger, hops, lettuce, marshmallow root, millet, mushrooms, nettle, oat straw, papaya, pumpkin (Marasco, 2008; Humphrey, 2007). The decision between these galactagogues is frequently impacted by familiarity and regional norms, cultures, and beliefs. In ayurveda medicine, Asparagus racemosus also known as shatavari, is a plant whose roots and leaves are utilised as galactagogues, immunomodulators, and hepatoprotectants (Antonia et al., 2012). Other than acting as galactogogues, all of these herbs have healing properties for conditions including flatulence, atonic dyspepsia, diarrhoea, abdominal tumours, abdominal discomfort, piles, bronchial issues, lack of appetite, asthma, and amenorrhea (Dubey and Kashyap, 2015). Traditional cultures also frequently encourage mothers to use homemade galactagogues which also consist of these herbs as an ingredient. The majority of mothers preferred eating hohomemadealactogogues instead of pharmaceutical galactagogues. Mothers all over the world used traditional hohomemadereparations as galactagogues based on their beliefs, customs and family traditions. Several varieties of home-made galactagogues are currently consumed by mostly all the lactating women in India, including Ajwain laddu, Harira, Gond laddu, Sonth laddu, Oatmeal, Moong dal khichdi, Achwani, Battisa laddu and Wheat flour halwa.

Keywords: Galactagogues, Lactation, Nutrition, Traditional food

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PGRC 2022-7912

Teaching Sustainability through Artistic Exploration with Textile Waste

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Teaching in earlier times was just a mode of giving information and imparting knowledge to pupils. In this traditional method, the bio-polar process had been followed where the teacher and subject were two poles of the process. The education system has undergone rapid changes and its complexity has increased with time. Rabindranath Tagore, a great poet-philosopher, and educator contributed significantly to modern education. He believed in giving students freedom of expression. Tagore said, “We should know that the great task of our institution is to provide for the education of the mind and all the senses through various activities”. He realized the importance of art for developing sensitivity among students and the need of building a close relationship between one’s cultural and natural environment. Based on this idea he established a successful sustainable education system by creating an ideal atmosphere, teachers, and methods. On the same line, John Dewey, an American pragmatist, educator, and philosopher, talked about a learner-centred classroom where he applied social learning theory and educational beliefs in action. He saw a classroom as a social entity for a student to solve a problem as a community (Gutek, 2014).

In contemporary times, today, increasing population, rapid urban development, overconsumption due to rising living standards and uncontrollable mass production made the human race struggle to find a viable solution. No doubt, efforts are being made to make people aware of this alarming situation and educate people to consume less and recycle. Still, a significant number of valuable resources are going landfill, every year. On the other hand, natural resources are scarce as the human population is using them from the beginning of civilization with little concern. Furthermore, fashion and textile industry play a key role in polluting the environment through their various processes of manufacturing. On the other hand, it is one of the biggest employment-generating industries in the country. So, this complexity throws a new challenge to the design education system. Both the elementary and higher education systems started giving high importance to sustainability in design education through throformal and informal curricula.

Designers are valuable agents who can diminish the crisis in society and develop more viable solutions by designing sustainable products or systems. And design educators play a very vital role in preparing future designers more responsible towards social, economic, and environmental sustainability with a more sensible artful approach. In 2015, UNESCO World Education Forum for Sustainable Development was held In Korea with the goal of transforming the world. This 2030 agenda aims to promote inclusive and quality education, awareness, and action to empower people and transform them and therefore transform society through education.

In Banasthali Vidyapith, different courses were conducted in the design department, with the aim of exposing undergraduate foundation programme students to sensory and artful approaches to studying sustainable development, where in maximum cases students in the final semester learn courses addressing sustainability. In order to engage younger students with sustainability, one productive possibility is to work creatively with visual culture. Interdisciplinary theoretical lectures, art-exploration-based teaching and activities were followed for conducting the course where pre-consumer textile waste was taken from the stitching lab of the design department itself.

Sustainability is not a reachable destination; rather it is an endless path to reach by developing moral standards and value systems. Design academy and institutes play an important role as it makes future designers aware of responsibilities and equipped with knowledge and skills to implement sustainable approaches in practice. To achieve a sustainable future every individual should take responsibility, especially design educators, designers, and manufacturers. No specific method is applied in this project rather various traditional pedagogical methods like lectures-based classes, self-study, awareness raising, formal-informal discussions, critical thinking and hands-on methods had been applied in this project. The experience and results gained in this project through teaching learning and applying sustainability pedagogy may apply in other fields to address the environmental crisis the human race is facing today.

Keywords: Teaching Sustainability, Waste Material Use, Artistic Exploration, Recycling, Waste Reduction

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PGRC 2022-7952

Impact of Social Factors on English Language Learning of Undergraduates in Sri Lanka: A Quantitative Study

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Language is crucial for conveying thoughts, feelings, and understanding. It is tough to acquire a second language, yet the benefits of learning a second language can open up a wide range of changes in one's life. When it comes to second language learning, it has been observed numerous times in the same classroom setting that some students make rapid progress while others struggle at a snail's pace (Judit Kormos, 2008). They expend all of their resources when studying a second language. Cultural and linguistic diversity and a person's unique set of experiences in a new setting all factor into this assessment. To repair communication breakdowns while learning a new language, a student must learn about new phonetics, new grammar, and many new words. To be successful in their language studies, students must know how to express themselves effectively in many social settings and perform several other language activities.

In the same way, people learn a new language when they are exposed to material that they can make sense of. Many other factors contribute to a better learning experience than simply getting and responding to information. These include receiving and responding to information, valuing, organizing, and self-characterizing through a value system. As a result, personal habits significantly impact language learning. Andrade (2016) asserts that learning English is influenced by social variables. Especially in Asia, where Sri Lanka, India, Bangladesh, and the Maldives are popular destinations. The researcher discusses the impact of social factors on learning the English language for undergraduates in Sri Lanka.

The transition from high school to undergraduate has been called a "vertical transition." The transition from high school to university has been studied a lot (Fenton-Smith, 2017), but there is very little research on the transition from undergraduate to postgraduate status (Fenton-Smith, 2017). There is a consensus that all students have problems with their vertical transition. These problems include their preparation for study, socialization and identity, skills and training, literacy practices, assessment and feedback mechanisms, and institutional systems (Judit Kormos, 2008). Other problems that postgraduates face include balancing family or work responsibilities with studying and being different because of their previous study experiences, motivations, and expectations (Judit Kormos, 2008).

While these factors can also be assumed to apply to postgraduate students, they are not the only ones. A look at all the research shows that there are a lot of essential factors, but the researcher focused on age and language for undergraduate student learning in Sri Lanka (Chandradasa & Jayawardane, 2020).

This empirical study involved 120 undergraduate students. Participants were randomly selected. Based on the developed conceptual framework, the study was conducted in different educational establishments. The conceptual framework was designed after analyzing previous research literature. Accordingly, Age and linguistic background were considered independent variables and learning English was considered the dependent variable.

With the help of Google Forms, the researcher can gather the data for the research. The researcher has collected the data from XYZ higher education organization students. The participants are undergraduates in the institute majoring in Business Admiration, Human Resource Management, and Finance Management. The data is collected from 120 students according to the “10-time rules”. It clarifies that the sample size must be more significant than ten times the highest number of internal or external standard connections indicating any underlying variable in the instance (Hair, et al., 2012).

In the initial part of the data analysis, the Socio-demographical data were interpreted according to the study results. The age, gender, English literacy, and the confirmation of their study status were interpreted. the female participants represented the entire sample at 79.2%, and the male participants represented only 20.8% of the study. From them,72.5% of the participants are between 18-30, and 27.5% are between 31-40. When considering the English knowledge proficiency of the participants. 69.2% of them have an intermediate level of language proficiency, and only 20% have an advanced level of proficiency. Only 10.8% of them stated that they only have beginner-level knowledge.

SPSS software was used to analyse the correlation, regression and overall fit of the model. The correlation between age and the learning English language. The results revealed that there is a significant relationship between age and learning the English language at p=0.000 Furthermore, there is a strong positive relationship between the variables according to the “r” value (0.532). Furthermore, it was revealed that there is a significant relationship between age and learning the English language at p=0.000 which is greater than 0.01. It indicated a strong positive relationship between the variables according to the “r” value (0.933). Regression analysis two revealed that both age and linguistic background have a significant relationship with learning English with a 5% threshold value. the R square value indicates that both independent variables have a 97.4% impact on the learning of English.

The research data analysis indicates a significant relationship between age and learning English. The research held by Montero et al. (2014) although learners did not begin to learn English during their preadolescence, they have an optimistic attitude towards learning English, which aids language acquisition; they sense driven to comprehend the English language and achieve their objectives. Furthermore, the study stated that Linguistic background and Learning English have a significant relationship. Bair (2014) also stated that students with good linguistic backgrounds have a higher probability of learning English faster. New directions in language education indicate that in terminology accession, the student carries effort in their educational approach, causing them enthusiastic players in the give-and-take activity. The student arrives to understand things according to his knowledge, which needs both genes and background.

In this context, understanding the English language relies exceptionally much on the social context the student has created and the linguistic background of his close surroundings. Several contemplations on language acquisition have revealed that the new-born’s linguistic orientation to languages in their earlier life distinguishes the quality of understanding languages in the long run.

In future research of the study, the researcher can focus on the environmental factors that impact learning the English Language. Moreover, more time on the research will help to reach a much wider sample to get more accurate data. The survey distributed through social media platforms required constant reminders made the whole process slow down. The mixed methodology of the research will receive separate but parallel data on the equivalent topic.

Keywords: Social Factors, English Learning, Age, Linguistic Background, Undergraduates

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PGRC 2022-8079

Brooding Over Integration of Skills in ELT Lessons: Reasons and Remedies

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The integration of the skills approach has gained momentum in English language teaching since the 1980s. The growing demand for communicative competence of graduates in the job market gave an impetus for the call for an integrated skill approach. As a result, new courses have been designed to cater for this need. Courses like English for Special Purposes (ESP), English for Academic Purposes (EAP), and English for Occupational Purposes (EOP) have evolved. Effective integration of skills can bring better results in achieving learning outcomes of the courses delivered in ELT/ESL/EFL settings too. Many scholars spoke about the effectiveness of the integration of skills. According to Jing (2006), the integrated method is widely discussed and recognized as the best mean for the development of communicative competence. This pertains to the ever-widening need of a learner to be involved in a process meeting real-life challenges of using a foreign language. He substantiates his argument by saying that multiple skills are used for communication in day-to-day life. Standing with this point of view, Nunn (2006) also opined that the holistic approach for integrating skills in language lessons has gained prominence in the ELT world. Another scholarly opinion is that of Davies and Pearse (2000). They emphasized the importance of an integrated skills approach by saying that “Real success in English teaching and learning is when the learners can actually communicate in English inside and outside the classroom.” To achieve this objective, the integration of language skills will be the most reliable instructional method to take learners to higher levels of communicative ability in the language.

Communicative English courses are there in the world of ELT. However, getting a paradigm shift from the traditional mode of segregating the skilled approach of language teaching seems to be a herculean task for educators ad learners. This reluctance impedes the envisaged results of the English language courses which are designed to meet the needs of the modern world. There are many factors that contributed to this issue. Klimova (2014) rightly observed that teachers might have been influenced by the notion that teaching language skills separately would make the learners an ‘accurate' user of language. This wrong notion needs to be corrected. The shortcomings need to be checked and solutions should be put forth. Therefore, a careful study of the issue will be timely and worth conducting to shed light on the cardinal issues that prevail in the sector. This paper is based on the study conducted among the lecturers and students of the Preparatory Studies Program (PSP), a foundation study program for the undergraduate, at the English language Centre of the Ibra branch of the University of Technology and Applied Science (UTAS)-Oman.

The study mainly focused on elements that make the tutors and students unenthusiastic to have a lesson with an integrated skill approach. A pre-research interview was conducted among the cross-section of the population of this study to find out the basic tendency of the stakeholders of the course offered at the university towards employing the integration of skill approach in the lesson provided. This revealed how frequently the integrated skill lesson is conducted and how the students accepted it. A total of 50 persons (40 from the teaching community and 10 from the students' community) were interviewed. In order to facilitate the smooth running of this interview and to avail the true information, a set of 10 interview questions was prepared to ask. Once the interviews were done and the responses collected, this data was screened well and a questionnaire for the surveys for the actual data was formed accordingly. As this is the main data for this study, it traced the areas like classroom management, assessment strategies and methods, selection of learning materials etc.

Therefore, this was to be collected from a much larger group of respondents. Among these respondents, teachers, and students from all four levels of the preparatory studies program were included. Since these respondents were given anonymous status on their responses, true and reliable feedback was ensured. Thus, this study truly represented the sentiments of the stakeholders and thereby, this study enjoys credibility and reliability. It contains the glitches that teachers face in having successful integration of skills in their lessons. It also revealed the reasons for learners' thoughts on lessons with integrated skills. The data collected was carefully analysed with the help of PSPP. The analysis offered new insights and recommendations to address the pertinent issues for getting successful integration into the lessons. This brought the forms of challenges for both in the face-to-face and online lessons of English language teaching and learning. As a result, the study recommended certain steps to foster the integration of skills in ELT lessons. More recommendations were for more online lessons as the number of stakeholders, teachers and learners, were more who worry about the integration of skills in Online lessons. The study also covered the effectiveness of the strategies to incorporate

Content-Based Language Teaching (CBLT), Task-Based Language Teaching (TBLT) and Content and Language Integrated Learning (CLIL) to assure the successful integration of skills in lessons.

Keywords: ELT, Integrated Skill Approach, Online Lessons, Communicative English

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PGRC 2022-8144

Effectiveness of Evaluation of Life Skills Intervention on Adolescents

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Life skills education is crucial in empowering teenagers for fulfilling lives in a society that demands quick change. It is crucial to development, training, and education. It is essential to the learners' holistic development since it looks out for their intellectual, physical, psychological, social, spiritual, and emotional progress as well as the interplay between these components. The study is grounded on social and cognitive theories (Social learning theory by Bandura (1986; Multiple Intelligence theory by Gardener, 1993; Problem-solving theory by Mangrulkar et al, 2003). WHO (1993), UNICEF (1997), and UNESCO (2001) have listed respective lists of core life skills that would benefit adolescents improve their quality of life. WHO listed the ten core life skills (Decision-making, problem-solving, critical and creative thinking, effective communication, interpersonal interactions, self-awareness, empathy, emotion regulation, and stress management are among the skills that are required.) which has been used in the study. The term "life skills" implies the presence of specific abilities and the knowledge of how to do something beneficial or achieve a goal. It also refers to positive behaviour that includes a combination of knowledge, behaviour, attitudes, and values. Adolescents and youth are considered to be the most productive period in life due to physical and intellectual capabilities but most of them lose their capabilities due to a lack of knowledge, skills, motivation, and proper guidance. Consequently, they might get engaged in antisocial activities. The growth of life abilities among adolescents that would overcome the pressures of life and challenges in different situations is missing in the prevailing education system. Unable to cope with challenges, anxiety, tension, frustration, and depression adolescents emerge. Hence, life skills development takes a ubiquitous relevance at this stage. So, there is an emerging need for adolescents with a set of practical life skills to deal with different life situations that would be effective in enhancing the quality of life among adolescents. The present study aims to assess the learning needs for life skills and knowledge of life skills among

adolescents. The impact of life skills intervention on adolescents existing life skills was also observed.

The study was conducted on 13-18 years boys and girls (n= 438) in different phases in the South Western portion of Uttar Pradesh (India). The research endeavour was experimental in nature. Before and after control design was adopted for this study. The disproportionate stratified random sampling design was used for sampling. Two government and two private schools were conveniently selected. 438 adolescent boys and girls of IX to XII grades constituted the sample of the study. In the first phase, screening was done based on the need for life skills education using the Life Skill Need Assessment Scale. Adolescents who exhibited a low need for learning life skills were dropped (74) from the study and the remaining were considered for further testing of life skills knowledge. In the second phase Module on life skill education was developed for organizing life skills intervention. In the third phase, respondents scoring low knowledge scores were divided into- experimental and control groups. 25 days of life skills intervention was conducted for the experimental group only. Post-intervention data were collected after a period of three months. Follow-up for internalization of life skills was done three months after the termination of the intervention.

There was a great need for learning life skills in the study population. Only sixteen per cent of respondents showed a low need for learning life skills. Skills highly preferred were career skills, communication skills, coping with stress, problem-solving, and coping with emotions. No significant difference was found between the needs of government and non-government school respondents. The majority of adolescents were in the category of moderate knowledge level. Gender differences existed in the knowledge of life skills. Life skills intervention enhanced adolescents' existing life skills. Participants of the intervention program (experimental group) reported that they benefitted from a lot of information and their abilities to use life skills in various situations had increased.

Education aims at preparing individuals to face the realities of life. It provides opportunities to develop potential paucity, knowledge, and, overall, which makes a competent enough to deal with various life challenges. Only information is not sufficient to develop or change the behaviours of students. Therefore, to have an impact on behaviour, life skills education should be combined with the existing curriculum. These skills would facilitate the enhancement of positive behaviour and develop or change behaviour related to well-being and healthy functioning in society. A paradigm shift is needed including a new way of thinking by academicians, policymakers, and teachers that look forward to channels like schools, and coaching institutes for developing life skills among adolescents.

Life skills education integrated with school curriculum is an effective strategy to equip adolescents with skills and knowledge to respond to the demands and difficulties of daily life situations." To be what we are and to become what we are capable of becoming is the only end in life." Life skills Education helps one explore their capacities and develop the potential to capture the true essence of adolescence and have a better quality of life.

Keywords: Life Skills, Adolescents, Intervention Programme, Components of Life Skills

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PGRC 2022-8146

Relationships Between Parents and Adolescents: An Empirical Review

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Numerous changes occur throughout an individual's lifespan, but none is as significant as the time of adolescence. It is a challenge to resolve the conclusion with the pervasive perception that parent-adolescent relations decline in quality and are influenced throughout the adolescent years. Adolescence is a critical developmental stage wherein parents and youngsters require to renegotiate their relationship (Singh and Singh, 2021). Fanti et.al. (2008) and Miranda et.al. (2016) found that adolescents who experience negative parental relationships that are low in support and warmth and higher negative criticism are more likely to have negative behavioural, social and emotional consequences as well as poorer health. The filial and parental roles are central to adolescents' identity for the majority of their lives (Aquilino, 1997) even though adolescents experience many changes and feel more independent, the parent-adolescent relationship remains very important.

The focus of this review was on several research papers that were published in various databases. Tailor and Francis, Wiley Online, Elsevier, JSTORE, SAGE, CORE, Science Open, Open DOAR, PubMed, Google Scholar, Semantic Scholar, and ERIC were some of the databases used to retrieve the articles using the phrase "PARENT ADOLESCENT RELATIONSHIP". The initial search yielded 800 articles based on the keyword, title, abstract and general content. Book chapters, reports, dissertations and others were excluded. The criteria were fulfilled by 242 journal publications that were used in the study.
The search for journal articles was conducted at the database level but certain articles were individually searched at the journal level using the phrase "Parent-Adolescent Relationship".
Presentation of Findings

The relevant outlets and their distribution are as follows: Journal of Youth and Adolescence produced the highest number 9.3 per cent of published articles considered on parent-adolescent relationships followed by the Journal of Child and Family Studies 7.8 per cent third was the Journal of adolescence with 7.8 per cent and a minimum of 0.2 per cent.

For better understanding, papers were categorized into three sub-themes- early adolescence, middle adolescence, and late adolescence. Of the total articles, 32 articles focus on early adolescents, 46 articles focus on middle adolescents and 66 of the total articles focus on late adolescence. The remaining articles (98) cover the entire age range of adolescents, representing 40 per cent of the total articles.

The articles have been published in mental health, psychology and human development, psychiatry, sports, and education discipline. These articles were skewed in the direction of concerns such as depression, anxiety, stress, attachment, bonding, parenting styles, socialization process, age, gender, and various behavioural outcomes, etc.

The review considered a span of 20 years i.e., a period of 2000 to 2020, which showed interesting results. From 2000-2005 there were 82 publications recorded. As of the year 2006 to 2010, there were 40 publications noted. Between 2011 and 2015, there were 65 publications and lastly in the year 2016-2020, there were a total of 55 publications.

Categorization for research methodology helped to know the number of articles published using various methods such as qualitative, quantitative, experimental and mixed methods. After analysis, the mixed method recorded the highest count of articles which is 72 followed by the qualitative method with the second highest count of articles (70). 51 articles used experimental methods and 49 articles were conducted by quantitative methods.

Journal articles totalling 65 were recorded from Asia, the highest globally. North America and South America had 39 and 35 articles respectively. Africa and Australia had 12 per cent of journal articles globally. Europe had 31 articles. A category, multi-continent was used to group publications that focused on or gathered data from multiple countries. Only one per cent of the journal articles were used for this study in this category. Oceania and Antarctica had only 10 and 2 journal articles respectively on parent-adolescent relationships.

The theory used in most of the papers was attachment theory. Other theories and models used in the journal articles are as follows: family stress model, attachment theory, separationindividuation theory, social control, family-stress model, reactance theory, social learning, investment, ecological frameworks, social cognitive theory, family process approach, parental investment, life course, ecological, family system model, life history theory, kinship theory, dyadic theory. This review found that some papers employed two or more theories/models for their research while others used neither theory nor model at all.

Even though certain journals made no mention of anything, which increased the number of articles that the researchers could accept from different journals like the Journal of Child and Family Studies, Journal of Adolescence and many more as indicated in the findings section. In terms of journal articles, parent-adolescent relationships were researched from various aspects of the well-being of individuals from different cultures and their interactions. The results showed that the scholars looking into these subthemes attempted to identify the quality of a relationship, changes in the quality of a relationship, factors associated with the relationship of adolescents and their parents, issues in adolescent-parent relationships, how family environment affects their relationship or how parenting styles affect the relationship or how parent-adolescent relationships affect adolescent's academics and career or how parent-adolescent relations affect delinquent behaviours, how socials factors such as divorce/separation affect relations of adolescents with their parents and much more. Narrowing down, researchers have also found out that parent-adolescent relationships were studied from psychiatry, sociology, behavioural and well-being aspects.

This review has also identified that some scholars tried to observe parent-adolescent relationships from a parent's perspective, and some have tried to observe from an adolescent's point of view. Since, there are only a few research that tried to know the adolescent's perspective, more studies in this area need to be encouraged, especially focusing on adolescents' views on different aspects of relationships with their parents.

Most of the information that parents receive about raising their teenagers is confusing and conflicting. These studies were done on adolescents and their parents based on individual, organizational, country and global levels. Future studies should focus on the national and global levels to assist governments, policymakers, policy implementers, parents, counsellors and others in developing policies that would benefit all. It could help plan intervention strategies for adolescents and their parents to improve their relationship quality. Emerging adults' psychological problems can be moderated by relationship quality. The gap identified reflects

the need for educational/ interventional /training programmes for parents and adolescents to improve relationships and quality.

Keywords: Adolescents, Relationships, Parents, Parent-Adolescent Relationships, Research Themes

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PGRC 2022-8173

Availability of Tools for Analysing Counselling Needs and Concerns among Undergraduate Students

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Counselling is provided to undergraduate students in higher education that aims to support the student's goals and educational and career growth. Preventing students from experiencing problems and even alleviating students of problems in order to make their lives smoother in the journey. One of the efforts that need to be done to improve the effectiveness of counselling services in higher education is to develop some psychological tools that can be helpful in identifying the counselling needs and concerns of undergraduate students. This will give us an insight into the mediums that are already available to analyse counselling needs and concerns among undergraduate students. The paper presents a total of 8 tools from 1978 to 2020 to identify the counselling needs and concerns among undergraduate students. Therefore, the researcher concluded that -Standardized tools which are available are now outdated and not applicable in today's context and some which are foreign-based tools are not culturally friendly in the Indian context. Therefore, there is a need to develop some new tools for researchers considering the counselling needs and concerns of undergraduate students for present circumstances in the Indian context that will be culturally friendly.

Keywords: Counselling, Tools, Counselling Needs, Counselling Concerns, Undergraduate Students

PGRC 2022-7080

Effects of A Road Safety Education Programme Among Oil and Gas Tanker Drivers in North-Central Nigeria

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Road accidents are the main cause of mortality in Nigeria. However, the oil and gas tanker drivers are deficient in road safety education programmes. This study evaluated the effects of road safety education programmes among oil and gas tanker drivers in North-central Nigeria. Four research questions and hypotheses tested at ($P< .05$) significance level guided the study. Road safety educational programme was conducted at Pago, and Maje oil and gas deport of Niger State, Nigeria. The programme consisted of four parts and included content related to road signs classification. Road Signs Video and Flip Chart (RSVFP) was the instrument used for data collection. RSVFP was subjected to face and content validation by three experts in Federal Road Safety Corps in Nigeria. Kuder-Richardson (KR-20) was used to determine the reliability coefficient of RSVFP and was found to be 0.86. Road safety knowledge and attitudes significantly improved in the experimental group post-test. Participants gained new thoughts on road safety, adopted more positive attitudes, and tried to practise road safety. This study suggested that, after further verification, it might be used to increase the safety of the roads for oil and gas tanker drivers in north-central Nigeria.

Keywords: Attitude, Knowledge, Practices, Road Safety and Road Signs

PGRC 2022-6907

The Fatality of Covid-19 Pandemic and Its Implications on Sustainable Educational Development in Nigeria

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This paper examined the fatality of the COVID- 19 pandemic and its implications on sustainable educational development in Nigeria. The emerging issue of the closure of schools and disruption of the academic calendar has dramatically compounded the challenges bedevilling educational growth in the country. Various indications have manifested that the COVID-19 pandemic has created a vacuum in children's and young adult learning. Various institutions were shut down in the year 2020, creating a negative development to the educational needs in the nation. The method used for this study is the qualitative approach using secondary data from the literature, books, journals, and other informative articles. Meanwhile, the chaos theory was used in explaining the issues of the disaster to sustainable educational development in Nigeria. According to Letellier (2019), the chaos theory, the global modelling technique, offers an interesting alternative concerning other approaches.

It is well adapted to the modelling and study of unstable dynamical behaviours: it enables to detect and extract the deterministic component underlying the dynamical behaviour; and, as a consequence, it can be a powerful approach to analysing dynamics that are highly sensitive to the earlier conditions and to detect chaos (Lainscsek et al., 2001; Letellier & Schürrer, 2001; Letellier, Aguirre, & Freitas, 2009; Mangiarotti, et al., 2012). While the global frequency of coronavirus pandemic disasters has negatively affected socio-economic development, several emerging trends surrounding these events make a new analysis of their security implications particularly urgent. For various reasons to be examined later, the toll of human death and property damage has dramatically increased (Alexander, 1993; Xinhua, 2020). It is far outstripping the coping capacities of the local, national, and even global assistance efforts. During the 1990s, ironically given by the United Nations as the International Decade for Natural Disaster Prevention, we witnessed the "most costly spate of storms, floods, and fires in history. To argue simply that natural disasters or manufactured disasters like the coronavirus affect sustainable educational development in Nigeria.

Nigeria's education system encompasses three different sectors: basic education (nine years), post-basic/senior secondary education (three years), and tertiary education (four to six years, depending on the program of study). Based on Nigeria's latest National Policy on Education (2004), basic schooling covers nine years of formal (compulsory) schooling consisting of six years of fundamental and three years of lower secondary learning. Post-basic education includes three years of higher secondary education. The system consists of university and non-university sectors at the tertiary level. The latter is composed of institutions of higher learning. The tertiary sector offers undergraduate, graduate, vocational, and technical education opportunities. The academic season typically runs from September to July. Most higher institutions use a semester design of 18 – 20 weeks. Others operate from January to December, divided into three terms of 10 -12 weeks (WES, 2017).

From the analysis of the works of literature, the study discovered the implication of the COVID-19 Pandemic on Educational Development in Nigeria. They include an increase in debt by the Nigerian government in sourcing funds during the pandemic, as there were no oil sales for the country. From observational research, going to school is a good public policy device available to develop abilities and potential. Including college, time may be fun. From a financial point of view, the number one factor of being in college is that it will increase a learner's capability to grow to be a beneficial and acceptable member of society. According to Thelma & Adedeji (2020), Learners in Nigeria also are losing access to the everyday meals made available by using the federally funded school feeding packages. Without any doubt, Nigeria has one of the most crucial schools feeding applications globally, with the World Food Programme estimating that in 2019, Nigeria's Homegrown Schools Feeding Initiative provided admission to everyday food to over nine million youngsters in over 40,000 public schools.

In Nigeria, basic education is financed through concurrent financing from the three tiers of government—federal, state, and local government authority, with distinct financing mandates and responsibilities for each tier. The federal government provides 50% and the state and local government 30% and 20%, respectively. As a result, state investment in education relies heavily on federal account allocation, making its educational goals susceptible to challenges of national resource mobilization (COVID-19, international oil price fluctuation) and expenditure management.

The only avenue to build a safer post-COVID world is to ensure that Nigerians and various educational institutions are not left behind. The paper recommends and concludes that measures for ending the fatality of the Covid-19 pandemic in Nigeria include the following: Firstly, while there is a need for a national educational framework and attainment standards, sufficient community and parental sensitization, and appropriate teacher development, it may be practical Nigeria for federal and state governments to devolve issues of methodology and process to the lowest possible level, ideally the school or institution. Governments should examine this with key stakeholders. Secondly, the federal government should prioritize teachers' training in technology use and conducting lessons online. The need for various levels of government to embark on a program of continuous educational improvement, including the engagement and motivation of all learners through digital methods. Thirdly, there is a need to contribute to a national review of the curriculum and development plans for reform. This is essential as it will pave the way for a stronger learning process for the learners. Fourthly, now is the time for education leaders to step up their investment in education and increase enrolment in schools, especially for girls. All stakeholders must double their efforts to sustain the recorded achievement and contribute to the realization of SDG four. Also, as COVID strains national economies and budgets, we must protect domestic education budgets and ensure that education remains a priority for national governments.

In conclusion, it is important to ensure equitable and sustainable access to good quality healthcare facilities in schools and sustainable educational development. The government must work more to build a sustainable education for all.

Keywords: Covid-19 Pandemic, Children, Education, Sustainable Development, Nigeria

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PGRC 2022-8209

Influence of Lecturers' Beliefs on Assessment Practices in Higher Vocational Education (HVE) in Mainland China

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This study investigates the assessment practices and lecturer's beliefs about assessment in the HVE section in China. Previous studies have demonstrated that lecturers' beliefs influence their assessment practice. The main objective of this research is to correlate the lecturers' belief dimensions about assessment and analyse how the lecturer's beliefs influence their assessment practice in the HVE section in China. This study will seek to investigate how the HVE lecturers' view of knowledge influences their beliefs about assessment and how the HVE policies affect the lecturers' beliefs about assessment. Three categories of knowledge will be distinguished: reproductive, applied and transformative knowledge. Within the applied and transformative knowledge, the subsets such as employability and entrepreneurship will be emphasized specifically. Qualitative methods will be applied in the investigation. Data will be collected from primary and secondary documents, observations, and in-depth interviews. Six academics from three subjects out of the automotive engineering and maintenance discipline from three HVE institutions in China will be the informants of this study. The researcher will study their assessment practice, including the examination questions design and skill appraisal. Furthermore, the interviews will focus on their beliefs about the assessments in relation to what they had taught.

Keywords: HVE, Lecturer's View of Knowledge, HVE Policies, Lecturers' Beliefs, Assessment Practice.

PGRC 2022-8214

Predictors and Outcomes of Employee Involvement in Strategic Planning in Higher Education Institutions in Oman

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Strategic planning is considered a crucial process in all organizations, including higher education institutions (HEIs) in many international countries. As a result, there is a sore need to understand the key predictors and consequences of employee involvement in strategic planning-related activities. However, the major factors affecting employees' involvement in such a process as well as how this involvement could affect the workers' attitudes, behaviour, and work-related performance have received little attention. Building upon the afore mentioned discussion, this research has established pertinent research questions to investigate in the context of the Omani HEIs sector, as follows: (A) what are the most crucial factors affecting employees' involvement in the strategic planning process in HEIs? (B) What are the results of employees' involvement in the process of strategic planning in HEIs in Oman? (C) Does employees' commitment moderate the relationship between employee involvement in strategic planning and its associated outcomes? To address the aforesaid questions, the present research seeks to employ a quantitative approach by conducting a questionnaire to gather data from employees working at HEIs in Oman. This means the study will utilize statistical methods to analyse the collected data. The administrative and academic staff of Omani HEIs will be the targeted population which will be sampled using the random sampling approach. PLS-SEM will be employed to assess the measurement (outer) model, evaluate the structural (inner) model, and test the research hypothesis related to the structural associations between the studied latent constructs included in the research model. The questionnaire will be administered online for primary data collection. The collected data will be subjected to statistical analyses including descriptive statistics and Pearson's correlation analysis. The findings of this study will provide significant insights into the improvement of employee involvement and resulting performance in the strategic planning process in the context of Omani HEIs.

Keywords: HEI, Higher Education Institutions, SPP Strategic Planning Process

PGRC 2022-8213

Dynamic Geometry Software (DGS) - A Helping Hand for 3D Geometry Learning

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Geometry learning is frequently referred to as learning of shape and space. It is a large part of many secondary school mathematics curriculums. Learning of shape and space is included from preschool to university level of education, due to its importance in STEM (Science, Technology, Engineering, and Mathematics) subjects and even in many other facets of everyday life. Secondary school mathematics curricula cater to geometry learning through various learning areas, such as geometry, mensuration, trigonometry, symmetry, similarity, and 3D geometry. Secondary school geometry is supposed to play a greater role in concept understanding, object relationships and geometric deduction for developing visuospatial thinking and logical reasoning skills (NCTM, 2000). The evaluation of the implementation of one of the most followed secondary curricula, the Cambridge International General Certificate of Secondary School Examination 2021 (IGCSE) shows that a substantial amount of learning time is allocated and is spent in learning geometry components every year. However, the results did not show the expected achievements in corresponding learning outcomes in many parts of the world including the target audience of this study, in Maldives. Researchers state that geometry learning is difficult for most secondary school students (Ferrara & Mammana, 2014) due to the complexity of representing 3D objects geometric objects in 2D surfaces (Camou, 2012).

Since, there is no evidence of research done on the geometry components of mathematics separately in the context of the Maldives, the low (under average) mathematics achievement score also reflects the lower achievements in geometry as well. The NALO 2017 (National Assessment on Learning Outcomes) and the World Bank Group report (2021) reveal that Maldivian students are weak in mathematics. Therefore, arguably, this can also be considered that they are weak in geometry also. A review of Cambridge Principal Examiners' reports for 2014-2019 revealed that students are not performing well in geometry components as well. The reports stated that students are weak in understanding geometric principles, logical reasoning and visuospatial relations as aimed in the curriculum. Also, the reports highlight that students find it challenging in 3D geometry, such as forming, and rotating mental images of shapes (triangle, quadrilateral) in different planes of 3D objects (cubes, cuboids, prisms, pyramids) and their relationships. In addition to that, the geometry results of most of the developed and developing countries in the international benchmarking tests, PISA (Programme for International Student Assessment) and TIMSS (Trend in International Mathematics and Science Study), 2007-2015 and 2015 respectively, also shows that students are weak in geometry. These reports also state that geometry teaching and learning resources play a vital role in understanding 3D geometry concepts better.

As evident from the above context, there are a number of areas to tackle, in the content, pedagogy and learning resources to improve geometry learning at secondary school. However, this current study aims to seek ways on improving 3D geometry learning by using DGS (Dynamic Geometry Software) as a learning resource. This study was implemented in the secondary school context of Maldives to gain a perspective from a new context to the area of study. This study followed the basis of Duval's (1995) theory of figural apprehension. The theory suggests using visualization, construction, and reasoning for learning geometry. It states that for thorough understanding, like reasoning and proving geometric concepts the involvement of the four apprehensions (cognitive-perceptual, sequential, discursive, and operative) is necessary.

This study used a mixed method approach to find out ways that DGS can help students to understand Euclidean geometric concepts when they are embedded in 3D geometric objects. It uses GeoGebra 3D software for learning secondary school 3D geometry concepts. Data are sought from the scores of the students' completed tasks, student interviews and the analysis of student learning tasks. For the quantitative part, students completed tasks were assessed and 30 students' scores are used for analysis. Based on the student-performed task responses, critical areas were identified and included in the interview questions. It was aimed at gaining a deeper understanding of their learning decisions, joys, difficulties, and how they overcame to a satisfactory level, in the process of learning 3D geometry using software (DGS) as a learning resource.

The results of students' completed tasks showed an overall improvement in their scores (mean score) with reference to their school mathematics scores. However, this does not confirm that their geometry performance has improved, also, it is not the intention of this study to compare

and confirm an improvement in learning. The aim of this study is to find out whether the use of the DGS (GeoGebra 3D) helps students to understand geometric concepts better when they are embedded in 3D situations. The qualitative inquiry as a main part of the study revealed that DGS has helped students to accurately locate points and identify specific geometric shapes confidently. After repeated learning attempts within the DGS, during the learning phase, students seem to have developed a visual schema of shapes in their mind and respond to the questions more accurately and confidently than they were asked similar questions in the learning phase. Also, they were able to reason out their arguments more coherently. Students mentioned that DGS help them to look around the objects, see them from different perspectives and enabled them to visualize the whole object even though it is not apparent in the active perspective. The interactive feature of the software also helps to experiment and clear their presumptions and were able to confirm their conjectures much easier than in conventional learning. They were stronger in reasoning their answers than at the beginning. Based on the findings of the study it can be stated that the DGS helped students to learn 3D geometry and they are eager to work with it more than the conventional learning methods. This finding will contribute to the literature on 3D geometry learning by providing student learning experiences from a new context, which could be transferable to similar other contexts. Also, it will be helpful for teaching and learning in the context of secondary school 3D geometry.

Keywords: DGS, GeoGebra, 3D Geometry Learning, Secondary School, Technology Based Learning, Mathematics

PGRC 2022-8217

Teachers' experiences of teaching children of sex workers: The context of Bangladesh

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Prostitution is often considered one of the world's oldest professions (Kipling, 1889; Haque et al., 2021). There is a total number of 40 to 42 million people who are involved in prostitution, but they still do not get any recognition as a worker which led them to not get access to any basic worker's rights and that is the condition of a sex worker's life everywhere (Ma and Loke, 2019; Dugas et al., 2019). Because of their profession, their children often face many forms of exploitation and humiliation. They do not even get their basic human rights (Hasan, 2019). Despite the humiliation that the sex workers faced every moment they try to send their children to educational institutions and always try to keep their children away from the brothel and want to incorporate their children into mainstream society (Beard et al., 2010).

Many countries addressed the obstacles that the children of sex workers faced to get access to formal education and tried to take proper steps to give them access to formal education but often they faced refusal (Davis and Hopwood, 2002; Chowdhury, 2020). In 1993, one non-governmental organization (NGO) started a preschool in Daulatdia brothel which is one of the largest brothels in Bangladesh to provide education to children of sex workers. However, when this NGO tried to enrol the children in public schools, the school authorities, teachers, parents, and their children refused to allow them into the school (Shohel, 2013; Shoji & Tsubota, 2021). In a study done by Willis et al. (2013), they found that the children of sex workers in Bangladesh often witnessed police brutality on their mothers, which is the main cause of their fear of accessing their basic needs such as food, shelter, and education.

In 2000, though Bangladesh legalized sex work as a livelihood (Rebecca Wright, 2020) at the same time, according to Article 18(2) the constitution also declared that the state would take preventive measures against prostitution which disregarded the sex workers from the (Ara and Khan, 2022). All these discriminatory laws excluded these vulnerable children to get access to their basic rights including housing, food, health, education, etc. (Jannat and Letchamanan, 2022).

The current research focused on the teaching experiences of the teachers of the children of sex workers in the context of Bangladesh. The researcher used a narrative approach that focused on the real-life context (Sampson and Johannessen, 2019) of the teachers of children of sex workers and their teaching experiences to acquire an adequately in-depth description of the situation (Busetto, Wick, and Gumbinger, 2020). Semi-structured interviews were conducted with 10 teachers of children of sex workers who had been working for these children for a long time. By taking this narrative approach researcher tried to bring some powerful emotions from teachers' stories. During the interviews, each participant presented new information regarding the educational needs of the children of sex workers, the necessity of developing mental health, barriers encountered in giving the children education and supports they utilized throughout the development process of children of sex workers.

The current study was conducted with the teachers from only one learning centre for the children of sex workers in Dhaka, Bangladesh. The learning centre started its journey in 2014. In the beginning, the learning centre took some weekly or monthly sessions to develop the children of sex workers' mental health. The goal of these sessions was to help them to accept themselves and never feel ashamed about their mother's profession. After conducting these sessions and working with the children, the teachers and management of the learning centre realized that if they want to improve and develop these children's mental well-being these kids need to be part of the education domain, and the teachers, as well as instructors, need to do something related to their educational needs. They took the session for 2 hours from 4.00 A.M. to 6.00 A.M. They teach the children by playing different games. One teacher said they have to approach the children with sensitivity. Now they are working with 40 children of sex workers with the age group of (4 -17 years) and all the children have different educational needs. The learning centre provides education according to these children's needs. The learning centre offers different curricula that encompass basic etiquette, crafting, hygiene basic education. Some instructors teach these children Basic etiquette, crafting, and hygiene, some instructors undertake sessions to improve their mental health, some teach them basic education, and some teachers help them in their studies. One teacher of the learning centre, who took the basic etiquette session shared his experience by saying, "Well, I took a session on how to greet others. In the session, I told the children why 'Salam' is important. When I go to the next session, they greet all of us with Salam. What I like most is the way they remember the things from the last class, it's a very good experience for me." The organization also arranged music classes for these children for their recreation. The learning centre also arranges competitions and events for these children, it is something for them to enjoy and it's a great motivational factor towards study.

Most of the interviewed teachers stated that if the children of sex workers were provided with proper education or vocational training, the majority would do better in their lives. There are a total number of 50 people in this learning centre who work voluntarily for these children. These children have different physiological, psychological, and educational needs from other children for that they need specialized support.

The current research tried to provide a clearer understanding of the teacher's perspective on the children of sex workers' educational experiences and by listening to their perspectives highlighted some important objectives which can identify the gaps in the day-to-day reality of children of sex workers' educational experiences.

Keywords: Children of Sex Workers' Education, Teacher, Teaching, Education for All

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PGRC 2022-8220

Investigating the Practices and Barriers to Family-Kindergarten-Community Partnership Using a Sequential Mixed Method

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In a modern education system, kindergarten is not the only component responsible for the development of children aged three to six. On the contrary, the system is now more comprehensive involving the child, kindergarten, family, and community so that concerted efforts can be made for a child's holistic growth and well-being. This research is designed to utilize a sequential mixed method in investigating the practices and barriers faced by families, kindergartens, and communities when they collaborate with each other.

Keywords: Family-Kindergarten-Community Partnership, Barriers, Good Practices, Sequential Mixed Method

PGRC 2022-8218

Classroom Activities to Increase Rural Junior High School Students' Interest in Learning English

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Communication and trade between China and other nations are becoming more frequent globally. English, one of the most commonly used languages worldwide, is becoming increasingly significant. Students can benefit greatly from learning English as a second language (ESL). However, some junior high school students in rural areas are not interested in learning English. They think learning English is boring and not useful. Some of them cannot get better marks in exams, or even cannot speak some common short sentences after learning English for three years. The purpose of this study is to figure out effective classroom activities for teaching English in an ESL context to improve students' interest in learning English in rural China. The research objectives (ROs) of this study are: (1) to investigate rural junior high school student's interest in learning ESL. (2) to explore classroom activities that can increase rural junior high school students' interest in learning ESL.

Several previous studies from professionals and academics both domestically and overseas suggest that there are many students who lack interest in learning English and that there are lots of challenges in English teaching in many countries where English is a second language, including China (Usher, 2020), Vietnam (Cuong, 2021), Malaysia (Renganathan, 2021; Zulkefly & Razali, 2019), Bangladesh (Milon, 2016; Hossain, 2016; Biswas, 2018), Indonesia (Prabowo & Akmal, 2019; Mukminin et al., 2022), and Spain (Alejo & Piquer-Píriz, 2016). Furthermore, growing evidence suggests that factors such as the instructional methods (Zulfikar et al., 2019), teacher's personality (Wang & Littlewood, 2021), lack of grammatical knowledge (Dilshad et al., 2019), engaging lesson topics (Mierzwa, 2017), and others may influence students' interest in learning English. Some academics have demonstrated the effectiveness of some typical classroom activities, such as playing audio recordings (Armstrong, 2009), watching English videos (Harmer, 2015), engaging in physical items instruction (Lou, 2021), and game-based classroom activities (Rahmasari, 2021; Tsai et al., 2016).

In addition, several studies have documented that classroom activities could be used as a supplemental tool to enhance the learning experience of the learners and teach relevant skills (Zirawaga et al., 2017). Additionally, some academics classify classroom activities based on various viewpoints. According to the features of the activities, some experts believe that classroom activities can be divided into cooperative activity, simulation, conversational activity, recreational activity, and competitive activity (Moore, 2011). However, some believe that depending on the participants, it can be split into student-student interaction and teacher-student interaction (Ayu, 2018).

The research applied a qualitative approach. Data will be collected through semi-structured interviews with three teachers and eight students at a rural school in Guangzhou, China. Three teachers with at least 5 years of English language teaching experience and who have recently taught at the participating school will be invited. And eight students are freshmen to junior high school who range in age from 12 to 13 years old. There are six questions for students and eight for teachers. These interview questions are aimed at assisting in collecting data in order to answer the research questions (RQs) for this study: (1) are rural junior high school students interested in learning English as a second language (ESL)? (2) if yes, why? If not, why not? (3) what are the classroom activities that can increase rural junior high school student's interest in learning English as a second language (ESL)? (4) how do these classroom activities increase junior high school student's interest in learning English as a second language (ESL)?

The interview will take place online. WeChat is the preferred platform for conducting online interviews. Because the majority of the interviewees are young adolescents between the ages of 12 and 13 years old, in order to protect their privacy, the interview will be conducted entirely by texting, and the interviewees are not required to show their faces. Furthermore, written interviews may make interviewees feel more at ease in sharing their real thoughts. Member checking and peer debriefing will be employed in the research to guarantee its validity and reliability. The research findings serve as a guide for teachers when they design classroom activities for ESL learners to increase their interest in learning English.

Keywords: Students' Interest, Learning English, Classroom Activities, Rural Junior High School

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PGRC 2022-8212

Elementary Teacher Identity and Experience in the Context of Education Reforms in China

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The "Double Reduction" Educational Reform (MOE,2021), which aims to reduce homework, extracurricular classes, and private tutoring after school, has ushered in a new vision of teaching in China. After a few months, China's Ministry of Education issued Curriculum Standards for Compulsory Education (MOE,2022). In light of the recent "Double Reduction" policy and the new Curriculum Standards, the focus on teachers' work within the context of professional development is even more pressing. The purpose of this study is to investigate teacher identity development in a public elementary school in China. In applying the theoretical framework of three dimensions to construct teacher identity (Mockler, 2011) as a narrative to investigate the teachers' instructional experiences, and the overarching question: How do teachers' personal experiences shape their teacher identity development in the context of recent education reforms in China? This study will use qualitative narrative inquiry methods to examine the professional and personal stories of elementary teachers. The researcher will describe the ways in which teachers will draw on aspects of their teaching identity to navigate the opportunities and challenges they will encounter while teaching. It will be examined how teachers balance competing demands while planning, implementing, and reflecting on their instruction. During one academic year in a public primary school, data sources include semi-structured interviews with each teacher, teacher reflection journals, and classroom observations.

Keywords: Teacher Identity, Teacher Experience, Education Reform

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PGRC 2022-8222

Instructional Design of Electronic Commerce Course Based on Experiential Learning Under the Background of Informatization: The Experience of Sichuan Province

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The main research area of this research should be instructional design. Instructional design is an activity that promotes more effective, developmental, and purposeful teaching activities (Sweller, 2021). Therefore, exploring effective instructional design is crucial to the field of educational research. In recent years, most of the research on instructional design in China has only focused on the subject curriculum in basic education (Yin, 2020). However, higher education is also an integral part of educational development. Therefore, this research will focus on the instructional design of higher education courses.

Since 2016, I have served as a lecturer for several higher education courses, such as "International Trade" and "E-Commerce". As a professional lecturer, I was mainly responsible for the development of textbooks, instructional design, and evaluation of the courses I teach. Therefore, I understand the principles and methods of instructional design.

Instructional design is a theory-rich, challenging and evolving discipline (Smith & Ragan, 2004). Gagne et al. (2005) claim that effective instructional design is inseparable from learning principles. Therefore, it is necessary to carry out teaching design according to the principles of subject characteristics and learning methods. In recent years, the gradual popularization of information technology has brought a variety of modern teaching models, which have profoundly affected Chinese higher education. Experiential learning, a new learning method under the background of informatization, has been gradually applied in Chinese higher education. With the continuous development of teaching modes, teaching design should also be updated accordingly. However, the academic community has not yet been able to reach a relatively unified curriculum design method based on experiential learning. Therefore, it is very important to explore the effective instructional design of higher education in the context of informatization.

1. What is experiential learning?

2. What are the dimensions of instructional design?
3. What are the current principles of Chinese higher education instructional design?
4. What does the instructional design of the Electronic Commerce course based on experiential learning look like?
5. How to evaluate the proposed instructional design? Is the proposed instructional design effective?

Recent studies are below:

1.Yin X.L. (2020). Research on Teaching Strategies of High School Information Technology Classroom Based on Experiential Learning. Press of Hebei Normal University.

2.Yuan X.Y. (2017). Junior high school geography teaching design based on experiential learning concept. Press of College of City and Environment Science Central China Normal University.

3.Zhang Bin (2019). Research on the Experiential Teaching Model of Physics in Senior High School. Press of East China Normal University.

4.Wang Juan (2015). Experiential teaching design and empirical research of music subject under the information environment. Teaching Practice and Teacher Professional Development, Vol. 339.

5.Stanley, L. E. (2015). A qualitative study of instructional design in massive open online courses (MOOCs) (Doctoral dissertation, Capella University).

All research findings are shown in the table below, where the numbers represent different studies.

	1	2	3	4	5
Findings	Yin (2020) found through research that classroom teaching strategies based on experiential	This study determines the principles of teaching based on the concept of experiential learning,	This research develops an effective experiential learning-based high school physics curriculum	Through comparative case analysis, this study affirms the importance of experiential	The study identified instructional design issues in the MOOC setting, such as accommodating the number

	learning can effectively improve students' interest in learning, transform students' learning attitudes, and improve relationships with teachers and other learning partners.	teaching content, teaching goal design, teaching stages, and principles of teaching evaluation. At the same time, the author also found that the teaching design based on the concept of experiential learning is conducive to students' understanding and mastery of knowledge and is conducive to stimulating and maintaining students' interest in learning.	design through practical analysis. At the same time, the researchers identified the importance of an experiential teaching model for improving student achievement.	learning in promoting learners' knowledge, skill mastery and attitude change.	of potential learners, conducting assessments, and supporting learners and technology.

Contacts	The author first conducted a questionnaire survey on the current situation of experiential learning in high school information technology classrooms among 40 students in a high school in Shijiazhuang City, revealing the existing problems in classroom teaching and conducting attribution analysis. Then, the author selects three classes taught by the same teacher	Based on the literature review, the researcher first developed a geography curriculum design plan for junior high school based on experiential learning and a curriculum design plan based on traditional teaching mode. Subsequently, the researchers selected two classes with the same learning level and the same number of students to carry out teaching practice	The author first observed two students with the same physical learning level for three months through behaviour analysis and determined the learning status and students' needs of the two classes. Subsequently, the researchers carried out the instructional design based on experiential learning according to the relevant theory and applied it to the	Based on the literature review, the researcher first developed a music instructional design for students from music colleges based on experiential learning. Subsequently, the researchers selected two classes with the same learning level and the same number of students to carry out teaching practice respectively. Finally, the authors used a mixed method, that	This study is a qualitative collective case study. The authors used purposeful and snowball sampling strategies to select participants. For the selected participants, data will be collected through questionnaires, and the final collected data will be used for case analysis.

	to observe the same course, and then formulates an effective course design plan. Next, the author conducted a one-month educational practice in this school. Finally, the effectiveness of the course design was explored again by issuing questionnaires to students.	respectively. Finally, the authors used a mixed method, that is, questionnaires and interviews, to collect data and explore the effect of the design scheme.	experimental group classes. After a semester of practice, the author uses questionnaires and interviews to evaluate the teaching level, and finally proves the effectiveness of the teaching design.	is, questionnaires and interviews, to collect data and explore the effect of the design scheme.	
Assumptions	-	-	-	-	-
Methodology	Mixed Mode	Qualitative	Qualitative	Qualitative	Qualitative

From the theoretical point of view, this study confirms the benefits of experiential learning in improving students' performance and affirms the importance of experiential learning; at the same time, this study determines the basic principles of e-commerce instructional design, which provides a theoretical basis for future research.

In terms of practice, this study formulates an effective e-commerce teaching design, which provides practical experience for the development of higher education e-commerce courses in Sichuan Province.

The expected results of this research should be for an effective instructional design of e-commerce courses. At the same time, this research should also identify the importance of experiential learning to improve teaching.

Keywords: Instructional Design, Experiential Learning, Informatization

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PGRC 2022-8223

Exploring The Use of Communicative Language Teaching Approach in IELTS Speaking Preparation Course in China: Instructor's Perspective

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The worldwide demand for English has created an enormous demand for quality language teaching and language teaching materials and resources. Communication has been a highlight of all language teaching-related concepts that have been implemented recently. Communicative Language Teaching (CLT) has been widely applied in English Language teaching classrooms around the whole world. The CLT approach gives primary importance to the use of language, viewing language as a means of communication (Cook, 2003; Johnson, 1982). There have been many studies examining and proving the positive relationship between the implementation of a communicative language teaching approach and the development of communicative competence in EFL classrooms. According to findings of some experimental research (Ahamad and Rao, 2012; Kord & Mojavezi, 2021), in foreign language teaching programs, it is appropriate to apply communicative language teaching in developing students' English skills, communicative competence, and motivation to learn. International English Language Test System (IELTS) is a test to evaluate the English language proficiency of candidates who are going to study or work in English-dominated countries (Charge & Taylor, 1997).

The validity of the IELTS speaking score representing communicative competence has been proven many times (Allen, 2016; Barnes, 2017; Green, 2007). Chinese researchers tend to agree that IELTS is a user-oriented proficiency test representing the concept of communicative language teaching (Sun, 2007; Zhang, 2012; Zhang, 2014). Although in the context of China, the Ministry of Education of China (2020) stated the emphasis on developing students' communicative competence from primary school to higher education, which promotes the use of the communicative language teaching approach in China, according to IELTS statistics 2021, it reveals that Chinese candidates performed poorly with inadequate language proficiency on the test. The figures for 2020 show that among forty countries, Chinese test-takers had an average score that was lower than the global mean level. Speaking (5.55), in particular, was ranked the lowest in the surveyed countries. In fact, the poor performance of Chinese test-takers in Speaking has been existing for a long time. According to IELTS statistics in 2020 and 2019, band 5.5 and band 5.4 were also ranked the lowest as well. Viewing the fact that participating in IELTS preparation courses is the main way to get prepared for the test, the researcher identifies a gap that is a paucity of research that has been conducted to explore the use of communicative language teaching approach in the IELTS speaking preparation courses in China.

The present study aimed to probe into the perception of teachers about the CLT approach in IELTS speaking classes in China, and explore the strategies used by teachers in IELTS speaking classes in China qualitatively. According to Creswell (2009), the idea behind qualitative research is to purposefully select participants, purposive sampling techniques could help the researcher have a better understanding of the research problem and research questions in the best way. Participant recruitment leaned toward purposeful selection with several criteria. Finally, participant selection yielded 5 teachers who were adequately experienced in the CLT approach in IELTS speaking training because all of them have been teaching IELTS speaking in the CLT method for some years. To ensure credibility and validity, based on the triangulation of data, multiple data sources will be employed including semi-structured interviews (the primary source of information) and document analysis (the secondary source of information). The findings revealed that teachers had positive perceptions towards the CLT method. As proof, To answer the first research question: How do teachers perceive communicative language teaching approaches in IELTS-speaking preparation courses in China? The teachers responded during the interview that they perceived the CLT approach with 4 characteristics: 1) Communicative activity: serving for creating and offering ample opportunities for learners to practice the target language and viewing language as a means of communication. 2) Role of student: play the parliamentary role in the class, taking responsibility for their own language skills. 3) Role of teacher: play as facilitators, monitors, and co-communicators. 4) Material: authentic materials adoption. Regarding research question 2: What are the strategies used by teachers to conduct communicative language approaches among Chinese IELTS-speaking students? The data obtained from interviews and document analysis revealed communicative activities served as an effective strategy for teaching and learning in CLT classrooms. 7 communicative activities were mentioned during the interview, and 4 activities among them collected data in detail from both the interview and document analysis: task-completion activity (Taboo), role-playing, information collecting activity (Interview), and opinion-sharing activity

(Debate). Besides, the results of the interview revealed that participants hold positive attitudes towards the importance of implementing the CLT approach in the IELTS speaking classes. In terms of the implication of communicative instructions, the findings of the study show that they could 1) stimulate interactive and communicative teaching and learning for using the target language 2) create ample opportunities for learners to practice in real-life conversations, so as to develop English communicative competence 3) Shift students' attitudes towards learning English.

Due to the time limit of the research, the results of the study are limited to five IELTS-speaking teachers in China. Interview protocol and document analysis were only used for collecting data. There could have been different results if classroom observation had also explored the use of the communicative language teaching approach in the IELTS speaking 4 preparation course in China: the instructor's perspective had been employed to triangulate the data. However, the present study could be helpful for educators who are implementing the CLT approach in IELTS speaking classes. Theoretically, they may have a better understanding of the communicative language teaching approach, which could impact their instructional practice positively. Practically, the study is able to provide instructional support in terms of implementing communicative language teaching strategies in the IELTS speaking courses. Similarly, the study could be equally useful for researchers who are interested in English language teaching-related methods.

Keywords: Communicative Language Teaching Approach, Communicative Competence, IELTS Speaking Classes in China, Communicative Strategies

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PGRC 2022-8232

A Study on Selangor in-Service Science Teachers' Nature of Science Conception (Nos) and Nature of Science Pedagogical Content Knowledge (Pck).

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The general consensus from policy papers such as MySITE, The Shared Prosperity Vision 2010, and UN Sustainable Development Goals is that quality education catalyses the growth of a progressive society. One way to achieve this is by developing scientifically literate citizens who can participate meaningfully in civic and cultural affairs, and economic productivity. To inculcate science literacy, a growing literature has validated that a robust understanding of the Nature of Science (NOS) is essential. However, many science curriculum documents worldwide, including Malaysia, tend not to identify NOS as an explicit and cognitive learning outcome in any science lessons despite having it as their generic and higher-level goal. Growing research has also validated that NOS has to be explicitly taught for students to understand the different facets of scientific knowledge. This study aims to investigate lower-secondary in-service science teachers' NOS content knowledge and NOS Pedagogical Content Knowledge (NOS PCK). The study will be conducted with teachers from the Petaling Perdana and Kuala Langat districts of the state of Selangor in Malaysia. The methods that will be used in this study include the VOSE questionnaire developed by Chen (2006) followed by observation and interviews with the selected participants.

Keywords: Nature of Science (NOS), Nature of Science Pedagogical Content Knowledge (NOS PCK)

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PGRC 2022-8184

Kindergarten Teachers' Implementation of EL in China

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EL (Early literacy) was described as a continuous process taking place during the first year after a child's birth, mainly referring to the process in which children will gradually become fluent readers and writers (Teale & Sulzby, 1986). Several researchers have defined EL in many ways. However, this study will refine EL based on Neuman (2014) and Huang's (2018) theories. Researchers have affirmed the environment has a significant influence on critical EL skills for literacy development (Neuman & Roskos, 1992; Roskos & Neuman, 2001; Neuman, 2014). As for the implementation of EL, the goal of this study is to investigate the environment provided for EL in the context of the Chinese language among kindergarten teachers in China. In addition, this study also attempts to analyse the problems and difficulties faced by kindergartens in supporting EL.

Keywords: Kindergarten Teachers, EL, EL Implementation, EL Environment

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PGRC 2022-8228

Effects of Cultural Intelligence on Academic Adaptation Mediated by Academic Self-efficacy of International Students in China

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The delivery of educational programs for international students not only contributes to the monetary and sociocultural benefits for a nation's development (Shafaei & Razak, 2016), but also helps to diversify and internationalize tertiary education (Khanal & Gaulee, 2019). The twenty-first century has witnessed widespread cross-border migration of international students in the world (Perez-Encinas & Rodriguez-Pomed, 2019). The same situation happens in China (Zheng, 2021). However, when international students study in China, they come across plenty of problems in their academic adaptation (Zhou & Huang, 2020; Cui & He, 2021) in terms of integrating themselves into the academic and social system of a university (Zhu, 2011). Academic adaptation is one of the most important predictors of academic achievement. The current problems in their adaptation process in Chinese universities make their academic adaptation a hot and important issue for further empirical research and a fundamental and crucial issue for educators and administrators of tertiary education to consider about. As the ability to function successfully in culturally diverse situations, cultural intelligence is found to be one of the key variables influencing academic adaptation. However, the existing findings on the effects of its four factors (metacognitive cultural intelligence, cognitive cultural intelligence, motivational cultural intelligence, and behavioural cultural intelligence) on academic adaptation are inconsistent (Gao, 2019; Wang, 2019; Luo, 2021). Academic self-efficacy is found to be a predictor of academic adaptation (Yu et al., 2019; Ahmed & Ahmed, 2022) and to be correlated with cultural intelligence (Hu et al., 2017). This sheds a light on the mediating relationship among the three variables, namely, cultural intelligence, academic self-efficacy, and academic adaptation, which hasn't been explored by previous studies. Thus, this study attempts to develop a mediation model reflecting the specific and dynamic effects of cultural intelligence on academic adaptation with academic self-efficacy as the mediator.

This research will adopt a quantitative research approach. The initial 34-item 5-point Likert-type scale will be composed of the Cultural Intelligence Scale (Ang & Van Dyne, 2008), the Academic Adaptation Scale (Anderson et al., 2016), and the General Academic Self-Efficacy Scale (Nielson et al., 2018) to measure cultural intelligence, academic adaptation, and academic self-efficacy. First of all, a pilot study will be conducted to ensure the sound validity and reliability of the scale. By the online platform Qualtrics, the data will be collected through administering the survey link among 120 international students in NCVT with a random sampling technique. After data collection and screening, the content validity will be testified by inviting 3 experts to review the scale. The construct validity will be investigated by conducting factor analysis. The internal consistency reliability will be examined by calculating the value of Cronbach's alpha. After this step, a newly adapted scale will be developed. Secondly, a field study will be conducted. Cluster sampling will be adopted to collect data by administering the online link of the newly adapted scale among international students in 5 higher vocational colleges in Guangxi, China. The sample size will be calculated by the principle of 10 respondents for each item. Finally, model development will be conducted in three steps by the statistical technique PLS-SEM with the software SmartPLS 3.0: (1) structural model specification, (2) measurement model specification, and (3) model estimation.

It's anticipated that the research will elucidate (1) the levels of cultural intelligence, academic adaptation, and academic self-efficacy for international students in China, identifying which is the one international students are best at and which is the one they are worst at; (2) correlation between the four factors of cultural intelligence and academic adaptation based on the empirical data, indicating the direction and strength of correlation between metacognitive cultural intelligence, cognitive cultural intelligence, motivational cultural intelligence, behavioural cultural intelligence, and academic adaptation; (3) the development of a mediation model of academic self-efficacy between the four factors of cultural intelligence (metacognitive cultural intelligence, cognitive cultural intelligence, motivational cultural intelligence, behavioural cultural intelligence) and academic adaptation, displaying different types of mediation.

The most significant contribution of this study is to close a research gap by developing a new model reflecting the effects of cultural intelligence on academic adaptation mediated by academic self-efficacy, which highlights the underlying effect mechanism of cultural intelligence on academic adaptation and helps to interpret the existing contradictory findings on the relationship between four factors of cultural intelligence and academic adaptation of international students in China. In addition, it provides implications for higher educational institutions to improve their management service and design more effective training programs to boost the academic adaptation of international students in Guangxi, China.

Keywords: Metacognitive Cultural Intelligence, Cognitive Cultural Intelligence, Motivational Cultural Intelligence, Behavioural Cultural Intelligence, Academic Self-efficacy, Academic Adaptation

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PGRC 2022-8236

The Relationship Between Personality Traits and English Language Writing Anxiety among Chinese University Students

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This paper aims to report on a pilot study conducted to determine the correlations between writing anxiety and the Big Five Personality Traits (BFPTs). Specifically, it seeks to:

- Investigate Chinese university students' English as a Foreign Language (EFL) writing anxiety
- Determine Chinese university students' personality traits
- Examine how personality traits can affect high and low levels of EFL writing anxiety among Chinese university students

After the launch of China's reform and opening-up policies in the late 1970s, China began to attach more importance to English as a contact language, a language for communicating with non-Mandarin speakers from the outside world. English is taught at many levels of education in China. The language is taught at schools (at both elementary and secondary levels), at vocational institutes (such as training schools for the service industry) and at universities. In fact, Jin and Cortazzi (2008) observed then that there were more teachers and learners of English as a foreign language in China than in any other country. As for university students in China, English is more important to them than other fundamental courses. Many students, both at schools and at higher learning institutions, regard English as an important language as it is the most broadly used language globally. To them, the result of the College English Test (CET) or the CET certificate which provides an indication of their English proficiency level is very important.

Besides, acquiring a good command of English for occupational purposes, another reason is for further studies. For Chinese students who intend to further their education aboard, they are eager to improve their scores in the IELTS (International English Language Testing System), an international English language test for students intending to study in a university in an English-speaking country like the US, the UK, Australia or New Zealand. The figures from IELTS Test Taker Performance 2019 indicate that the performance for writing is the worst out of the four language skills of reading, listening, speaking and writing regardless of the module (academic or general training), gender and nationality. The writing performance of Chinese test takers ranks almost at the bottom.

In the CET, the writing component accounts for 20% of the exam. Similarly, in IELTS, it is 20%. However, most students avoid practising writing during test simulations or practice. In a research study by Guo and Qin (2010) on writing anxiety in Chinese universities, the participants declared that to prepare for the test the main learning methods that they used are memorizing words, reading articles and listening to English news and lectures based on how testing is carried out. Students, surprisingly, did not report practising writing even though writing is one of the skills tested. Despite the importance of writing as a skill that is tested in the exam, students tend to neglect it. Hence, although students are desirous of doing well in CET or IELTS, the aversion that they have to write might make it difficult to attain good writing scores.

Despite well-documented research on Foreign Language Anxiety (FLA), we know little about which and how personality traits may predict English writing anxiety. There have been numerous studies on FLA and writing anxiety (Kara, 2013; Rezaei & Jafari, 2014), and the relationship between FLA and academic achievement (Gilles & Bailleux, 2001; Kirkagac & Hüseyin, 2017; Zamorano & de Barcelona, 2014). Studies on the relationship between personality traits and writing anxiety, on the other hand, are relatively scarce. Similar to studies which found that personality factors are associated with and predictors of anxiety, FLA and academic maturity (Althoff, 2010; Kotov, 2007; Zsuzsa, 2007) and that student identity are related to writing anxiety (DeDeyn, 2011), this study follows the same trend by investigating what the relative and predictive power of the BFPTs is in relation to EFL writing anxiety among students in Chinese universities.

The current study adopts the mixed method approach. This approach combines quantitative and qualitative methods to obtain data that provide “a stronger understanding of the problem than either of them by itself” (Creswell, 2014, p.251). The quantitative method includes two questionnaires, the Big Five Inventory (BFI) and the Second Language Writing Anxiety Inventory (SLWAI), designed to measure Chinese university students' levels of writing anxiety. The validity of the questionnaires is determined by a pilot study. The qualitative approach includes interviews which will be conducted with selected questionnaire respondents identified as having high EFL writing anxiety and low writing anxiety respectively. Questions about their experiences relating to writing anxiety will be posed. The researcher's intention in conducting the interview is to record the interviewees' opinions, thoughts, feelings, and insights about their English writing anxiety.

Based on the pilot study on 50 university students from 4 different non-English majors in a Chinese university, the personality traits, especially Neuroticism, have a correlation with anxiety as illustrated in Table I. A Pearson product-moment correlation coefficient was computed to assess the relationship between the scores of English writing anxiety and the scores of personality traits. The Sig. (2-tailed) value of Neuroticism is significant since this value is less than .05, so there is a statistically significant correlation between English writing anxiety and personality traits.

Table I: Correlations between the scores of English writing anxiety and personality traits (n=50)

	Variables	1	2	3	4	5	6
1	FLWA	-					
2	Agreeableness	.888	-				
3	Extroversion	.809	.423	-			
4	Neuroticism	.029	.015	.016	-		
5	Conscientiousness	.912	.058	.252	.568	-	
6	Openness	.755	.059	.032	.921	0.008	-

Note: * Correlation is significant at the 0.05 level(2-tailed)

**. Correlation is significant at the 0.01 level(2-tailed)

The correlation coefficients of the participants show that the relation between Neuroticism and writing anxiety is significant for all participants. This can suggest that neurotic students have more English writing anxiety than students with Extraversion, Openness and Conscientiousness which are the other three negatively correlated personality traits. In short, it can be deduced that more Extraversion, Openness, Conscientiousness and Agreeableness mean less anxiety in English writing. Similarly, more Neuroticism means more anxiety in writing in English.

Keywords: Personality Traits, Writing Anxiety, University Students, English Foreign Learning

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PGRC 2022-8235

Towards the Development of a Communicative ESP Course for Pre-service Flight Attendant Training in China

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The paper first reviews the theoretical framework for an intended study focusing on the Development of a Communicative ESP Course for Pre-service Flight Attendant Training in China. ESP language training in China is explained to situate aviation English in relation to the learning and teaching of aviation English for pre-service flight attendants in China in their language training program.

The theoretical framework begins with a short discussion on the Grammar Translation Method (in the late 18th century) which sets the stage for the development of a communicative competence framework. This method became known as the classical method which focuses primarily on writing practice, vocabulary memorization and its transformations, text translation, and grammar rules. At the end of the 19th century, the Grammar Translation Method was adopted globally for the teaching of the English language. In fact, it became entrenched as a teaching and learning methodology for a long time.

Before going to the review of the Communicative Competence framework, a brief mention of cognitive processors is also appropriate in terms of understanding how the cognitive methods then became popular in terms of explaining how language is learned. The cognitive methods then transit to the theory of communicative competence as an approach for teaching and learning. The cognitive processes are seen as an earlier development into an understanding of how language learning and processing of the mind are seen to work together. These cognitive processors are important drivers to explain how the language learner processes the language input. This brings to mind the work done by Chomsky (1957) who reacted against the Grammar Translation Method of teaching and learning by looking at learning in terms of language competence and language performance. Both these terms cover unconscious language knowledge and the mechanisms behind the productive use of the language.

Another major development that took place to explain language as a medium of communication is manifested in the notion of communicative competence. Historically, the communicative competence movement is well associated with the work of Dell Hymes (1972) who is generally acknowledged as the initiator of the communicative competence movement. Hymes reacted against Chomsky's "rule-governed creativity" and stated that it does not fully explain the pervasive social and functional rules of the English language in defining meaning.

Canale and Swain (1980) refined the notion of communicative competence. The first component of communicative competence is grammatical competence which encompasses "knowledge of lexical items and of rules of morphology, syntax, sentence-grammar semantics, and phonology" (p. 3). The next component, discourse competence refers to the proficiency that language users use to connect sentences into stretches of discourse to form a meaningful whole out of a series of utterances. Grammatical competence focuses on sentence-level grammar while discourse competence describes the learning of inter-sentential relationships.

Sociolinguistic competence as the next component, explains the knowledge of the socio-cultural rules of language and discourse. The final component, strategic competence, emphasizes "verbal and nonverbal communication strategies that may be called into action to compensate for breakdowns in communication due to performance variables or due to insufficient competence".

The next major development of communicative competence can be seen in Bachman and Palmer's (1996) model. According to Bachman and Palmer, two major components can capture what the previous scholars have described. These two components are organizational and pragmatic competence. Organizational competence is broken down into grammatical and textual competence. Grammatical competence contains four elements called vocabulary, morphology, syntax and phonology/graphology. Textual competence contains two elements called cohesion and rhetorical organization. Pragmatic competence is assisted by illocutionary competence and sociolinguistic competence. Illocutionary competence contains ideational functions, manipulative functions, heuristic functions, and imaginative functions. Sociolinguistic competence, on the other hand, includes sensitivity to dialect or variety, register, naturalness, cultural references, and figures of speech. In this current study, Bachman and Palmer's 1996 Model serves as the main theoretical reference for communicative competence.

The next section of the paper discusses the importance of the English language in the aviation industry in China and explains why an ESP course for pre-service Chinese flight attendants is needed. Aviation English arose conceptually from the ESP framework. The ESP framework has developed from a narrowing of the concept of communicative competence whereby specific needs according to discipline are met in the learning of the English language.

ESP development in China can be viewed from the educational efforts undertaken to train professionals such as flight attendants to service efficiently in an important fast developing area of international travel. Concrete efforts can be seen in the setting up of Sanya Aviation College, Hainan Province, China to conduct pre-service flight attendant training.

According to one of the rules and regulations of the Civil Aviation Administration of China (CAAC), a pass in an English examination is a must for the majority of aviation professionals if they were to be employed and promoted in their fields. Such a situation requires the teaching of aviation English on a large scale and strategic programs are in place. The necessity of teaching aviation English as ESP in the Chinese context has come into being since the realization of the importance of ESP. An internet search at the aviation website http://www.caacnews.com.cn, (2018) revealed that there are hundreds of institutions offering aviation-related training. However, there appears to be a gap in how language needs are met for these professionals. For example, ICAO 9835 (2010) stipulated that aviation English for flight attendants should focus on developing their communicative competence so that they can communicate and service the passengers more effectively. However, it is currently quite common among pre-service Chinese flight attendants to perform well in listening and reading skills in English but not in their oral and writing skills. In fact, many flight attendants training institutions, such as Sanya Aviation College and Sichuan Institute of Technology, are teaching general English. To confound the matter, current flight attendant language training focuses on grammar translation rather than developing communicative competence.

There is therefore a disconnect between the pre-service flight attendants' language needs and the actual training that they get. To provide efficient service, flight attendants need production skills particularly in listening and speaking. This shift in paradigm could underlie the design of a new ESP course for pre-service flight attendants which can be trialled and tested for future use.

Keywords: Pre-Service Flight Attendants in China, English for Specific Purpose, Communicative Competence

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PGRC 2022-8238

Using a Smartphone Application for Learning English Vocabulary among Chinese Non-English Major University Students

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With the rapid development of mobile technologies, smartphones are now highly portable and have user-friendly features that have attracted a lot of users. These devices have greater capacity and more complicated applications which have affected cultural norms and created fresh learning environments (Pachler et al., 2010). As an essential tool for all sorts of activities (for example, sharing information, communication, entertainment, learning, shopping, and banking), smartphones have become indispensable in our daily lives.

For university students, a smartphone is an essential tool for their daily lives. They use it to pay for their daily expenses, keep track of the distance they walk, watch videos, play games, take photos, and communicate with their classmates and teachers. Due to its accessibility, popularity, and useful features, educators from as far back as the 2010s have considered using mobile devices for educational purposes (Ismail et al., 2016; Pullen et al., 2015). Through the years, numerous studies have reported a sharp increase in students' smartphone usage at certain higher educational institutions (Oyeyinka-Oyelaran & Adeya, 2002; Asongu & Nwachukwu, 2016; Ndukwe-Okafor, 2019). This increase in mobile phone usage among university students around the world is also a trend across universities in China.

Several government policies that support the incorporation of smartphones in education have been released by the Chinese Ministry of Education. On April 18, 2018, the Education Informatization 2.0 Action was released. It states the requirements for the modernization of education till 2035 (as directed by The State Council of the CPC Central Committee in 2017) and the responses to "smart education" (as directed by The State Council of the CPC Central Committee, 2019). On February 23, 2019, the Chinese government, through the General Office of the State Council of the People's Republic of China published the Implementation Plan for

Accelerating Education Modernization (2018-2022). The plan is aimed at substantially modernizing China's education system by promoting education informatization and the integration of information technology and education. Under this plan, the Chinese Education Ministry published a guideline for the College English Curriculum in 2020 which mentions that the extensive use of advanced information technology should be encouraged, and a favourable environment and facilities should be provided to students for language learning to change the existing teacher-centred pattern to students' individualized learning.

Considering the above, as well as the Implementation Plan and the guideline for College English Courses announced by the Chinese government and smartphone growth and widespread use, especially among Chinese college students, it would be logical to conclude that smartphones will continue to influence Chinese college students' daily lives as well as their English language learning process. Additionally, smartphones are becoming widely used in learning as it is believed they can improve knowledge memorization and increase student engagement. Moreover, smartphone-based foreign language learning applications could facilitate the development of learners' linguistic intelligence. Above all, smartphones can also expedite both independent and collaborative learning (Burden et al., 2016) which could facilitate student-centred learning (Iqbal et al., 2017).

Clearly, Chinese university students' vocabulary size is much lower than the requirement of the syllabus of the college English curriculum and the vocabulary size of 4200 words needed to pass CET 4 and 5500 needed for CET 6. Therefore, students should focus more on enlarging their vocabulary size.

To master the English language, Chinese L2 learners need approximately 2200 class hours of English learning (Dörnyei & Kubanyiova, 2014). Due to the lack of language context, limited class hours, and limited focus on output skills, Chinese college students do not have enough time to learn and practice English in the traditional classroom setup (Tan, 2019). According to previous studies by Lin (1999) and Hui (2004), Chinese university students' vocabulary size is deficient due to the limited English class hours. In most universities in China, students must attend English classes weekly for their first two years. For the first year, they have two periods of intensive reading weekly and two periods of language listening class every fortnightly. However, in their second year, they only have two periods of reading and listening classes every fortnight. Every period is only about 40 to 45 minutes. This means the students would only have 57-64 hours of English classes with 16-18 weeks of classes each semester during their time at the university. Given the fact that students are required to have a vocabulary size of 1,800 words when they enter university students will have to widen their vocabulary from 2,400 words to 4,200 during their two years of English learning (Hui, 2004). Thus, with the limited class hours, it is quite difficult for college non-English major students to acquire enough vocabulary during formal class time. College students, therefore, must acquire the required vocabulary outside the classroom by themselves to pass the exams. Therefore, if a Chinese student wants to understand all his or her academic reading materials in English, pass the CET 4 and 6 exams, and/or the postgraduate entry English examination to pursue a master's degree, he/she needs an efficient vocabulary learning approach that they can use outside the classroom to enlarge their vocabulary size.

With regard to vocabulary learning, research shows that students have a positive attitude toward learning new words through vocabulary applications since it is portable and friendly to use (Lai & Gu, 2011; Lei, 2018). Moreover, Mobile Assisted Language Learning (MALL) offers EFL learners a portable, original social and contextual environment to learn English (Kukulska-Hulme, 2009; Mulyadi et al., 2022).

The goal of the intended study is to investigate the impact of the use of Baicizhan (an English vocabulary learning application) on the students' proficiency, specifically, how it affects the Chinese non-English major students' receptive vocabulary knowledge and their perceptions of the effects. The methodology applied to the intended study will be quantitative in nature.

Keywords: L2 Vocabulary Learning, English Learning Applications, Smartphones, EFL

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PGRC 2022-8239

Teaching 21st Century Learners: A Paradigm Shift among Biology Educators

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Teaching 21st Century Learners: A Paradigm Shift among Biology Educators Extended Abstract The number of students enrolling in science courses has fallen from the year 2017 to 2019 (Ministry of Education, 2019) with four times more arts and language educators than science educators, which may stifle efforts to produce fourth industrial revolution (IR 4.0) talents in response to increased industry demand. Therefore, changes in educational approaches are required in light of socioeconomic demands and technological advancements to prepare 21st century learners with workplace readiness skills (Chigona, 2015). A new generation of biologists is needed that are eager to recognise major challenges in biology and invent new ways to solve them. This mission will be impossible to accomplish if students are uninterested, bored and lack confidence in their ability to learn and engage with biology (Peffer, 2020).

Keywords: 21st Century Skills, Innovative Pedagogies, Student-centred Approach, Effective Teaching and Learning, Pedagogical Competencies

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PGRC 2022-7802

The Role of Self-Regulating Vocabulary Capacity in The Relationships Between Self-Efficacy, Motivation and Vocabulary Knowledge: A Structural Equation Modelling Approach

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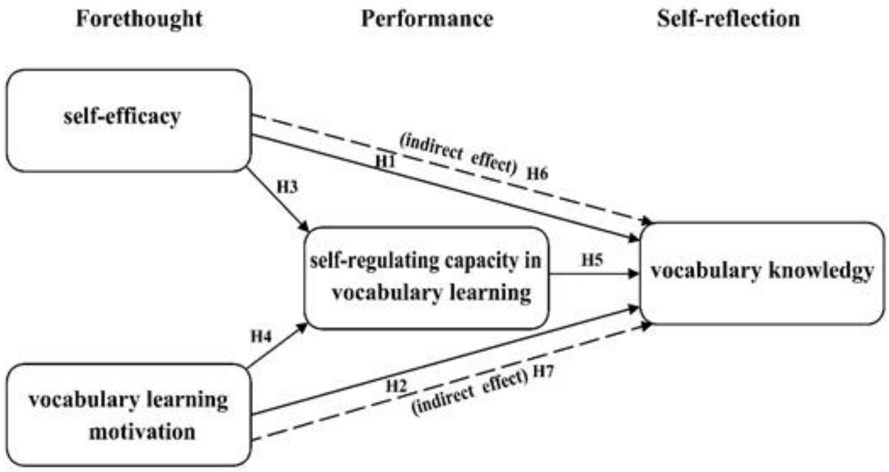
Vocabulary learning occurs throughout the process of learning a language and due to time limitation and class size, it often occurs outside the classroom. From the perspective of learners, it is found that learners need to regulate their vocabulary learning independently most of the time outside the classroom. This would require learners to use self-regulation skills which could cover greater intentional effort. It also appears to necessitate considerable deliberate effort concerning strategic learning in order to improve learners' learning efforts. These intentional efforts on strategic learning are part of the integrated components of self-regulated learning (SRL). SRL defines a "construct that refers to the processes that can facilitate the development of strategic, motivated, and independent learners" (Mieder & Bugos, 2017, p. 579). Additionally, developing SRL capacity in students encompasses teaching the students how to manage their learning in an active and efficient manner. SRL is regarded as one of the essential dimensions of 21st-century learner competence where the whole notion is an off-shoot of the emphasis on lifelong learning (Taranto & Buchanan, 2020; Skinner, 2015).

In this study, therefore, it is worth examining students' use of self-regulating capacity in vocabulary learning hereafter SRCvoc), which is the ability that students have to propel themselves to explore strategic learning mechanism that is more individualized. In so doing, it stresses the underlying self-regulatory capacities of the learners which enable them to select and apply certain language learning strategies. However, it is insufficient just to merely concentrate on determining the right strategies to use and in what manner they can be used. Additionally, learners should be motivated and self-initiated to apply the learning strategies when they are learning. Here, self-initiated efforts indicate the learners' personal strategic efforts to take charge of their own learning.

Most research that examines the self-regulating capacity in vocabulary learning had shown much concern for the validation of the SRCvoc scale in different settings, such as the studies carried out by the Japanese scholars, Mizumoto and Takeuchi in 2012 and in Turkey by Yesilbursa and Bilican (2013). Mizumoto (2013), on the hand, suggested that the SRL process (staged forethought, performance and self-reflection can boost self-efficacy and increase vocabulary knowledge. Self-efficacy also appears to fuel learners' motivation (i.e., the desire to initiate their learning) and volition (i.e., the willpower to assist learners to maintain their learning when facing distractions). These operants allow learners to persevere in the face of adversity resulting in improved learning outcomes (Onoda, 2014). According to Bandura and Locke (2003), self-efficacy lies at the core of the self-regulated learner's belief system and vocabulary learning motivation has been found to impact vocabulary learning by the mediating role of learning strategies (Ore et al., 2018; Zhang et al., 2017). On another dimension, Shi (2014) investigated the relationship between learners' self-regulating capacity and learners' academic performance and revealed that the level and effect of learning are not quite the same due to the influence of different levels of self-regulating capacity. It is nonetheless affirmed that a low level of self-regulating capacity in vocabulary learning (SRCvoc) is one of the reasons of getting poor English achievement.

Despite our growing knowledge of the impinging constructs, the relations between self-efficacy, motivation, and self-regulating capacity in vocabulary learning and vocabulary knowledge in the Chinese vocational college context have not been adequately explored. Relatively little is known about how the constructs contribute to vocational college students' vocabulary learning. To provide insights and knowledge, a study will be conducted using structural equation modelling (SEM) to explore how and why self-efficacy and vocabulary learning motivation impact vocabulary knowledge by self-regulating capacity in vocabulary learning. Based on the research objectives, this study proposed a hypothetical model (as shown below) that underlies the research.



To carry out the research, the target participants consisted of 460 freshmen of high vocational college were randomly identified from Shandong province in mainland China. The instruments for data collection involve questionnaires and a Vocabulary Knowledge Test. The questionnaire on self-efficacy was adapted from Mizumoto’s (2013) study and Rosenberg’s Self-Esteem Scale (1965) with a Cronbach’s alpha of 0.88. Five dimensions of vocabulary learning motivation form another instrument which is sourced from Tanaka’s (2016) study (Cronbach’s alpha = 0.86). The five dimensions refer firstly to intrinsic motivation which explicates the behaviour engaged in relation to enjoyable feelings (e.g., ‘Learning English vocabulary is enjoyable’); followed by motivation which represents a lack of learning motivation (e.g., 'Learning English vocabulary is meaningless’). The third dimension concerns the values and importance of vocabulary learning (e.g., 'English vocabulary will be necessary in the future’) and the fourth refers to introjected regulation which concerns the maintenance of self-worth (e.g., ‘I’d feel ashamed if my classmates think that I am an incapable student’). The fifth dimension is external regulation which covers external rewards or avoiding failure (e.g.I want to get high scores on tests).

The SRCvoc instrument consists of five subscales which are adopted from the RCVoc instrument used by Tseng et al. (2006) (Cronbach’s alpha = 0.78). Commitment control is scaled with a focus on maintaining goal setting (e.g., 'When learning vocabulary, I believe I can achieve my goals more quickly than expected.'); while metacognitive control is related to controlling concentration and procrastination (e.g., 'When learning vocabulary, I think my methods of controlling my concentration are effective.'). Satiation control is focused on reducing boredom (e.g. 'When feeling bored with learning vocabulary, I know how to regulate my mood in order to invigorate the learning process') and emotion control is concerned with the handling of disruptive emotional states (e.g., 'When I feel stressed about my vocabulary learning, I cope with this problem immediately.'). Finally, environment control refers to the controlling of negative environmental factors (e.g., 'When I am studying vocabulary and the learning environment becomes unsuitable, I try to sort out the problem.'). SRCvoc is considered a reflective and formative second-order construct in SEM modelling. Using a six-point Likert scale, participants will respond to the items of the instruments (1 = strongly disagree, 2 = disagree, 3 = slightly disagree, 4 = slightly agree, 5 = agree, 6 = strongly agree) other than the vocabulary test. In the vocabulary test, vocabulary knowledge is measured by vocabulary breadth as well as vocabulary depth. Participants' vocabulary breadth is measured by an instrument adapted from Schmitt, Schmitt, and Clapham (2001). The participants' vocabulary depth is measured by the Word Associates Test (WAT) designed by Read (1998).

In view of the complexity of the formative and reflective construct addressed in this study, the SEM method using the partial least square (PLS) technique will be applied. Through the findings obtained from the analysis of the generated data, it is hoped that the relations of the targeted variables are revealed meaningfully to give credence to the hypothesized model that concerns SRCvoc among college students in China as the main issue explored in the study.

Keywords: Self-regulating Capacity, Self-efficacy, Vocabulary Learning Motivation, Structural Equation Modelling

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PGRC 2022-8240

Challenges and Opportunities of Remote Teaching and Learning During COVID-19 for International Chinese College Students

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The COVID-19 exposed both the unique charms and problems of remote teaching and learning. In this study, five Chinese international college students who enrolled at various international locations and participated in remote teaching and learning classes in China were analyzed and collected for their specific learning issues and experiences. There are several main issues related to remote teaching and learning among international Chinese students addressed in this study, by recorded four recording remote classrooms where students interacted with teachers and peers by raising their hands to answer questions, turning on the camera, entering and exiting the remote classroom, and engagement in the remote classroom. Based on these remote teaching and learning problems, the study conducted an in-depth interview with five international Chinese students during the COVID-19 to find out how remote teaching and learning affects international Chinese students' learning experiences during the COVID-19, where students faced both challenges and benefits. The implications of this research included adjusting students' attitudes toward learning and technology according to their learning status and learning outcomes in remote teaching and learning (Lapitan, Sumaling, Sabarilla, Diza, 2021).

Foremost, during the COVID-19 epidemic, the traditional teaching model cannot accommodate the needs of international Chinese students. The lockdown control, however, has trapped most international Chinese students in China (Ma & Miller, 2020). The COVID-19 epidemic policy has led to the rapid development of remote teaching and learning in the past two years. One study conducted by Means and Neisler in 2021 looks at national survey data of 1,008 U.S. undergraduates taking for-credit college courses that had previously been taught in person but were now taught online. They found that course satisfaction after moving online was much lower.

Thirdly, schools and colleges immediately closed their campuses and required students to take classes remotely during the COVID-19 outbreak, it is difficult to achieve teacher-student interaction, and they have fewer opportunities to conduct campus activities (Maya & Marcus, 2021).

Currently, remote teaching and learning present both challenges and opportunities. While international Chinese students are facing new challenges to enhance their remote learning experiences and improve their learning effectiveness, this study aims to clearly identify the challenges and opportunities of remote teaching and learning among international Chinese students during the COVID-19.

Specifically, this study intended to analyse the following research questions:

1. What are the problems faced in the current implementation of remote teaching and learning during the lockdown among international Chinese students in China?
2. How does remote teaching and learning affect international Chinese students' learning experience during the COVID-19?

As aforementioned, this study focuses on ways to understand the challenges and opportunities of remote teaching and learning among international Chinese students. This study focuses on a qualitative approach to collecting data. Two types of research data were collected for the purpose of this research: Observation data, and in-depth interviews.

In terms of observation data, from four remote teaching and learning video recording sessions, this study was being observing the way learners learn and respond towards teachers and peers during COVID-19, the analysis of the international Chinese students' problems revealed four main themes: (1) Networking issues (2) Lack of communication (3) Motivational demands (4) Female students are more extroverts.

The interview was also carried out among five international Chinese students who enrolled at different overseas colleges, collecting more stories and materials about international Chinese students' experience in order to gain a deeper understanding of their learning world, thus, international Chinese students report many challenges in their learning experiences, the analysis of the international Chinese students' data revealed six themes: (1) limited communication with peers and teachers, (2) struggles with mental stress, (3) lack of technical support, (4) limited activities without a campus life, (5) lack of teaching passion and teaching experience towards teachers, (6) hindering through time and space concerns, (7) culture shock. Also, this study also explored the benefits of the learning experience of international Chinese students concerning their remote teaching and learning experience as follows in five themes: (1) convenient environment, (2) greater teacher support, (3) technology development in education, (4) cost saving, (5) quality resource and assessment.

For students, remote teaching and learning can be fun and engaging, which can also help them develop important skills in the 21st century. Many remote lessons can be interactive, which means that it gives students a chance to practice new skills, like typing, computing, and learning how to follow instructions. Furthermore, remote learning allows students to see their own difficulties in remote classes, such as how to mobilize student cooperation, distribute engagement in remote classes, etc. However, due to the lack of face-to-face communication with teachers, students need to improve their own self-discipline, through a deeper understanding of their learning problem, experience, needs, and analysis of countermeasures to improve their future learning and efficiency (Veletsianos, 2020). This study will provide valuable insights for future remote classroom and online learning in higher education after COVID-19.

Keywords: Remote Teaching and Learning, International Chinese Students, Learning Experience, COVID-19

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PGRC 2022-8242

Teacher-Child Interaction: Implementation and Problems Faced by Teachers in Kindergarten Classrooms in China

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In recent years, the improvement of teacher-child interaction quality is the demand for preschool education development worldwide. Many countries believe that the development of early childhood education is closely related to the interactive implementation of kindergarten classrooms. Teacher-child interaction has gradually begun to be an essential indicator for evaluating the quality of preschool education. Pianta, head of the Early Childhood Education Research Center in America, believes that the critical factor in assessing kindergarten is the quality of teacher-child interaction. Effective teacher-child interaction needs to build a new type of teacher-child relationship and generate interactive effects to improve the quality of education. Teachers in China still face many problems implementing quality teacher-child interaction in the classroom. How to make teachers' existing concept of teacher-child interaction truly internalized into classroom teaching behaviour, and mastery of the characteristics and structural indicators of effective teacher-child interaction behaviour, to promote children's overall development is still a problem facing current Chinese teaching reforms. Therefore, based on the needs of teachers to improve the quality of teacher-child interaction, this research will deeply interpret the implementation process of teacher-child interaction and find out the problems existing in teacher-child interaction.

Based on this central question, the research objectives and questions focus on two aspects: first, to examine the implementation of teacher-child interactions in the observed classrooms. This study analyzes how teachers interact with children regarding emotional support, classroom organization and instructional support. After that, it compares and summarizes the effective interaction behaviours and ineffective interaction behaviours in the implementation of teacher-child interaction. Secondly, this study identifies the problems and causes faced by teachers in implementing teacher-child interaction.

The research on interpersonal interaction summarized two paradigms: one is the structural paradigm, and the other is the process paradigm. The structural paradigm of teacher-child interaction pays more attention to the static representation of teachers and children, that is, the research on the teacher-child relationship. The process paradigm of teacher-child interaction focuses on the interaction and mutual influence between teachers and children to investigate the behaviour itself. That is the implementation of teacher-child interaction. This study follows the process paradigm in interpersonal interaction research, starting from the occurrence and continuous process of interactive behaviour between teachers and children, observing and analysing the complex and detailed behaviours of the two, and explaining the implementation of teacher-child interaction. The research paradigm of this study will be based on interpretivism. Interpretivism aims to explore and understand the participants' subjective points of view and lived experiences rather than predicting future outcomes. By observing the implementation of teacher-child interaction, this research will interpret and analyze teacher-child interaction behaviours to seek the internal structure, meaning and relationships between interactive behaviours.

Teacher-child interaction is difficult to quantify because of its complex and salient nature. The implementation of teacher-child interaction is well suited to use the qualitative methodology. Qualitative research methodology is characterized by a holistic investigation of situated phenomena. Individuals, groups, events, activities, and processes are examined comprehensively in their naturally occurring contexts and meaning is interpreted locally, for the particular time and setting in which the research occurs. The goal of this study aligns with qualitative research purposes because it is not attempting to produce generalizations but hopes to "examine particular phenomena that may be characteristic of particular individuals and groups of the teacher-child interaction by using qualitative criteria".

This study will use a case study. Case studies analysis involves describing the actual event as observed from the data collection process. The case study will be applied to multiple cases in this study. This study first presents independent cases and then gathers relevant research results for cross-case analysis. Cross-case synthesis in this study observes the patterns of the results of different cases to summarize the data of the case study. In-case analysis is first carried out to analyze the teacher-child interaction in each classroom observation. Next, the cross-case analysis is done in combination with various observation cases, mainly reflected in comparing cases between effective and ineffective interactions.

The sample uses purposive sampling. The sample will select six teachers from Langfang City. This study will use an observation guide and interview protocol as instruments for data collection. In order to ensure trustworthiness, this study will use prolonged engagement, persistent observation and member checks. The reliability and validity of the interviews conducted are mainly carried out in two ways, namely member check and peer review. Additionally, the supervisors and experts will provide suggestions and guidance to improve the reliability and validity of the instruments. Data analysis will use inductive data analysis and constant comparative analysis. The inductive approach uses patterns, relationships, and themes to describe the data analysis.

Keywords: Teacher-Child Interaction, Implementation, Problems, Classroom Quality

PGRC 2022-8241

Challenges and Opportunities of Remote Teaching and Learning During COVID-19 for International Chinese Students in College

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During COVID-19, remote teaching and learning quickly infiltrated the classroom, revealing both its charms and potential pitfalls. There are several main issues in remote teaching and learning among international Chinese students, primarily based on phenomenology theory. Observations and interviews were conducted with international Chinese students to determine their main concerns about remote learning and teaching. To restore the real remote teaching and learning world of college students, this study analysed and collected the specific learning issues and experiences of six international Chinese college students who enrolled in different overseas countries and participated in remote teaching and learning classes. In spite of this, the study conducted interviews with international Chinese college students who had positive or negative learning experiences in remote teaching to classify the learning issues. Studying six international Chinese college students' issues and experiences in rich and real learning environments. Thus, the study was divided into three categories, offering some recommendations and suggestions for future international Chinese students.

Keywords: Remote Teaching and Learning, International Chinese Students, Learning Experience, COVID-19

Gastronomy & Food Studies

PGRC 2022-6886

Cavite Mussel Industry's: Development of Composite Green-lipped Mussel Shell (GLM) and Banana Peel Flour (BPL) as Functional Pasta/Noodle Ingredients

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The peel and shell of green-lipped mussels and bananas represent about 40% of the total weight that has been underutilized. It is rich in dietary fibre, carotenoids, protein, PUFA, Calcium and potassium. The primary objective of this study is to develop a Functional pasta/noodle with potential health benefits and functional properties by incorporation of GLM shell and BPL flour.

Keywords: Green-Lipped Mussel (GLM), Functional, Product Innovation, Banana Peels (BPL), Fruit Waste

PGRC 2022-7807

The (new) image(s) in Reflexive Modernization: Gender in Food Transition

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Reflexive modernization builds a tense and paradoxical process concerning radical change that is an alteration in self-consumption production and local feeding habits. At the same time, the (new) power and discourses encourage people to embody diverse and fluid self or body images. In the end, it makes consumption an important tool for understanding the construction of the "new" (Stiven, 1998). In this context, the exploration of gender becomes essential as gender roles change along with modernization. Unfortunately, the exploration of gender in the grand modernization theory is neglected, including in the women's and sexuality movement (Stivens, 2019). As a social construction, gender is a recognition of differences within women, such as stratification and class. On the contrary, modernization belief in a homogenous society using western "modern" creates a better situation. Nevertheless, those contradictive situations create (new) social forms, (new) classes, and (new) imaginings.

Using Indonesia's circumstances, the political era transition may become a pivotal point in exploring the transformation of production and consumption. Framing situation between 1967 (New Order Era) to 2021, the expansion of western influences, including products, lifestyles, technologies, and ideologies, changed the images of women. The upgrade to the western way of life becomes a new benchmark for society.

The slogan "peran ganda" or dual role for women, became a new value of women's image in 1993. Women are constructed not only as mothers and wives but also workers. In unison, the situation constructs the private realm of domestic food preparation in households to become public eating. The state and religion are competing to take part. Under Soeharto's regime, the position of women in national development was regulated in GBHN (Garis-Garis Haluan Negara – Guidelines of development planning) in 1978 and 1983. It encourages the demand for becoming "ideal women/ mother," and the interlocking system comes from gender, religion, class, race, and sexuality and its exposure to the variety to rethinking the change in lifestyles, consumption, and culture. As a part of economic development, the responsibility of women is not only to build a healthy family and nurture children but also to physically labour to raise children. The "new" position of women in the labour market shapes a new characteristic of women, called high-heeled warriors, who are educated, act as consumers, and can balance between family and career. As a result, the role of women is challenged by economic development. At the same time, the differences in economic status and (new) identity open up a critical reflection on intersectionality discussions, such as class, norms, rules, and habits (Adkins, 2003). The participation of women in economic development causes a shift in food production and consumption transition.

The demand in the workforce enlarges the concept of intimate eating (Mannur, 2022) between women and the kitchen. For example, in Javanese women, their role as food managers makes the kitchen a symbol of connecting with their family. Moreover, the kitchen has also become a place for social interaction within the community. The movement in the kitchen embodies and builds a space in the house for a woman. Nowadays, reflexive modernization influences middle- and upper-class women to hire domestic servants to undertake household chores. Alternatively, they will enjoy going beyond production formed by the communalization of public areas and sharing networks. The kitchen is not only a place in domestic areas but transformed into public areas, such as restaurants. In addition, the transformation distinguishes between gender and gender roles in public and private spheres.

Furthermore, the expansion of urban sprawl builds new opportunities and redefines consumption as there is compression of time and space during modernization. In Javanese culture, women are labelled as "pingitan" as they cannot go outside or obtain an education (Sujati & Haq, 2020). But reflexive modernization extends the definition of space and place. Nongkrong habits are not only a practice of family or close friends in the private sphere but also public sphere for women and men. Warkop and angkringan become new social spaces, such as Coworking and cafes. The number of coffee shops increased tripled from 2016 to 2019, from 1.083 to 2.937 shops in Jakarta. It indicates the new socialized form, economic development opportunities, and expanded urban space. Furthermore, coffee shops become spaces to exhibit social status. Women who spend much time at cafes or coffee shops are labelled "success women "because they consider having stable finance. On the contrary, family togetherness at the dining table at home is no longer common practice. It can be understood as failure in the Javanese context as they idolize togetherness as a family. But the idea of failure also opens up the criticism of modern familiarity and intimacy.

Using the food social space (Poulain, 2017), the transformation of practice in domestic space is proposed to understand transitioning of production and consumption. The study proposes to use a sequential explanatory design as neither quantitative nor qualitative approaches can effectively give a detailed explanation of the situation in production and consumption through the transformation of gender roles. It can help to understand the complexity of entanglement between gender roles in food transition. As gender is increasingly self-reflexive and self-produced during reflexive modernization (Caetano, 2013), the intimate transition in gender becomes a substantial exploration of food transition. In production, the intimacy between women and the kitchen is a starting point for investigating food transition in the domestic sphere. In contrast, the relationship between women as eaters and their roles is an inquiry into (new) consumption form. In the quantitative approach, the transformation will investigate 295 girls and women in Gunung Kidul, Special Regions of Yogyakarta, Indonesia, who stayed at the periphery using a modified questionnaire by Poulain et al., (2014) while the ethnographic method will be used in the qualitative approach.

The transition of women's roles between the private and public spheres during reflexive modernization opened space to discuss new production and consumption shapes. At the same time, food production and consumption become a possible discourse to understand the (new) form of food, eating, place-making, and self-and/or cultural identity. At the same time, it opens the discussion to acknowledge gender perspectives and deconstruct gender norms as they are usually silent in society.

Keywords: Food Transition, Indonesia, Reflexive Modernization, Gender, Women

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PGRC 2022-7820

Research on Social and Cultural Characteristics of Kindergarten Diet Based on Gatekeeper Theory

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The prevalence of overweight or obesity in children is not a traditional problem in China, but a new problem that has emerged with social development. Some efforts have been made to research kindergarten staff on kindergarten diet. Although some conclusions have been drawn, such as the nutritional knowledge of kindergarten staff should be improved and continuing education enhanced (Zhang, 2022); eating behavioural goals, food science goals, and food culture goals should be refined and detailed plans developed (Lu, 2020). However, these findings are all based on the assumptions of Rational Choice Theory (RCT). In this case, the solution to enhance work behaviour is to improve the professional competence and level of the staff, or the actual behaviour is completely dependent on the level of professionalism. Although the fact that different kindergarten children's nutrition research is carried out for staff, the studies did not capture the key staff in determining kindergarten diets. In this case, the final conclusions tend to point to institutional development and budgetary levels (Wen-jun, 2021; BiXin, 2020).

A new strategy is proposed in this study. First, the key points in kindergarten children's diets were differentiated according to the gatekeeper theory, and kindergarten diet gatekeepers were identified. Second, it is hypothesized that a large proportion of the eating decisions made by the gatekeepers for children are 'unconsidered', 'reckless', 'unconscious and habitual', and that eating decisions are reflected in socially and culturally pre-defined behavioural scenarios (Poulain et.al., 2022). This assumption allows for a distinction between social norms and the social behaviours of gatekeepers, which can be further extended to explore the barriers to the implementation of kindergarten food policies. Third, to link Eastern modernization to sociocultural characteristics, we can explore the transformative impact of urbanization development on kindergarten diets.
The urbanization rate of Changsha City, Hunan Province reached 83.2% in 2021 and increased by 13.05% in ten years. The per capita disposable income of urban residents increased from

21300 RMB to 44900 RMB in ten years. Therefore, it is a good example to study this area. This study uses kindergartens in Hunan Province, China, as an example. The strategy can also be applied to other regions or other time periods for comparison purposes.

Explanatory choices about actual behaviour stem from a theoretical position that assumes that a large proportion of the eating decisions made by the gatekeepers for children are 'unthought out', 'reckless', 'unconscious, and habitual', and that eating decisions are embodied in socially and culturally predefined behavioural scenarios (Poulain. et.al., 2022). This is known as 'Kindergarten food patterns', which are the infrastructure for decision-making. The gatekeepers who design, cook, and assist children in eating use these patterns as if they were 'natural' and they are rarely aware of their existence. This is in marked contrast to the nutritional approach of rational choice theory. This is because 'food patterns' are not only 'decided' by eaters, but also by gatekeepers who shop, cook, and prepare meals (Poulain, 2020).

The social norms of food gatekeepers are rooted in cultural, social, and work traditions and in nutritional literacy. They emerge primarily from the developmental socialization of the gatekeeper. However, these norms are also influenced by prevailing views of public health in relation to children's diets. Social norms may also be influenced by the work instructions or work constraints of superiors (e.g., kindergarten directors). The social norms of the gatekeepers of kindergarten diets are mainly expressed in their claim to be the 'appropriate diet for children'. Their expression is generally based on several aspects: (1) “What is a proper meal for children? ” (2) “What is a proper food for children?” (3) “What is good food for children's health? ”(4) “What foods should be reduced for the health of children? ” (Poulain, J. P. et.al., 2014)

The gap between social norms and actual behaviour seems to be a cultural lag. For example, social norms that have moved away from feasting on high fat, sugar and animal protein now say that children should consume less fat and more fruits, vegetables, fibre, and water. But the food gatekeepers are still putting more fat, sugar, and animal protein into children's diets (Caballero & Popkin, 2002). In other words, nutritional transition is a lagging relationship between social norms and actual action. Research questions are below:

1. What is the gap between the social norms of kindergarten gatekeepers and the actual behaviours of kindergarten children’s diets?

A. In the structure of courses, what is the gap between the diet designers' claim of 'appropriate lunch for children' and the diet designers' gatekeeping behaviour?
B. In the structure of courses, what is the gap between the chefs' claim of 'appropriate lunch for children' and the chefs' gate-keeping behaviour?
C. In the structure of courses, what is the gap between the caregivers' claim of "appropriate lunch for children" and the childcare workers' gate-keeping behaviour?
2. To explore the diverse influences of modernization on social norms and actual behaviour in relation to food, based on sociocultural characteristics.
3. Based on gatekeeper theory, what are the barriers to policy implementation for kindergarten diet gatekeepers in the context of rapid modernization? What are the suggestions?

In contrast to most studies based on Rational Choice Theory (RCT), this study assumes that a large proportion of the actions of food gatekeepers are not carefully thought-out decisions, thus allowing for the separation of social norms from behaviour. The research strategy for kindergarten gatekeepers allows these different social norms and behaviours to be compared according to different time periods, regions, and categories of kindergartens can also be used to compare and analyze the implementation of kindergarten dietary policy in different regions. It can be used by researchers, public, and private policymakers, educators, and students.

Keywords: Kindergarten Nutrition, Kindergarten Diet, Food Gatekeeper, Kindergarten Food Patterns

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PGRC 2022-7890

The Effect of The Quality of The Food Served on Guests Satisfaction at Atlantis Restaurant, Mercure Padang Hotel, Indonesia

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Research has been conducted by researchers with the title "The Effect of The Quality of Food Served on Guests Satisfaction at Atlantis Restaurant, Mercure Padang Hotel, Indonesia". Researchers raised this topic as a study because researchers are interested in examining how influential the quality of the food served by Atlantis restaurant is on the satisfaction of Atlantis restaurant guests, and whether the effect can have a big impact or only a small impact. This research was conducted by identifying the problem in advance where there were several guest reviews from restaurants who were dissatisfied and there were also some restaurant guests who were satisfied with the quality of the food at the Atlantis restaurant, Mercure Padang Hotel. For these reasons, the researcher uses 7 dimensions on the X variable, namely Food Quality and uses 4 dimensions on the Y variable or Guest Satisfaction. This researcher uses this as a basis in order to find out how much influence the two variables have and determine the relationship between the two variables, namely Variable X or Food Quality and Variable Y or Guest Satisfaction from Atlantis Restaurant, Mercure Padang Hotel.

In this study, researchers used a quantitative type of research with the correlation method which is useful for finding information about the relationship between the two variables, namely Variable X and Variable Y. get a sample of 100 respondents. Researchers also use several tests and analyses in order to support this research which can be in the form of validity test, reliability test, normality test, heteroscedasticity test, simple linear regression test, coefficient of determination test R 2, along with T-test. The analysis is useful to find out whether the collected data can contribute normally or not to this research. If these data are, this research cannot be continued, therefore the researcher finds out and manages the data using these tests. After using these tests and analyses, the researcher has obtained the results of this study in which Variable X or the quality of the food served has a significant and positive effect on Variable Y or Guest Satisfaction at Atlantis Restaurant, Mercure Padang Hotel. The results obtained from the coefficient of determination R 2 that there is an influence of the quality of the food served on the satisfaction of guests at Atlantis Restaurant, Mercure Padang Hotel, amounting to 71.1%. Then, there are also suggestions that researchers will give to the Atlantis restaurant management in order to maintain the quality of its food and other factors that can support each other (quality of service, the atmosphere of the restaurant that makes guests comfortable, etc.), carry out various promotions to keep introducing Atlantis restaurant in other communities (tourists). If this continues to be maintained and make improvements regularly so that the satisfaction of consumers or restaurant guests remains, they will also make return visits or make recommendations to the people around them. In addition to suggestions aimed at Atlantis restaurant management, researchers also provide advice to researchers who raise topics or research with the same variables in order to further develop and deepen this research with the same variables as Food Quality and Guest Satisfaction so that there are new innovations or ideas. new in the preparation of the research.

Keywords: Guest Satisfaction, Quality of Food, Restaurant

PGRC 2022-7826

The facilitators and barriers of substituting white rice with red rice as a staple food

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In recent years, the prevalence of diabetes has risen significantly worldwide (World Health Organization, 2016). In countries with alarming incidences of diabetes, high consumption of polished white rice was recorded (Nanditha et al., 2016). This has drawn attention to research on the association between white rice consumption and type 2 diabetes risks. Several studies have shown a positive, yet dose-dependent, the relationship between the two parameters, and the association are stronger among Asian populations compared to their Western counterparts (Hu et al., 2012; Ren et al., 2021). These findings, alongside the blooming evidence on the health benefits of other rice varieties (Bhar et al., 2021; Imam et al., 2012; Thomas et al., 2015), have urged health-conscious consumers to quest after alternatives for white rice in their everyday diet (Danquah & Egyir, 2014; Mir et al., 2020).

Unlike white rice, unmilled red rice has a much lower glycemic index (GI) value and possesses anti-inflammatory characteristics, suggesting its therapeutic properties for chronic diseases (Meera et al., 2019; Se et al., 2016). While the substitution of white rice with red rice may be a plausible way to control the epidemic, there is a lack of population-level red rice intervention studies to confirm its antidiabetic potential. In terms of feasibility, several studies have reported low consumer acceptance of red rice among Asians because of its hard texture, husk flavour and musty odour (Juemanee et al., 2018; Sudha et al., 2013). Apart from sensory factors, the habituation and strong cultural preference for white rice due to long-standing traditions were regarded as major barriers to the dietary shift from white rice to red rice among certain populations (Adebamowo et al., 2017; Gyawali et al., 2022; Helmyati et al., 2020). These findings have reflected potential challenges for the promotion of red rice as a substitute for white rice. Considering that individuals conform to sociocultural norms to enhance connectedness within a social group (Higgs, 2015), research exploring the influence of sociocultural norms and routines related to rice preparation and consumption is much needed to ensure a sustainable dietary shift.

The Rice Intervention in Chronic Health (RICH) study is a six-month intervention trial that investigates the effect of rice substitution on cardiometabolic risk factors among healthy and diabetic Malaysians. Embedded in the RICH study, this study aims to explore the facilitators and barriers towards the substitution of white rice with red rice among healthy and diabetic Malaysians from the lens of social practices. The research framework used in this study is a combination of concepts from the theories of practice (Warde, 2005; 2014; 2016), the Health Belief Model (Hochbaum et al., 1952) and Berlyne's two-factor model (1970).

A total of 32 to 48 subjects in the red rice group will be purposively selected from the RICH study based on their sociodemographic information, household cooking practices, 3-day dietary records and rice purchasing habits. They will be invited to participate in a focus group discussion (FGD) in the last two months of intervention (T_{16}-T_{24}). A total of eight FGDs (four for each category), each consisting of four to six participants, grouped based on their socio-cultural background, will be conducted until data has reached saturation. The FGDs will be conducted in English, Malay or Mandarin depending on the preferred language of the majority of the participants in the same group. All sessions will be audio- and video-recorded. The recordings will be transcribed verbatim and translated into English. The translated transcripts will be exported to NVivo software for data management. The data will be analysed using the open coding method, whereby transcripts with similar meanings will be colour-coded in the same colour and grouped together. The theoretical thematic analysis approach will be applied to identify emerging themes from the codes developed.

Considering that food behaviour is multifaceted, this study attempts to understand the dietary shift from white rice to red rice through the four levels of observation: psychosensorial, individual, microsocial and macrosocial, proposed by Desjeux (1996). Currently, three FGDs consisting of a total of 14 healthy participants were conducted and eight themes were identified. Among the participants, 10 participants are females and four are males, with an average age of 37. Regarding ethnicity, the majority of them are Chinese (n=6), followed by Malay (n=5), Indian (n=2) and others (n=1).

The acceptance of the sensory properties of red rice, past experience of consuming unmilled rice and repeated exposure to red rice were among the themes observed at the psychosensorial level. At the individual level, participants expressed that their nutrition knowledge and self-efficacy including the availability, accessibility and affordability of red rice has affected their dietary shift from white rice to red rice. In addition to that, at the microsocial level, the participants' family dynamics also play a role in influencing their acceptance of red rice as a staple food. Finally, from a macrosocial point of view, the participants have also regarded their habituation of white rice and the social orchestration of food practices, such as the widespread prevalence of "eating out" practices, as major barriers to the diet transition. The participants shared that by gradually shifting their diet from white rice to red rice, improvising the cooking method to suit their sensory preferences for red rice and practising mindful eating, Malaysians may be able to transition from eating white rice to red rice as a staple food more smoothly.

From the available results, it is understood that the dietary shift from white rice to red rice in the Malaysian diet remains a challenge among healthy adults. As more FGDs are underway, more diverse views and an in-depth understanding of healthy and diabetic Malaysians' experience of substituting white rice with red rice as a staple food are anticipated. Upon successful completion of this study, the findings may offer insights into the sociocultural facilitators and barriers to the shift from the staple white rice to red rice in Malaysia. With this knowledge, sociocultural norms can be better leveraged to improve the diet quality of Malaysians in an effort to half the rising prevalence of diabetes.

Keywords: Red Rice, Dietary Shift, Consumer Acceptance, Socio-Cultural Norms, Diabetes

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PGRC 2022-8135

A Review on Underutilized Local Agri-Crop Averrhoa Bilimbi for Sustainable Food Product Development

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Averrhoa bilimbi or locally called belimbing buluh or belimbing asam is a multipurpose plant that is normally used in the food and medicinal field. In many tropical areas, the tree is cultivated for its fruit. It is mostly found in gardens and is only occasionally grown commercially. This fruit is oval and measures 4-6 cm in length. It has shiny skin that varies in colour from green to yellow (Aflinda and Armi, 2015). This plant thrives in Indonesia, the Philippines, Sri Lanka, Myanmar, and Malaysia, where there is little direct sunlight but plenty of moisture (RahimulInsan et al., 2018). According to the previous study by Yan et al. (2013), Averrhoa bilimbi has traditionally been used to treat coughs, colds, itches, boils, rheumatism, syphilis, diabetes, whooping cough, and hypertension. Southeast Asians use Averrhoa bilimbi as a culinary spice and flavour enhancer for sour dishes. Averrhoa bilimbi is often used by the community as a flavouring agent to provide a sour taste to dishes such as sambals, pickles, chutneys, and fish curries. Besides that, the community frequently uses fruit from Averrhoa bilimbi as a flavouring food to give it a sour taste. The sour fruit that produces star fruit is commonly used as a seasoning in a variety of traditional dishes. Averrhoa bilimbi fruit can also be used to produce sugary beverages and jam (Chandrajith et al., 2016). Additionally, Averrhoa bilimbi (belimbing buluh) has been widely used as a tenderized agent in meat processing (Nakyinsige et al., 2016) Today, the Averrhoa bilimbi fruit tree's genetic resources are largely untapped. Averrhoa bilimbi fruits are plentiful in Malaysia (Yan et al., 2013), where they are underutilized. Neglected and underutilized crop species (NUCS) are plant species that are less well-known and primarily used for traditional purposes such as food, fibre, fodder, oil, or medicinal properties (Chandra et al., 2020). These crops have yet to find widespread use in agriculture. Crops that were once widely or frequently grown are now being phased out for a variety of agronomic, genetic, economic, and cultural reasons. Because these crops are not competitive with other species in the same agricultural environment, farmers and consumers are less likely to use them. NUCS's potential value is frequently underestimated due to a lack of attention paid to them. As a result, they are marginalized, used less frequently, and eventually disappear from the market and our tables. Massawe et al. (2015) emphasized the need for a shift in agriculture to consider non-traditional pathways, such as neglected and underutilized crops (NUCS), as potential future crops. The shift from underutilized crops to future potential crops is thought to be an opportunity to expand underutilized crop species into commercially viable value-added by-products. Expansion of underutilized crops also helps with food security, nutrition, dietary and culinary variety, health, and income generation Nowadays, one of the primary initiatives steered by food manufacturers and small and medium entrepreneurs (SMEs) in response to local consumers' growing concern about healthy eating is the development of healthy foods from local crops (Muhammad et al., 2022).

Averrhoa bilimbi is one of the less developed NUCS, with most of the fruits eaten raw or only processed to be pickled. In fact, the various product development processes may promote this underutilized local crop. An early study by Mayes et al. (2011) claimed development of NUCS crops within its local community would bring positive transformation to that community in terms of food and income security. NUCs will continue to play an important role in boosting income, particularly for farmers, and their improvement will benefit traditional communities and rural areas. Due to a lack of commercial products related to Averrhoa bilimbi on the market, the use of Averrhoa bilimbi as a basis in the preparation of jam, ice cream, and pastries may have a significant impact. It can attract consumers to eat this Averrhoa bilimbi in various forms of processed food products in addition to increasing farmer income. The benefits and nutrients of Averrhoa bilimbi, particularly for health, also will be communicated. Therefore, the Averrhoa bilimbi agrifood supply chain system must be redesigned, which necessitates a clear understanding of the potential to provide environmental, nutritional, and economic benefits. In this review article, our intention is to demonstrate the untapped potential of Averrhoa bilimbi which can be used as a major ingredient in food development and further examine the impacts on the environment, nutrition, and livelihood. In a nutshell, the development of food products through underutilized local agri-crop Averrhoa Bilimbi promotes achieving the United Nations Sustainable Development Goals (UNSDG) prioritized prosperity, people, economic, social, and environmental objectives. This research also may add to the current literature on NUCS and sustainability, specifically in the agri-food industry.

The review could also provide stakeholders, practitioners, and policymakers with a better understanding of innovating a more sustainable means of value-added food products through underutilized crops. Practically, the outcome of this study will shed weight on the government on Agenda 2030.

Keywords: Averrhoa Bilimbi, Underutilized Crops, Food Product Development, Sustainable

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PGRC 2022-8245

A Taste of the Past: Dravidian's Culinary and Cultural History

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This paper aims to describe an ethnographic investigation of the diets food and food habits of the people of Dravidian's A highly interdisciplinary area, Dravidian's history varies from north to south. However, there are various similarities and differences. Essentially, the Dravidian history of food is prompted by the aid of a myriad of cultures, which includes Tamil, Telugu, Kannada and Malayalam and others. The Dravidian languages are a language family spoken especially in southern India and components of eastern and central India, in addition to Sri Lanka with small pockets in southwestern Pakistan, southern Afghanistan, Nepal, Bangladesh and Bhutan, and foreign places in different international locations including Malaysia, Indonesia and Singapore. Different areas in the south are acknowledged for their precise or signature dishes, this may be seen from the prep reparation, strategies of cooking, and availability and use of prominent elements, along with nearby aromatic herbs and spices. This article highlights the nearby Dravidian food, past practices of food culture, and characteristics of Dravidian food. In addition, this article additionally discusses the specific events and table etiquette practices among Dravidian groups.

Keywords: Classical Period, Cuisine, Dravidian, History, Tinais

Proceedings of the Postgraduate Research Colloquium,
Faculty of Social Sciences & Leisure Management,
Taylor's University,
Malaysia
5th - 6th November, 2022

e ISBN 978-967-0173-01-6

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