



UTCC University of
the Thai Chamber
of Commerce
มหาวิทยาลัยหอการค้าไทย



WASHINGTON STATE
UNIVERSITY



CMU
Chiang Mai University

8TH ADVANCES IN HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT (AHTMM) CONFERENCE

AHTMM 2018 PROCEEDINGS

June 25 - 29, 2018

Emerald Hotel, Bangkok-Thailand

CONFERENCE PROCEEDINGS

8th ADVANCES IN HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT (AHTMM) CONFERENCE

June 25 – 29, 2018

Bangkok, Thailand

ISBN 978-0-9964244-3-1

Edited by

Dogan Gursoy, Siripan Deesilatham, & Pairach Piboonrunroj



WASHINGTON STATE
UNIVERSITY



UTCC University of
the Thai Chamber
of Commerce

มหาวิทยาลัยหอการค้าไทย



CMU
Chiang Mai University

<http://www.ahtmm.com/>

ORGANIZERS



WASHINGTON STATE
UNIVERSITY



UTCC University of
the Thai Chamber
of Commerce

มหาวิทยาลัยหอการค้าไทย



CMU
Chiang Mai University

CONFERENCE ORGANIZATION COMMITTEE

Prof. Doğan Gürsoy (Conference Chair)

Washington State University, School of Hospitality Business Management

E-Mail: dgursoy@wsu.edu

Dr Siripan Deesilatham (Conference Co-Chair)

University of Thai Chamber of Commerce, Bangkok, Thailand

E-Mail: siripan_dee@utcc.ac.th

Dr. Pairach Piboonrunroj (Conference Co-Chair)

Chiang Mai University, Thailand

E-Mail: pairach.p@cmu.ac.th

Mr.Nantawat Tanasarnsreniwanich (Conference Secretariat)

University of Thai Chamber of Commerce, Bangkok, Thailand

E-Mail: nantawat_tan@utcc.ac.th

Ms. Minh Uyen Thi Tran (Assistant to the Conference Secretariat)

University of Thai Chamber of Commerce, Bangkok, Thailand

E-Mail: minhuyen_tra@utcc.ac.th

Dr. Piraphong Foosiri (Conference Advisory Board)

University of Thai Chamber of Commerce, Bangkok, Thailand

E-Mail : piraphong_foo@utcc.ac.th

Dr. Charin Techapun (Conference Advisory Board)

Acting Assistant to the President for Planning and

Dean of College of Maritime Studies and Management

Chiang Mai University, Thailand

E-Mail: charin.t@cmu.ac.th

Ms. Yaowalak Chitwarodom (Conference Advisory Board)

Associate dean for administration

University of Thai Chamber of Commerce, Bangkok, Thailand

E-Mail : yaowalak_chi@utcc.ac.th

Dr.Sutee Wangtueai (Conference Advisory Board)

Associate Dean of College of Maritime Studies and Management

Chiang Mai University, Thailand

E-Mail: sutee.w@cmu.ac.th

Professor Songsak Sriboonchitta (Conference Advisory Board)

Head of Centre of Excellence in Econometrics

Chiang Mai University, Thailand

International Scientific Committee

Assist. Prof. Dr. Ozan Aksöz	Anadolu University, Turkey
Prof. Dr. Semra Günay Aktaş	Anadolu University, Turkey
Prof. Dr. Habib Alipour	Eastern Mediterranean University, North Cyprus
Prof. Dr. Levent Altınay	Oxford Brookes University, UK
Prof. Dr. Hüseyin Araslı	Eastern Mediterranean University, North Cyprus
Assist. Prof. Dr. Alev DüNDAR Arıkan	Anadolu University, Turkey
Prof. Dr. İrfan Arıkan	FH Krems University, Austria
Prof. Dr. Zeynep Aslan	Nevşehir Hacı Bektaş Veli University, Turkey
Prof. Dr. Turgay Avcı	Eastern Mediterranean University, North Cyprus
Prof. Dr. Ozan Bahar	Muğla Sıtkı Koçman University, Turkey
Prof. Dr. Billy Bai	University of Nevada Las Vegas, USA
Assist. Prof. Dr. Ali Bavik	Institute for Tourism Studies, Macau
Prof. Dr. Mustafa Besim	Eastern Mediterranean University, North Cyprus
Prof. Dr. Kemal Birdir	Mersin University, Turkey
Prof. Dr. Mark A. Bonn	Florida State University, USA
Assist. Prof. Dr. Hüseyin Bozdağlar	Girne American University, North Cyprus
Assoc. Prof. Dr. Thanh Huong Bui	Ritsumeikan Asia Pacific University, Japan
Prof. Dr. Celil Cakıcı	Mersin University, Turkey
Assoc. Prof. Dr. Ali Sukru Cetinkaya	Selçuk University, Turkey
Assoc. Prof. Dr. Brendan T. Chen	National Chin-Yi University of Technology, Taiwan
Assoc. Prof. Dr. Christina G. Chi	Washington State University, USA
Assist. Prof. Dr. Mustafa Daşkın	Sinop University, Turkey
Assist. Prof. Dr. Giacomo Del Chiappa	University of Sassari, Italy
Prof. Dr. Malcolm Cooper	Ritsumeikan Asia Pacific University, Japan
Assoc. Prof. Dr. İlhan Dalcı	Eastern Mediterranean University, North Cyprus
Prof. Dr. Rachel Dodds	Ryerson University, Canada
Assoc. Prof. Dr. Erdoğan H. Ekiz	King AbdulAziz University, Saudi Arabia
Assoc. Prof. Dr. İsmet Esenyel	TRNC Ministry of Tourism and Environment, North Cyprus
Prof. Dr. Sami Fethi	Eastern Mediterranean University, North Cyprus
Assoc. Prof. Dr. Ebru Güneren	Nevşehir Hacı Bektaş Veli University, Turkey
Assist. Prof. Dr. Mine Haktanır	Eastern Mediterranean University, North Cyprus
Assoc. Prof. Dr. Tadayuki Hara	University of Central Florida, USA
Prof. Dr. Kashif Hussain	UCSI University, Malaysia
Prof. Dr. Orhan İçöz	Yaşar University, Turkey
mag. Mirjana Ivanuša-Bezjak	Alma mater europaea, Slovenia

Prof. Dr. Osman M. Karatepe	Eastern Mediterranean University, North Cyprus
Prof. Dr. Salih Katurcioğlu	Eastern Mediterranean University, North Cyprus
Assoc. Prof. Dr. Dae-Young Kim	University of Missouri, USA
Assist. Prof. Dr. Insin Kim	Pusan National University, South Korea
Assoc. Prof. Dr. Peter BeomCheol Kim	Auckland University of Technology, New Zealand
Prof. Dr. Desmond Lam	University of Macau, China
Prof. Dr. Timothy Lee	Ritsumeikan Asia Pacific University, Japan
Dr. Insun Lee	University of South Australia, Australia
Assoc. Prof. Dr. Carol Yi Rong Lu	Chung Yuan Christian University, Taiwan
Assist. Prof. Dr. Lu Lu	Temple University, USA
Assoc. Prof. Dr. Thomas A. Maier	University of San Francisco, USA
Assist. Prof. Dr. İlkyay Yorgancı Maloney	Eastern Mediterranean University, North Cyprus
Dr. Korstanje Maximiliano	Palermo University, Argentina
Assoc. Prof. Dr. Taketo Naoi	Tokyo Metropolitan University, Japan
Assoc. Prof. Dr. Robin Nunkoo	University of Mauritius, Mauritius
Prof. Dr. Takashi Oguchi	Rikkyo University, Japan
Dr. Alexandre Panosso	Universidade de São Paulo, Brazil
Dr. Li Pan	Zhejiang Normal University, China
Prof. Dr. Bruce Prideaux	James Cook University, Australia
Assoc. Prof. Dr. Haywantee Ramkissoon	Monash University, Australia
Dr. Bishnu Sharma	University of the Sunshine Coast, Australia
Prof. Dr. Alfonso Vargas Sanchez	Huelva University, Spain
Prof. Dr. Tülen Saner	Near East University, North Cyprus
Assoc. Prof. Dr. Erkan Sezgin	Anadolu University, Turkey
Assoc. Prof. Dr. Gaunette Sinclair-Maragh	University of Technology, Jamaica
Prof. Dr. Cem Tanova	Eastern Mediterranean University, North Cyprus
Prof. Dr. Mustafa Tümer	Eastern Mediterranean University, North Cyprus
Prof. Dr. Özkan Tütüncü	Dokuz Eylül University, Turkey
Assoc. Prof. Dr. Orhan Uludağ	Cyprus International University, North Cyprus
Assist. Prof. Dr. Tahir Yeşilada	European University of Lefke, North Cyprus
Assist. Prof. Dr. Hakan Yılmaz	Anadolu University, Turkey
Assoc. Prof. Dr. Medet Yolal	Anadolu University, Turkey
Assist. Prof. Dr. Deniz Karagöz Yüncü	Anadolu University, Turkey
Assist. Prof. Dr. Hilmi Rafet Yüncü	Anadolu University, Turkey
Prof. Dr. Chaozhi Zhang	Sun Yat-sen University, China
Prof. Dr. Meng Zhang	Southwestern University of Finance and Economics, China

Preface

On behalf of the organizing committee, we are pleased to welcome you to the —8th Advances in Hospitality and Tourism Marketing and Management Conference co-hosted by Washington State University, University of Thai Chamber of Commerce, Bangkok, Thailand and Chiang Mai University, Thailand. Following the success of the previous 7th Advances in Hospitality and Tourism Marketing and Management Conference, the 8th conference is held in Emerald Hotel, Bangkok, Thailand. The goal of this scientific meeting is to provide an interactive forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on hospitality and tourism marketing and management. The range of proposed topics of this conference reflects a number of major themes in hospitality and tourism marketing and management both in Thailand and internationally. You will see presentations and papers that examine a wide range of topics such as marketing, management, consumer behavior, planning and development, issues related to sustainability and the use of technology, etc. We strongly believe that all these contents will significantly contribute to knowledge creation and dissemination pertaining to hospitality and tourism marketing and management among all conference attendees. The organizing committee has spent countless hours to put this conference together. We would like to express our sincere gratitude and thanks to all the organizing committee members who graciously volunteered their time and effort to put this amazing conference together. We would also like to extend our appreciation and sincere gratitude to the international scientific committee members who worked to ensure the quality of the papers. Without the organizing committee and the help of international scientific committee, we could not have this conference. On behalf of the organizing committee, we would like to welcome you again to the —8th Advances in Hospitality and Tourism Marketing and Management Conference. We hope that you will enjoy Thai hospitality while attending the conference and have an unforgettable and rewarding stay in Bangkok, Thailand.

Prof. Doğan Gürsoy

Washington State University

Conference Chair

Dr Siripan Deesilatham

University of Thai Chamber of Commerce,

Bangkok, Thailand

Conference Co-Chair

Dr. Pairach Piboonrungraj

Chiang Mai University, Thailand

Conference Co-Chair

Table of Contents

Full Papers	15
POSITIONING OF DOMESTIC AIR TRAVEL BRANDS IN THE INDIAN MARKET.....	16
Rajendra Nargundkar	16
Aradhya Vats.....	16
HRM PRACTICES IN HOSPITALITY AND TOURISM INDUSTRY: A REVIEW OF THE LITERATURE	28
Bishnu SHARMA	28
Dogan GURSOY.....	28
THE MARKETING OF URBAN TOURISM DESTINATIONS THROUGH VIRTUAL REALITY: TOURISM MARKETERS' PERSPECTIVES	45
Natasha Moorhouse.....	45
Timothy Jung	45
M. Claudia tom Dieck	45
THE RELATIONSHIP BETWEEN CONSUMER-PERCEIVED VALUE AND THE PROPENSITY TO USE SPORTS TOURISM EVENT WEBSITES	50
Lim Khong Chiu.	50
Radzliyana Radzuwan.....	50
Khor Poy Hua	50
WILDLIFE-BASED ECOTOURISM SCENARIO FOR HUAI KHA KHAENG BUFFER ZONE AREA,UTHAI THANI PROVINCE, THAILAND	67
Sangsan Phumsathan.....	67
Nantachai Pongpattananurak.....	67
Sommai Udomwitid	67
Thitiwoot Chaisawataree	67
HALAL CULINARY AND TOURISM MARKETING STRATEGIES ON GOVERNMENT WEBSITES: A PRELIMINARY ANALYSIS.....	81
Salman Yousaf	81
Fan Xiucheng.....	81
EMPLOYEE ENGAGEMENT IN BOUTIQUE HOTEL BRAND VALUE CO-CREATION: AN EMPIRICAL STUDY IN VIETNAM	82
Long TV Nguyen	82
Vinh N Lu	82

Thanh NT Tran.....	82
Thang Q Nguyen.....	82
EXPLORING QUALITY OF WORK LIFE AND LIFE SATISFACTION OF TOUR GUIDES: AN EMOTIONAL LABOR PERSPECTIVE	89
Zaid Alrawadieh.....	89
Gurel Cetin.....	89
Mithat Zeki Dincer.....	89
Fusun Istanbulu Dincer.....	89
THE CAPITAL INVESTMENT BEHAVIOR OF CATERING AROUND SEO.....	92
Chih-Jen Huang	92
Ruey-Jenn, Ho	92
Nan-Yu, Wang	92
Shu-Ting, Yun	92
WHAT DOES LITERATURE SAY ABOUT HOTEL B-2-B SALES: UGLY DUCKLING OR SWAN?.....	99
Richard G. McNeill.....	99
Hester Nienaber.....	99
EVENTS AND THE GOVERNANCE OF THE TERRITORY: THE NIGHT OF TARANTULA IN APULIA	114
Azzurra Rinaldi	114
Sara Sergio	114
STATE POLICY AND TOURISM ECONOMICS IN INDIA: PAST, PRESENT, AND FUTURE.....	127
Senthilkumaran Piramanayagam.....	127
Partho Pratim Seal.....	127
BRANDING GEOGRAPHICAL INDICATION (GI) OF FOOD AND ITS IMPLICATIONS ON GASTRONOMIC TOURISM: AN INDIAN PERSPECTIVE	132
Partho Pratim Seal.....	132
Senthilkumaran Piramanayagam.....	132
INVESTIGATING THE EFFECTIVENESS OF INTEGRATED MARKETING COMMUNICATION CHANNELS AND CONTENT USED IN VOLUNTEER TOURISM .	138
Xinru Yu.....	138
Uraiporn Kattiyapornpong	138
TOWARDS A BETTER UNDERSTANDING OF HIGHER EDUCATION IN TOURISM AND	

HOSPITALITY MANAGEMENT IN CHINA.....	139
Andreas H. Zins	139
Se You Jang.....	139
SEGMENTATION OF ELDERLY TRAVELERS BASED ON NEW-AGE VALUE ORIENTATION	151
Salitta Saribut.....	151
Nuttapol Assarut	151
THE EFFECTS OF PERSON-ORGANIZATION ETHICAL FIT AND JOB SEEKERS’ COGNITIVE DISSONANCE ON THEIR INTENT TO APPLY: AN EXAMPLE OF HOSPITALITY.....	160
Zhu-Ying, Wang	160
Wen-Ching, Chang.....	160
Wei-Jung, Chen	160
JAPANESE UDON NOODLE TOURISTS: WHAT MATTERS?	163
Sangkyun Kim	163
Eerang Park	163
VISITORS’ DESTINATION LOYALTY THROUGH PLACE ATTACHMENT: INVESTIGATING THE MEDIATING ROLE OF EMOTIONAL SOLIDARITY AND MODERATING ROLE OF PERCEIVED SAFETY AT THE SHRINE FESTIVAL.....	175
Vidya Patwardhan	175
Manuel Alector Ribeiro	175
Valsaraj Payini	175
Kyle M. Woosnam	175
Jyothi Mallya	175
EXAMINING THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND TURNOVER INTENTION: A STUDY OF A FIVE-STAR HOTEL IN BANGKOK, THAILAND	183
Rituraj Bhuyan	183
Judith McIntyre	183
Leslie Klieb	183
DO LEISURE TRAVELERS GET SATISFIED? A MEASUREMENT APPROACH FROM NORTHERN CYPRUS HOTEL CONTEXT.	198
Kurosh JAHANI.....	198
Turgay AVCI	198

Kayode K. ELUWOLE	198
AN INVESTIGATION OF HOW USER GENERATED CONTENT INFLUENCES PLACE AFFECT TOWARDS AN UNVISITED DESTINATION	213
Kanruthai Chanchaichujit.....	213
Kirsten Holmes.....	213
Sonia Dickinson	213
Haywantee Ramkissoon	213
IF YOU MEET THE BARRIER, HOW DO YOU FACE IT? BY YOURSELF OR BY OTHERS? THE MODERATING MEDIATION EFFECTS OF SOCIAL SUPPORT	224
Tien-Ming Cheng	224
Mei-Tsun Chen	224
PILGRIMS AS TOURISTS OR TOURISTS AS PILGRIMS THROUGH AGES IN ANATOLIA	239
Resit Ergener	239
Irfan Arikan	239
Prof. Dr. Irfan Arikan	239
THE FACTOR STRUCTURE OF THE CHINESE INDEPENDENT TRAVELERS’ SATISFACTION: A PENALTY-REWARD ANALYSIS	253
Akarapong Untong.....	253
Vicente Ramos	253
Mingsarn Kaosa-ard.....	253
OVERTOURISM - A CONTRIBUTION TOWARDS THE DEVELOPMENT OF A CONCEPTUAL MODEL FOR RETAINING TOURISM ACCEPTANCE WITHIN THE TOURISM DESTINATIONS.....	255
Marcus Herntrei	255
Georg Christian Steckenbauer.....	255
UNDERSTANDING TOURIST COUPLE’S DECISION MAKING PROCESS: A MULTI- LEVEL APPROACH.....	258
Guliz Coskun.....	258
William C. Norman.....	258
Dewayne Moore.....	258
LOYALTY PROGRAM EFFECTIVENESS: INVESTIGATING THE EVOLUTION OF BEHAVIORAL LOYALTY AND CUSTOMER LIFETIME VALUE OVER TIME.....	262
Michelle (Myongjee) Yoo.....	262

Billy Bai	262
Ashok Singh	262
CUSTOMER EXPERIENCE, VALUE, SATISFACTION AND LOYALTY: IMPLICATIONS IN HOSPITALITY	274
Shu-Ching Chen	274
THE INFLUENCES OF GASTRONOMY TO DIFFERENT TYPES OF CHINESE TOURISTS —CASE OF CHENGDU	276
Zhiyong Li, Li Li, Shuang Xin, and Ji Li	276
PUBLIC AND PRIVATE ENGAGEMENT IN URBAN CULTURAL REGENERATION. EVIDENCES FROM ITALIAN CITIES	293
Maria Della Lucia	293
Mariapina Trunfio	293
HOSPITALITY IN HUMAN RESOURCES AND QUALITY OF WORK LIFE LEADING TO SATISFACTION AMONG EMPLOYEES	296
Cláudio J. Stefanini	296
Elizabeth K. Wada	296
Ana P. A. Olim	296
Carlos A. Alves	296
THE INFLUENCE OF INTERNSHIP PROGRAMS ON STUDENTS' FUTURE PLANS IN THE TOURISM AND HOSPITALITY INDUSTRY	310
Shuang Xin	310
Jingjie Zhu	310
HOSPITALITY AND THE GUEST BEHAVIOR INTENTION	320
Carlos Alberto Alves	320
Claudio José Stefanini	320
Leonardo Aureliano da Silva	320
HOW DOES CORPORATE SOCIAL RESPONSIBILITY (CSR) AFFECT TOURISM EMPLOYEE'S PERCEPTION OF EMPLOYER BRAND? THE ROLE OF ENVIRONMENTAL CONCERN	335
I-Chun Chen	335
Allan Cheng-Chieh Lu	335
DOES DIVIDEND BEHAVIOR DIFFER BETWEEN FRANCHISE AND NON-FRANCHISE RESTAURANT FIRMS?	349
Jaehee Gim	349

SooCheong (Shawn) Jang	349
CORRELATES OF DINER BEHAVIOR IN SELECTED BUFFET RESTAURANTS	350
Mary Delia Tomacruz	350
Baac Valentino	350
EXPLORING SOUTH ARICA’S FASHION INDUSTRY AS A HIDDEN GEM WITHIN THE TOURISM AND EVENTS CONTEXT.	351
Gugulethu Banda.....	351
Maisa Adinofli	351
Tembi Tichaawa.....	351
CHARACTERISTICS AND STRATEGIC PERFORMANCE OF MIDDLE-EASTERN TRAVEL INDUSTRY ALLIANCES	352
Rania Koleilat.....	352
Leslie Klieb	352
Tim J. Malloy	352
THE ECONOMIC RATIONALE FOR GOVERNMENT INTERVENTION TO REDUCE SEASONALITY	366
Javier Rey-Maqueira	366
Francisco Sastre	366
Javier Lozano	366
SEASONALITY IN MEDITERRANEAN DESTINATIONS. THE CASE OF GERMAN TOURISM IN THE BALEARIC ISLANDS	369
Francisco Sastre-Albertí.....	369
Javier Rey-Maquiera	369
Javier lozano.....	369
SERVQUAL, CUSTOMER LOYALTY, WORD OF MOUTH: THE MEDIATING ROLE OF CUSTOMER SATISFACTION	373
Samra SHAHAM	373
Turgay AVCI	373
Ksenia A. SUMANEEVA.....	373
LESBIAN, GAY, BISEXUAL AND TRANSGENDER (LGBT) A LUCRATIVE MARKET SEGMENT FOR SMALL ISLAND DESTINATIONS.....	385
N.V. Seebaluck	385
P. Ramseook-Munhurrun	385
P. Naidoo.....	385

C. Kissensing	385
SAFETY AND SECURITY AT DESTINATIONS: A CRITICAL REVIEW	393
N. Vanessa Seebaluck	393
P. Ramseeok-Munhurrun	393
“SAFETY FIRST”: THE EFFECT OF RECREATION SAFETY CLIMATE ON RECREATION PERCEPTION	409
Tien-Ming Cheng	409
Ci-Yao Hong	409
EMPLOYEE ENGAGEMENT IN BOUTIQUE HOTEL BRAND VALUE CO-CREATION: AN EMPIRICAL STUDY IN VIETNAM	422
Long Nguyen	422
Vinh Lu	422
Thanh Tran	422
Thang T Nguyen	422
VISITORS’ DESTINATION LOYALTY THROUGH PLACE ATTACHMENT: INVESTIGATING THE MEDIATING ROLE OF EMOTIONAL SOLIDARITY AND MODERATING ROLE OF PERCEIVED SAFETY AT THE SHRINE FESTIVAL	424
Vidya Patwardhan	424
Manuel Alector Ribeiro	424
Valsaraj Payini	424
Kyle M. Woosnam	424
Jyothi Mallya	424
AIRBNB IN SOUTH AFRICA: WINDFALLS, PITFALLS AND REGULATION	432
Madéle Tait* and Mark Tait	432
ADOPTION OF A WELLNESS PRODUCT IN THE HOTEL INDUSTRY	435
JaeMin Cha	435
SeungHyun “James” Kim	435
A.J. Singh	435
CONSUMER SWITCHING BEHAVIOR FOR AIRBNB: APPLYING THE PUSH-PULL- MOORING FRAMEWORK	438
SeungHyun “James” Kim	438
JaeMin Cha	438
INTELLECTUAL STRUCTURE OF STRATEGIC MANAGEMENT RESEARCH IN THE HOSPITALITY MANAGEMENT FIELD	441

Mehmet Ali Köseoglu	441
Rob Law, Ph.D.	441
Fevzi Okumus, Ph.D.	441
Ismail Cagri Dogan	441
WHAT MATTERS MOST TO HOTEL MANAGERS? AN INVESTIGATION OF EMPLOYEE MORALE, EMPLOYEE RELATIONS, AND AFFECTIVE COMMITMENT ON CORPORATE SOCIAL RESPONSIBILITY (CSR)	446
Daraneekorn Supanti	446
Ken Butcher	446
PERSONALITY AND INVOLVEMENT AS A MEDIATOR OF THE RELATIONSHIP BETWEEN E-WOM AND INTENTION TO VISIT DESTINATION	447
Selly Dian Widayarsi	447
PERCEIVED AUTHENTICITY, EXPERIENCE AND VISITORS' BEHAVIOUR AT A PERMANENT MUSEUM EXHIBITION	459
Oksana Tokarchuk	459
Oswin Maurer.....	459
Linda Osti.....	459
EXPERIENCING THE WINE DESTINATION: THE CASE OF YANTAI WINE REGION IN CHINA	476
Stella Kladou.....	476
Kuyho Lee.....	476
Melih Madanoglu.....	476
Yunxia Shi.....	476
THE INFLUENCE OF CASINO EMPLOYEE EMOTIONAL INTELLIGENCE ON GAMBLER RETENTION	485
Catherine Prentice	485
RESEARCH ON THE PERCEPTION OF THE RELATIONSHIP BETWEEN TOURISM AND ENVIRONMENT: SAMPLE OF TOURISM STUDENTS OF SILIFKE - TASUCU COLLEGE	487
Metem Sezgin.....	487
Mürsel Kaya.....	487
Osman Ünüvar	487
CULTIVATING MEANINGFUL WORK: HOW CORPORATE SOCIAL RESPONSIBILITY (CSR) PARTICIPATION PROMOTES HOTEL EMPLOYEES' HELPING BEHAVIOR.....	496
Daraneekorn Supanti	496

Ken Butcher	496
Sasiwemon Sukhabot	496
UNDERSTANDING THE THOUGHTS OF MICRO-TRADERS THAT HARASS VISITORS	506
Annmarie Nicely	506
STATUS OF THE BACHELOR OF SCIENCE IN HOTEL AND RESTAURANT TECHNOLOGY PROGRAM OF EASTERN VISAYAS STATE UNIVERSITY: BASIS FOR AN INTERVENTION SCHEME	569
Dale Daniel G. Bodo	569
THE ROLE OF LOCAL FOOD IN CULINARY TOURISM DEVELOPMENT A CASE STUDY ON THE THRACE WINE ROUTE.....	535
Alev DüNDAR ARIKAN	569
COCO WINE “TUBA” PRODUCTION IN LEYTE, PHILIPPINES	569
Hilaria Bustamante.....	569
Dale Daniel Bodo.....	569
THE LINK BETWEEN EMOTIONAL LABOUR AND ORGANISATION COMMITMENT	561
Joon Lee	569
Peter B Kim.....	569
Gyumin Lee.....	569
IS SOUTH AFRICA READY FOR A LEGAL NUDE BEACH AT RAY NKONYENI MUNICIPALITY? A CRITIQUE AND A LITERATURE REVIEW	5693
Unathi Sonwabile Henama	5693
SERVICE INNOVATION CULTURE AND NEW SERVICE DEVELOPMENT IN THE HOTELS OF NORTH CYPRUS.....	569
Hasan Kilic	569
Sarvnaz Baradarani	569
ASSESSING THE LINK BETWEEN CULTURAL INFLUENCES AND PERSUASIBILITY IN ONLINE DAILY DEALS	569
Morakot Ditta-Apichai	569
Uraiporn Kattiyapornpong.....	569
MODELLING CULTURAL INFLUENCES ON DAILY-DEAL CHOICES.....	569
Morakot Ditta-Apichai	569
Ulrike Gretzel.....	569

Tim Coltman	569
Uraiporn Kattiyapornpong	569
SURGE PRICING AS A NEW PRICING MODEL FOR TRANSPORT SERVICES: THE CASE OF UBER IN SOUTH AFRICA	569
Pfarelo Manavhela	569
Unathi Sonwabile Henama	569
A RESEARCH ON THE PERSPECTIVE ASPECT OF SALES ON THE INTERNET IN THE PASSENGER TRANSPORTATION SECTOR, SAMPLE OF TCDD-ANKARA-KONYA HIGH SPEED TRAIN PASSENGERS	611
Emine Vasfiye Korkmaz	611
Yaşar Korkmaz.....	611
Neslihan Değirmenci.....	611
HOST PERCEPTIONS OF TOURISM IMPACT AND STAGE OF DESTINATION DEVELOPMENT	612
Xiaoming Liu ¹ and Jun Li ²	612
FORECASTING HOSPITALITY STOCK RETURN VOLATILITY USING COPULA.....	623
Liang Zhu	623
Christine Lim	623
2008 ANALYSIS OF EFFECTIVENESS IN THE TURKISH BANKING SECTOR AFTER 2008 GLOBAL ECONOMIC CRISIS	634
Alper GEDİK	634
Memiş KARAER	634
Şükrü GÜVEN	634
ANALYSIS OF THE EFFECT OF TURKEY TOURISM RECEIPTS IN MEETING THE DEFICIT OF CURRENT ACCOUNTS: 2000-2007 PERIOD	635
Memiş KARAER	635
Alper Gedik.....	635
Şükrü GÜVEN	635
COMPLEMENTING SUSTAINABILITY THROUGH GREEN MARKETING: FROM TOURISM OPERATOR’S PERSPECTIVE	636
Habib Alipour	636
Nahid Malazizi	636
Hamed Rezapouraghdam	636

FACTORS INFLUENCING CONSUMER HOTEL CHOICE AND ACCEPTABLE PRICE RANGE IN THAILAND'S HOSPITALITY INDUSTRY	658
Isabel Bauer.....	658
Leslie Klieb	658
Avneesh Phillip	658
AUGMENTED AND VIRTUAL REALITY IN CULTURAL HERITAGE: ENHANCING THE VISITOR EXPERIENCE AND SATISFACTION AT THE AREA PACIS MUSEUM IN ROME, ITALY	673
Mariapina Trunfio	673
Adele Magnelli.....	673
Maria Della Lucia	673
Giovanni Verreschi	673
Salvatore Campana.....	673
DANGER OF ARTIFICIAL INTELLIGENCE RELATED TO THE PAST, PRESENT, AND FUTURE OF ACCOUNTANCY PROFESSION	686
Ali Antepli.....	686
Alper Gedik	686
Memiş Karaer.....	686
HOSPITALITY AND THE GUEST BEHAVIOR INTENTION	688
Carlos Alberto Alves	688
Claudio José Stefanini	688
Leonardo Aureliano da Silva	688
RESEARCH ON THE PERCEPTION OF THE RELATIONSHIP BETWEEN TOURISM AND ENVIRONMENT: SAMPLE OF TOURISM STUDENTS OF SILIFKE -TASUCU COLLEGE	704
.....	704
Metem Sezgin.....	704
Mürsel Kaya.....	704
Osman Ünüvar	704
RELATIONSHIP BETWEEN EMPOWERMENT AND JOB SATISFACTION – FROM THE PERSPECTIVE OF FIRST-LINE EMPLOYEE IN TAIWAN RESTAURANT	712
Kay H. Chu.....	712
Jean Y. Chen	712
IMPACT OF SOCIAL MEDIA CONTRIBUTING TO PURCHASE DECISION: CASE STUDY OF SPA AND WELLNESS BUSINESS IN BANGKOK	717

Aksika Chantarawinij	717
THE LEADERSHIP IN THE KITCHEN : AUTHORITARIAN LEADERSHIP, MENTORING, WORKING STRESS AND WORKPLACE BULLY	729
Chi-Yu Lin	729
Kay H. Chu.....	729
MEASURING SERVICE QUALITY DIFFERENCES IN ONLINE AND OFFLINE CONTEXT: AN EMPIRICAL INVESTIGATION OF A CORPORATE TRAVEL AGENCY	734
Ling Fung.....	734
Linyin Dong.....	734
Zhen Lu	734
TRUST IN MEDICAL SERVIES FOR VISITORS FROM LOW-TRUST COUNTRIES: THE CASE OF SOUTH KOREA AND RUSSIAN MEDICAL TOURISTS	738
Nadia Sorokina.....	738
Yeong Ah Lee	738
Dong Chul Hahm	738
SURVIVING STRATEGIES IN A TRAVEL FRAGMENTATION WORLD: THE FUTURE OF ONLINE TRAVEL AGENTS	744
Leo Huang	744
PRESERVATION OF HISTORICAL LANDSCAPE, B&B LODGING SECTOR, AND PLACE MARKETING IN THE NATIONAL PARK: A CASE STUDY OF KINMEN, TAIWAN	745
Ping-hsiang Hsu	745
TOURISTS' CONTINUED ENGAGEMENT INTENTION TOWARDS SMART TOURISM TECHNOLOGIES: APPLYING STIMULUS–ORGANISM–RESPONSE PARADIGM.....	750
Siau Fern See	750
PERFORMANCE ANALYSIS OF ASSET-LIGHT STRATEGIES ACROSS MARKET SEGMENTS AND ECONOMIC CYCLES IN THE LODGING INDUSTRY	766
Kwanglim Seo.....	766
Jungtae Soh	766
SEGMENTING MEDITATION TOURISTS BY LIFESTYLE CONGRUENCE, PERSONALITY TRAITS AND WELLNESS RELATED SELF-IMAGE.....	767
Siripan Deesilatham, PhD	767
Sameer Hosany, PhD	767
CONCEPTUALIZING PERCEIVED FOOD SOUVENIR QUALITY: A FORMATIVE APPROACH	770

Chaang-Iuan Ho	770
Li-Wei Liu	770
Han-Hsiung Liao	770
Yulan Yuan	770
TRADITIONAL MARKET SERVICE QUALITY: CREATING CUSTOMER SATISFACTION AND LOYALTY	780
Moh Farid Najib	780
Dedy Saefulloh	780
Iwan Mulayawan	780
CORPORATE MEETING PARTICIPATION DECISION FACTORS INFLUENCE ON PARTICIPATION EXPERIENCE, PERCEIVED PERFORMANCE AND BEHAVIORAL INTENTIONS	795
Yoonjung Kim	795
Yooshik Yoon	795
SeoKyung Kim	795
AN EXPLORATORY ON THE PURCHASE INTENTION WITH E-COMMERCE LIVE PLATFORM THROUGH A MEANS-END CHAIN APPROACH	796
Carol YiRong Lu	796
Tina I-Cheng Pai	796
THE STUDY OF THE HUMAN RESOURCE ENVIRONMENT AND OPPORTUNITIES FOR IMPROVEMENT WITHIN THE HOSPITALITY INDUSTRY	807
Carol Yirong Lu	807
Rosa Susana Pebe Pérez	807
THE APPLICATION OF AUTOMATED, POINT OF SALE SYSTEM CUSTOMER SERVICE ROBOTS TO ATTRACT	812
Brendan T. Chen	812
Amanda Lin	812
Ben Tseng	812
EQUIPPING TOURISM STUDIES STUDENTS FOR THE 21ST CENTURY WORKFORCE: COLLABORATIVE PARTNERSHIPS, LESSONS LEARNED AND RESEARCH REFLECTIONS ON TEACHING FOR CRITICAL THINKING	823
Christina T. Cavaliere, PhD	823
Karla Boluk, PhD	823
Lauren Duffy, PhD	823

A WAY OUT OF 2008 CRISIS IN CYPRUS ECONOMY: EVIDENCE FROM A DISAGGREGATED INVESTMENT MODEL, 1960-2017.....	828
Sami FETHI	828
A MODEL OF CONSUMER BASED BRAND EQUITY FOR HOLIDAY DESTINATIONS	830
Yuksel Ekinci.....	830
FUNCTION OF MASS COMMUNICATION INSTRUMENTS TO SET AGENDA	833
Şükrü GÜVEN	833
Yeliz BİLGİÇ.....	833

PUBLIC AND PRIVATE ENGAGEMENT IN URBAN CULTURAL REGENERATION. EVIDENCES FROM ITALIAN CITIES

Maria Della Lucia
University of Trento
Trento, Italy

and

Mariapina Trunfio
University of Naples "Parthenope"
Naples, Italy

Key words: public and private actors; cultural heritage hybridization; creativity; stakeholder engagement; strategy; cultural regeneration models.

Long Abstract

Academics and policy makers widely recognize that heritage, culture and creativity are engines of urban development, regeneration and innovation and catalysts of urban tourism (Della Lucia, Trunfio & Go, 2017; Florida, 2002; Landry, 2000; Lazzeretti, 2004; Sacco, Ferilli & Tavano Blessi, 2014; Tang, 2016). *Creative cities* identify dynamic contexts where creativity flourishes and innovates traditional urban development models (Landry & Bianchini, 1995).

Public policies and public cultural organizations have had a leading role in urban cultural regeneration and creative city building (DCMS, 2004; KEA 2009; European Commission, 2010; OECD, 2014; UNCTAD, 2015; Van Boxmeer & Van Beckhoven, 2005), through investments inspired by best practices of urban transformation (Hazime, 2010; Plaza & Haarich, 2010). Less attention has been drawn on private actor engagement and community involvement (Lidegaard, Nuccio & Bille, 2017) although a shift from top-down to bottom-up approaches to urban transformation has long been advocated (Bianchini, 1993; Mommaas, 2004) to activate sustainable urban regeneration.

This exploratory paper compare the role of public and private actors in cultural regeneration and tourism development in the city. Following a literature review on both culture-led regeneration and creative city, it applies an integrated conceptual framework bringing together the drivers shaping cultural regeneration models (Della Lucia et al., 2017), the factors facilitating creative city building (Borseková et al., 2017) and the strategies used to engage community in urban transformation (Lidegaard et al., 2017).

A multiple-case study (Yin, 2014) has been used to provide insights in Italian best practices in urban cultural transformation. Qualitative methods and tools were used to collect case evidence and identify similarities and differences into the role of public and private actors. Italy has been chosen to carry out case study analysis as this country has a rich artistic and cultural heritage (MIBACT, 2015) and is one of the top ten world tourism ranked 5th in international tourist arrivals and 7th in tourism receipts in 2017 (UNWTO, 2017). Italy has also one of the largest cultural and

creative industry in Europe and some sectors, including made-in-Italy, enjoy a strong international position (Santagata, 2009; Symbola, 2016). Both traditional urban development paths based on (cultural) tourism and made-in-Italy, and innovative paths based on the hybridization of cultural heritage with different sources of creativity are in place in this country (Della Lucia & Segre, 2017) and are prompted by both public and private actors.

Public and private actors show similarities in activating the evolutionary process of cultural regeneration: explicit strategy are used to lever on both tangible and intangible factors in order to enhance and extract value from heritage-creativity hybridization. However, there are differences in the capacity to engage urban stakeholders in an effective social and economic transformation of the city and in tourism attractiveness. The discussion and conclusion sketches the managerial implications of the study and open rooms for future research.

References

- Bianchini, F. (1993). Culture, conflict and cities, issues and prospects for the 1990s. In F. Bianchini, & M. Parkinson (Eds.), *Cultural policy and urban regeneration. The West European experience* (pp. 199-213). Manchester: Manchester University Press.
- Borseková, K., Vaňová, A., & Vitálišová, K. (2017). Building Košice European Capital of Culture: Towards a Creative City?. In N. Bellini & C. Pasquinelli (Eds.), *Tourism in the City. Towards an Integrative Agenda on Urban Tourism* (pp. 193-205). Berlin: Springer.
- DCMS (2004). *Culture at the Heart of Regeneration*. London: DCMS.
- Della Lucia, M., & Segre, G. (2017). Intersectoral local development in Italy: the cultural, creative and tourism industries. *International Journal of Culture, Tourism and Hospitality Research*, 11(3), 450-462.
- Della Lucia, M., Trunfio, M., & Go, F.M. (2017). Heritage and Urban Regeneration. Towards Creative Tourism. In N. Bellini & C. Pasquinelli (Eds.), *Tourism in the City. Towards an Integrative Agenda on Urban Tourism* (pp. 179-191). Berlin: Springer.
- European Commission (2010). *Green Paper on Unlocking the Potential of Cultural and Creative Industries*. Brussels European Commission,
- Florida, R. (2002). *The Rise of the Creative Class*. New York: Basic Books.
- Hazime, H. (2011). From City Branding to E-brands in Developing Countries: An Approach to Qatar and Abu Dhabi. *African Journal of Business Management*, 5(12), 4731-4745.
- KEA (2006). *The Economy of Culture in Europe*, European Commission. Brussels: Directorate-General for Education and Culture.
- Landry, C. (2000). *The creative city: A toolkit for urban innovators*. London: Earthscan.

- Landry, C., & Bianchini, F. (1995). *The Creative City*. London: Demos.
- Lazzeretti, L. (2004). *Art cities, Cultural Districts and Museums*. Firenze: Firenze University Press.
- Lidegaard, C., Nuccio, M. & Bille, T. (2017). Fostering and planning urban regeneration: the governance of cultural districts in Copenhagen. *European Planning Studies*, 26(1), 1-19
- MIBACT (2015). *Musei, monumenti ed aree archeologiche statali*. Retrived from http://www.statistica.beniculturali.it/Visitatori_e_introiti_musei_14.htm. Accessed 28 Sept 2017.
- Mommaas, H. (2004). Cultural clusters and the post-industrial city: Towards the Re-mapping of urban cultural policy. *Urban Studies*, 41(3), 507-532.
- OECD (2014). *Tourism and the Creative Economy*. Paris: OECD Studies on Tourism.
- Plaza, B., & Haarich, S. N. (2010). A Guggenheim-Hermitage Museum as an Economic Engine? Some Preliminary Ingredients for Its Effectiveness. *Transformations in Business & Economics*, 9(2), 128-138.
- Sacco, P.L., Ferilli, G., & Tavano Blessi, G. (2014). Understanding culture-led development: A critique of alternative theoretical explanations. *Urban Studies*, 51(13), 2806-2821.
- Santagata, W. (2009). *Libro Bianco Sulla Creatività: Per un Modello Italiano di Sviluppo*. Milano: Università Bocconi Editore.
- Symbola (2016). *Io Sono Cultura. L'Italia Della Qualità e Della Bellezza Sfida la Crisi*. Roma: Fondazione Symbola per le qualità italiane.
- Tang, W.S. (2016). Creative industries, public engagement and urban redevelopment in Hong Kong: Cultural regeneration as another dose of isotopia?. *Cities*, 56, 156-164.
- UNCTAD (2015), *Creative Economy Outlook and Country Profiles: Trends in International Trade in Creative Industries*, UNCTAD, United Nations.
- UNWTO (2017). *Tourism Highlights*. Madrid: UNWTO.
- Van Boxmeer, B. & Van Beckhoven, E. (2005). Public-private partnerships in urban regeneration: a comparison of Dutch and Spanish PPPs. *European Journal of Housing Policy*, 5(1), 1-16.
- Yin, R.K. (2014). *Case study research: Design and methods*. Thousand Oaks: Sage Publications.