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2021

Proceedings of the Postgraduate Research Colloquium (PGRC)

FACULTY OF SOCIAL SCIENCES & LEISURE MANAGEMENT

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FACULTY OF SOCIAL SCIENCES AND LEISURE MANAGEMENT

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WELCOME NOTES

It is our great pleasure to welcome all delegates to the Postgraduate Research Colloquium (PGRC) 2021.

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 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 2022.

Professor 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 50 countries to the Postgraduate Research Colloquium (PGRC), 2021.

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 institution, which focuses on excellency in research addition to teaching and learning.

The Faculty of Social Sciences and Leisure Management, with five schools, one institution and three research centers and more than 200 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, 2022.

Sincerely Yours,
Associate Professor Dr. S. 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) 2021 was held online from 31st July to 1st August 2021. The colloquium was organized by the Faculty of Social Science and Leisure Management, Taylor's University and supported by the Centre for Research and Innovation in Tourism (CRiT) and eReviewer.

PGRC 2021 recieved submissions from PG students at FSLM only, and 51 submissions (37 PhD and 14 MIHM) were made in Hospitality, Tourism & Events, Education, Media & Communication and Gastronomy & Food Studies.

Four research workshops, including Fuzzy-set Qualitative Comparative Analysis (fsQCA): What? Why? and How?; Mixed-Methods Research; Publication in Top Tier Journals and Designing a Qualitative Ethnographic Research were offered by eminent researchers.

We have received an excellent response from 1,206 registered participants for the PGRC 2021 around the globe. 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
Chair – PGRC 2021.

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JOURNAL AFFILIATIONS OF PGRC 2021

- Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT), Scopus indexed https://fslmjournals.taylors.edu.my/apjiht/

- TEAM Journal of Hospitality & Tourism (TEAM) https://teamjournalht.wordpress.com

- SEARCH Journal of Media and Communication Research (SEARCH), ESCI and Scopus Indexed https://fslmjournals.taylors.edu.my/search/

- Asia-Pacific Journal of Futures in Education and Society (APJFES) https://fslmjournals.taylors.edu.my/apjfes/

SYNOPSIS OF PGRC 2021 WORKSHOPS

Workshop 1: Fuzzy-set Qualitative Comparative Analysis (fsQCA): What? Why? and How?

Dr. Hossein Olya, The University of Sheffield, UK

There has been a growing interest in using advanced and powerful modelling approach of fsQCA among social sciences researchers. Using an informative and participatory approach, this workshop aimed at providing an overview of fsQCA as a set-theoretic analytical approach that bridges the gap between qualitative and quantitative methods and it could potentially generate new knowledge and pragmatic insights to the practitioners. This workshop discussed why fsQCA should be conducted as a complementary analytical approach for traditional methods (e.g., regression). It also addressed how to conduct fsQCA (steps by step) in survey studies, what software can be used, what disciplines applied fsQCA for model testing and what are the latest developments of configurational modelling using fsQCA.

Workshop 2: Mixed-Method Research

Professor Dr. Babak Taheri, Heriot-Watt University, UK

Conventionally, scholars have felt obliged to make a methodological decision between using single quantitative or single qualitative methods. However, methodological norms are increasingly challenged as innovative research shifts scholarship toward the use of dynamic and multifaceted positions by adopting multi-method and mixed-method approaches. To this end, the aim was to provide a better understanding of the potential benefits and strengths of multi-method, mixed-method and multi-source approaches and their applications within the field.

Workshop 3.1: Publication in Top Tier Journals: Challenges for Postgraduates and Young Researchers

Dr. Thien Lei Mee, Universiti Sains Malaysia, Malaysia

Publishing in top-tier journals could receive due recognition for research ideas and its empirical results and thus, legitimize the research. However, it is not always easy to publish in top-tier journals. This session aimed to share the facilitators' personal experience and preliminary results from a small-scale empirical study about challenges faced by the postgraduate students and young researchers. Suggestions to address these challenges were discussed. Apart from that, students' awareness of publishing articles in predatory journals was presented.

Workshop 3.2: Difficult Roads Often Lead to Beautiful Destinations: The Art of Publishing in High-Ranking Journals

Dr. Nisreen Ameen, Royal Holloway, University of London, UK

Dr. Ameen provided insights on publishing in high-ranking journals. Her talk covered areas such as collaborations, finding a suitable journal, handling a rejection and handling reviewers' comments.

Workshop 4: Designing a Qualitative Ethnographic Research

Dr. Zilmiyah Kamble, James Cook University, Singapore

This workshop introduced participants to ethnography and designing an ethnography research. Methodology, sampling and data collection methods, strengths and weakness of ethnography research design were presented. Ethnography research is used to define and conclude in what way people interact with one another in an identified environment or context. It needs researchers to integrate within the environment studied, hence reflexivity is essential and needs to be clearly indicated in the rhetoric. Topics that ethnography research design could be applied, reflexivity and auto-ethnography were also be discussed. Key takeaways from the presentation include examples of ethnography studies, rhetoric in ethnography research, designing and implementing an ethnography study through examples.

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PERCEIVED EFFECTIVENESS OF STROYTELLING THROUGH VR IN DESTINATION MARKETING

Aishath Shany Habeeb, Kandappan Balasubramanian, Rokhshad Tavakoli
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Virtual Reality (VR) has enhanced tourism industry in various aspects. VR improved tourism planning, facilitated preservation of cultural and heritage attractions, increased the accessibility for certain segments of the markets (Cheong, 1995; Guttentag, 2010; Paquet & Viktor, 2007; Sundstedt, Chalmers, & Martinez, 2004). Moreover, VR is impactful in tourism marketing.

Likewise, storytelling is a frequently used marketing tool in tourism industry. Storytelling is a depiction of the experiences among tourists. It helps the tourists to relive their experiences from the memories of their journeys. Marketers use storytelling to create an emotional appeal through which the tourists can connect to the destinations. The emotional appeal helps to create long-lasting positive impacts in the minds of potential travelers (Bogicevic, Seo, Kandampully, Liu, & Rudd, 2019; Moin, Hosany, & O'Brien, 2020). Marketers use different mediums to depict the brand through stories, however, VR is an emerging tool used in marketing.

Malaysia has also incorporated VR in promoting tourism. Sarawak is a notable state which has aimed digitalize their tourism promotion by establishing different degrees of VR contents. The 360-degree videos based on desktops is popular among Malaysian tourism marketers. However, more immersive forms are yet to gain recognition in the Malaysian tourism industry. Nevertheless, it is crucial to recognize that the effectiveness of VR to a destination like Malaysia must be studied before the implementation. Therefore, this study aims to explore the perceived effectiveness of storytelling through VR as a marketing tool in promoting Malaysia as a destination. This study considers the perspective of tourism experts, marketers, and content creators. Furthermore, the study seeks to explore the context applicable to use storytelling through VR in destination marketing and the impact of storytelling through VR in destination marketing.

The purpose of this study is to explore the effectiveness of storytelling in tourism destination marketing using virtual reality from the perspectives of tourism experts, marketers, and content creators. Given the aim, qualitative approach; subjective interpretivism is best suited to explore the effectiveness in-depth. Qualitative approaches are particularly helpful in gaining in-depth knowledge, and to study complex issues (Saunders, Lewis, & Thornhill, 2009). Virtual reality is a complex subject despite being studied for many years. In fact, it is a result of the ever-evolving technologies which broaden the spectrum of virtual reality. Moreover, experiences and perceptions are subjective; it varies among individuals. Therefore, subjective interpretivism is the best fit for this study. The approach used is also a reflection of the researcher's ontological and epistemological beliefs. This study will use ethnography; specifically, netnography as the research strategy. Netnography can be used to explore VR experience (Tavakoli & Mura, 2018) among tourism service providers. Moreover, netnography helps in exploring the emotions and motives behind the stories shared by people (Lund, Cohen, & Scarles, 2018). This justifies the use of netnography as the research strategy.

Data collection method for this study is in-depth, semi-structured interviews. A guiding questionnaire was drafted before the interviews. The questions mainly focused on exploring the perception of storytelling using VR in tourism and destination promotion and the perceived impacts of it among the participants. Further questions are asked during the interviews. This ensures insightful data is collected during the interview process. Given the circumstances, all the interviews are carried online using a video-call platform, Zoom. It helps to reach participants from different regions who are well-versed in virtual reality and destination promotion. The online video-call feature ensures that no experiential data is lost during the process. Data collection will continue till data saturation is reached. Data analysis is done using thematic analysis. Similar themes are identified and coded during data analysis.

Participants for this research includes three sub-groups. The sub-groups include tourism experts, tourism marketers, and tourism-related VR content creators. To select the participants, quick research was done to find out potential respondents who fit the above criteria. For instance, to choose the tourism experts, the research interest, and research profile of different academicians were checked. Based on the availability of respondents, additional respondents are approached.

The respondents were asked to watch two YouTube based videos using a VR head-mount. Few respondents resorted to desktop as the head-mount was not readily available. The first video was a Vlog style, based on YouTube. The clarity and resolution of the video was low; however, the feeling of presence was high on this video. The second video had more clarity, and the story was more compelling.

The preliminary findings of this study are categorized into; effectiveness of VR storytelling to promote destinations, the context for the use of VR storytelling in destination promotions, and the impact of VR on storytelling to promote destinations.

VR is an effective medium in comparison to other marketing tools. It enhances the attractiveness of content and helps in building positive destination image in the minds of potential travelers. The effectiveness of storytelling through VR in destination promotion highly depends on the story itself:

"If you have a good story to tell, and a good storyteller, does not have to be a person, but then medium, then VR will have it done" (Richard, Academician)

"In my opinion VR is just a tool. 360 video is just a tool. The content is more important than the tool" (Henry, Academician)

However, multiple features of VR such as interactivity, presence and level of immersion are crucial factors in enhancing the story.

"But also, from my own research what I found is the key element of VR is engagement, interactivity" (Richard, Content creator/Academician)

Stories through VR must focus on confined spaces such as museums, heritage sites, hotel, and cruises. It has the potential to be explored in extreme tourism.

"You can even increase the effect of fascinating landscapes with the VR. So, in a natural context like jungle reef, Alpine regions or volcanoes, stuff like that, I think you can really empower these situations. I think cultural sites could be yeah promoted in a very effective way" (Brian, Marketing expert)

The findings of the research will help to understand the perceived effectiveness of storytelling through VR in destination promotion. It will add to literature on the contexts of storytelling through VR as well as implications associated to it. The findings will also be useful to destination management offices in decision making.

Keywords: *Virtual Reality, Tourism Marketing, Storytelling Theory, Destination Marketing*

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PGRC 4141
DEVELOPING INDICATORS TO ASSESS SUSTAINABLE URBAN TOURISM IN THAILAND

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Urban tourism brings both positive and negative economic, sociocultural, and environmental impacts to the destination. Both impacts have captured the attention of planners and researchers to address problems in tourist attractions and create sustainability for city attractions (Mathew & Sreejesh, 2017). Sustainability is increasingly essential because sustainability brings conservation of resources and elements of equality today and for future generations. Sustainability concepts are essential for sustainable development across the world's industrial sectors, including the tourism industry. Sustainable tourism development is also a framework associated with destinations and often seen as a dominant paradigm. It involves economic viability, social and cultural equality, and ecological and environmental quality (Marsiglio, 2015; Budeanu et al., 2016). In achieving sustainable tourism, the World Tourism Organization (2004) provided critical indicators of sustainable tourism, which is a helpful tool for sustainable tourism development. Sustainable tourism indicators (STIs) can help travel planners and managers diagnose the situation, and identify the situation in destinations. STIs can be used as early warning systems, stimulating planning and managing strategies to prevent the impact of tourism (Nations & WTO, 2005; Guzmán et al., 2017). The indicators presented in this research cover relevant areas of sustainability management in tourism based on objective and subjective indicators of economic, sociocultural, environmental, political, and technological indicators.

With sustainable management, achieving the Sustainable Development Goals (SDGs) is a critical element of the UN Agenda 2030 (UN, 2015). SDGs can promote sustainable development by considering the monitoring, use, and conservation of natural resources, creating employment opportunities while promoting local culture and products, and using sustainable marine resources that increase economic benefits for countries (UNWTO & UNDP, 2017). Furthermore, achieving sustainability focuses not only on economic, social, and environmental factors but also on governance factors. Moreover, the key stakeholders in tourism are an essential part of planning and implementing a successful and sustainable tourism strategy (Pérez et al., 2017). Based on Social Exchange Theory is applied as the tool to evaluate stakeholders' perspectives, and Ecological Modernization Theory is used to measure

sustainable tourism development from the economic, social, environmental, and governance perspectives.

This study provides the Delphi technique to gather expert opinions on developing indicators to measure urban tourism sustainability, a qualitative approach. In the Delphi technique, stakeholder feedback from sustainable tourism experts is recruited and compared. The Delphi technique is a helpful starting point for predicting future events based on the group's consensus (Twining-Ward & Butler, 2002). Experts in this study include academics and practitioners--the first step determined qualified individuals from tourism, sustainable tourism, and urban tourism. The number of experts could be a few or up to 3000, depending on the purpose of the selected design and the time frame to collect the data (Jung-Erceg et al., 2007; Grisham, 2009). Therefore, a group of experts is selected purposive sampling, and the size of a Delphi panel is 20 experts.

A pre-selected set of indicators has been divided into elements related to the pillars of sustainability including economic, social, environment, and governance. The indicator is the basis of the Delphi survey, using a ten-point Likert scale to assess the level of agreement or disagreement of the debate moderators on the relevance of each criterion (Habibi et al., 2014; Giannarou & Zervas, 2014). It also asked respondents to recommend combining missed but relevant indicators in each sub-element. This study is conducted in Bangkok of Thailand, where questionnaires are distributed to board members for feedback on useful STI items to track progress or problems in key areas of urban tourism until consensus is reached.

The findings of this article, the following indicators: economic, social-cultural, environmental, political, and technology are essential in developing sustainable tourism indicators. Additionally, it indicates that support from relevant stakeholders such as residents, tourists, the public sector, and the private sector is a significant factor for sustainable development. Meanwhile, global tourism is facing an unprecedented crisis, severely reducing the chances of future generations' success. Therefore, to achieve sustainable tourism, developing and using indicators can help assess the transition to sustainability. Information from indicators is also helpful for destinations to solve various issues. The indicators are also business value propositions focusing on sustainability performance and improving the quality of life of communities.

Keywords: *Tourism Impact, Sustainability, Sustainable Tourism Indicator, Urban Tourism*

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PGRC 4216
INVESTIGATING CHINESE TOURISTS' PERCEIVED VALUE AND PURCHASE INTENTION OF CRUISE HOLIDAYS AFTER COVID-19

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Despite the potential of benefiting from the rapid growth of China's tourism industry, the development of Chinese cruise tourism is constrained by several factors. There is a high degree of competition with many cruise lines operated by international cruise companies offering similar products. Cruise lines operating in China are competing on price, which is not the best way to develop the industry. Cruise products also face intense competition from air travel for overseas holidays. As a new type of outbound tourism product, Chinese tourists do not know much about cruise holidays' value proposition, which accounts for the slow pick up in popularity among Chinese tourists.

Therefore, understanding Chinese tourists' perceived value and purchase intention are crucial to understanding the problems faced by China's cruise tourism industry and laying the basis for China to build more dynamic and flexible cruise tourism. The study will also investigate the destination image of a cruise holiday and the perceived risk in the context of the COVID-19 global outbreak. The COVID-19 pandemic has seriously affected and disrupted the cruise industry and given rise to the negative perception of cruise tourism among tourists. This study will attempt to assess the extent to which the perceived value and purchase intentions of Chinese tourists are affected by COVID-19, and how confidence in cruise holidays will recover after the outbreak subsides.

Through the literature review, this study summarizes the development of cruise tourism in China and examines the concept of perceived value and purchase intention and their application to cruise tourism. This study also discusses the relationship among perceived value, purchase intention, destination image and perceived risk, and summarizes the literature of cruise tourism risk before discussing the hypothesis development of the study. Based on the research model of Petrick's theory of perceived value, through a critical review of literature and integration of key elements, this study further develops Petrick's perceptive value theory model and construct a hypothesis research framework.

This study adopts the positivism research philosophy and the deductive approach. The quantitative methods research design has been adopted in this study. Firstly, the items of perceived value, destination image, perceived risk, and purchase intention will be preliminarily identified through the literature review. Secondly, based on the literature review, this questionnaire has been designed and divided into three parts. The first part investigates the social demographic characteristics of the interviewees (gender, age, occupation, marital status, educational background, etc.). In the second part, respondents will be asked about their perceived value, destination image, perceived risk, and purchase intention of cruise holidays. The five-point Likert Scale will measure this part. The third part is further to understand the perception of respondents' perceived risk. Third, to improve the readability and clarity of the questionnaire tools, two pilot tests have been conducted in this study. Fourth, by issuing questionnaires and analyzing data. The questionnaire was carried out in the form of an online survey. The research has conducted with the assistance of a travel agency in Shanghai. After the researcher sends the questionnaire link to the person in charge of the travel agency, he has assisted the researcher distributing the questionnaire link to the WeChat customer groups and asking the customers to help fill in the questionnaire. The study subjects have been selected based on three criteria: Chinese citizens aged 18 and over, and tourists with cruise tourism experience. A total of 362 valid questionnaires were received. In this study, SPSS and PLS-SEM were combined to analyze the data. The study examined the relationship among Chinese tourists' perceived value, destination image, perceived risk, and purchase intention on cruise holidays after COVID-19 and put forward a theoretical framework. Finally, this study summarizes the extent to which COVID-19 has a negative impact on Chinese tourists' perceptions of a cruise vacation, and how effectively the cruise industry addresses these perceptions.

The findings of this study showed that the perceived value of cruise tourists has a positive impact on purchase intention; the perceived value of cruise tourists positively influences purchase intention through destination image; the perceived risk of cruise tourists has a negative impact on purchase intention. However, cruise tourists' perceived risk did not have a negative impact on perceived value.

In terms of theoretical contributions, this study is the first attempt to explore the impact of Chinese tourists' perceived value on the development of cruise tourism in China and identify the factors that influence the development of cruise tourism in China. This study attempts to construct the theoretical framework of Chinese tourists' perceived value and purchase intention for cruise tourism and explore the countermeasures for China to develop cruise tourism under COVID-19. The study explores the importance of Chinese tourists' perceived value on the development of China's cruise tourism through the review and criticism of the existing literature. This research will also have practical contributions. Examining Chinese tourists' perceived value and purchase intention will help cruise operators sell cruise tourism products better and attract tourists to cruise tourism. The study will also help operators address the sharp drop in demand for cruise holidays caused by COVID-19 and restore confidence in cruise tourism. The conclusions of this study are helpful for national and local governments to fully consider risk factors when making policies, and to develop adequate and effective risk prevention measures in cruise holidays and other tourism areas. Especially in the case of COVID-19, this study provides a reference for government and cruise operators and contributes to the sustainable and healthy development of cruise tourism in China and the world. This study focuses on clarity and readability of expression and is easy to read and spread.

Keywords: *Cruise Holidays, Perceived Value, Purchase Intention, COVID-19, China*

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PGRC 4248

A SYSTEMATIC REVIEW OF VARIABLES ON ENVIRONMENTAL BEHAVIOR: THE CONSTRAINTS OF APPLYING NON-SINGLE-USE-PLASTIC BOTTLED WATER POLICY BY HOTEL OPERATORS IN MALAYSIA

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This paper aims to analyze the constraints in implementing a non-single-use-plastic (SUP) bottled water policy by hotel operators in Malaysia by examining a set of most researched variables, identified through a systematic review, that was found to be associated with environmental behavior (EB).

It is no doubt that one of the persistent and vicious greenhouse gas contributors and pollutants is plastic as supported by many research findings and studies (Bauman, 2019; Raven, 2015). Since the plastic industry began in the early 1900s, we have seen the global plastic production from some 1.5 million metric tons in 1950 increase to 368 million metric tons in 2019 (ISSUU, 2020). If we look at the distribution of plastic production for 2019, Asia alone has produced approximately 51% of the global plastics. According to (OECD, 2018), currently only one of 5 used plastic bottles is being recycled, the rest ended up in Oceans and landfills. In Malaysia, the situation of plastic pollution is worsening after becoming the world's largest importer of plastic waste in 2018 with its already poor waste management and coupled with the government's inconsistency in sustainable development policies (Chen et al., 2021; Tiseo, 2020). Malaysia has one of the largest plastic production industries in the world, but in terms of plastic waste, Malaysia ranks the second-highest in overall generated waste (WWF, 2019).

The tourism sector is one of the biggest contributors to Malaysia's GDP, but the hotel industry has often been regarded as a huge polluter (Legrand et al., 2016). In general, hotels generate a large amount of plastic waste by providing their in-room guests with SUP bottled water as a complimentary amenity in the guestrooms. Although environmental awareness has been rising over the past decades, the majority of the hotels in Malaysia is still consuming SUP bottled water. The roots of environmental problems are greatly associated with human behavior which cannot be ignored, especially when we study organizational behavior towards sustainability (Khoironi et al., 2019; Boiral et al, 2019). While research studies in sustainable hospitality are limited, a Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) is applied to identify the most researched variables related to EB to this analysis in an attempt to postulate the causes of the constraint in implementing non SUP bottled water policy by hotels in Malaysia. SCOPUS database is used to search all past research publications up to mid-June 2021 that related to “environmental behavior” and “variables” containing in their titles, abstracts, and/or keywords. Articles that covered subject areas in social science, environmental science, business, management and accounting, economics and finance, energy, psychology, arts and humanities were included. 503 articles were identified and exported to an MS Excel spreadsheet for review. The oldest article was published in 1977. After excluded one duplicated article and other non-eligibility papers, 110 articles were studied. The results have shown that the most researched variables related to EB are: knowledge/education, attitude, norms, beliefs, value, awareness, motivation, intention, self-efficacy and locus of control. However, knowledge/education of 58% is the most researched variable for EB, followed by attitude of 42% and the rest is quite evenly analyzed. Ajzen’s Theory of Planned Behavior (TPB) and Theory of Reasoned Action (TRA) as well as Stern’s Value-Belief-Norm Theory (VBN) are often based and studied.

Although the majority of the research studies is based on individual or cognitive factors that served as key predictors for EB, this study is to adopt a more holistic approach to analyze a set of variables of individuals and how they are influenced by the organizational factors within the hotel settings in Malaysia towards non-SUP bottled water policy. The cognitive factors that influence individual EB include knowledge/education, beliefs, value, norms, attitudes, motivation, intention, locus of control and self-efficacy whereas organizational factors that influence EB include hotel structure such as departmental divisions and degree of autonomy; hotel types such as age, size, facilities and chain affiliation; management policies such as recruitment and training policy and reward policy; hotel’s priority such as financial performance and decision making and control body; and organizational culture such as hotel practices. This study addresses factors that affect both individual and organizational behavior because they are interrelated and should not be separated for analysis; moreover, external or situational factors such as government policies and regulations, cost of supplies and types of hotel guests are also analyzed as they indirectly affect the hotels’ decisions on non-SUP bottled water policies and actions.

Discussion: As internal and external factors are not favorable to implement non-SUP bottled water policy in Malaysia, achieving this desirous environmental behavior will take a slow process to change as it is not something that can happen immediately. Unless some drives can inject into the system to speed up the process such as leaders (e.g. owners or CEOs of hotels) with great EB intention and power to push forward the actions and/or enforcement power from the government to make changes to reduce SUP waste, non-SUP bottled water policy for hotels in Malaysia is merely an idea.

Limitations: environmental behavior is such a broad topic. Many research papers only focused on one or a few variables with data collected from a small group of individuals, organizations or communities, and therefore the results are varied. However, these research findings provide useful analytics and insight for hotel operators and/or governments to recognize what are the impediments and how to avoid them to put forward their sustainable development projects.

Keywords: *Environmental Behavior, Variables; Systematic Review, Single Used Plastic Bottled Water, Hotels in Malaysia.*

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PGRC 4294
DEVELOPING A FOOD WASTE MANAGEMENT FRAMEWORK FOR ISLAND BASED TOURIST DESTINATIONS

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Approximately $ 1 million worth of food that is produced for the purpose of consumption is wasted every year (FAO, 2014), which is 30 – 50% of the total food production worldwide, Institution of Mechanical Engineers, (2013), (as cited in Pirani, & Arafat, 2014). Ethically this is unacceptable when millions of people are starving and malnourished worldwide, due to lack of food.

Global food waste (FW) issue is devastatingly high that several organizations such as United Nations Sustainable Development Group (UNSDG), FUSIONS, Food and Agricultural Organizations (FAO) are all working towards the aim of reducing FW and sustainability. FW has been studied in various approaches such as from customers point of view (Kallbekken & Sælen (2013), managers point of view (Stirnimann, & Zizka, 2021), FW in households, in cafeterias in hotels and many more. However, limited studies were found that link FW mitigation in island destinations.

Research objectives are as below:

1. To explore sustainable food waste management practices in the resort setting.
2. To observe the industry perspective about food waste management sustainable practices applied in the resort industry.
3. To propose a conceptual framework on food waste management practices in the resort setting.

This study is based on the resort islands of the Maldives. Maldives is an island destination where more than 1192 islands are distributed over 90,000 square kilometers, (Maldives Marketing and PR Corporation [MMPRC], 2020). Due to the geographical distribution of islands, the food and food wastage handling practices are not conventional. However, Maldives is more susceptible to climate change, as the island are only 1.8 meters above sea levels, UNDP (2020). Tostivint, Ostergren, Quested, Soethoudt, Stenmarck, Svanes, & O'Conner, (2016) stated, 12% of the total hospitality waste generated is FW, (as cited in Dhir, Talwar, Kaur & Malibari, 2020).

Peterson, (2013) stated that Maldives Tourism industry contributes 21% of the total waste, of which 40% is FW, (as cited in Malatesta, Friedberg, Pecorelli, Pietro and Cajiao, 2015). Tourism being one of the biggest contributors to Maldives GDP, depends highly on an Environment that is beautiful and healthy, (Biase, Malatesta and Friedberg, 2021). Malatesta et al., (2015), states that the most efficient ecosystem seems to be how the tourist resorts manage their FW, by dumping in to the ocean. However, Maldives tourist resorts prepare and generate buffet meals 2 to 3 times a day. This food if not consumed cannot be used again, as per the FDA guidelines and is then thrown away. This study focuses on developing a framework that would help in reducing the FW generated in the resorts which is in line with the SDG goal 12, responsible consumption and production. (Life foster, 2019), overcoming SDG goal 12, will also help in achieving goal 1, no poverty, goal 11, sustainable cities and communities, goal 13, climate action, goal 2 and zero hunger, creating a positive ripple effect.

Even the Global Climate Change Alliance Plus Initiative, (GCCA+) is in line with the SDG goals, however, it focuses more on the goal 13, which is related to climate change. Multiple efforts under GCCA+ initiative has been placed with regards to mitigating climate change, (GCCA+, 2018).

Maldives with the unique concept of ‘one island one hotel’ poses several difficulties in mitigating FW as per the EPA food recovery hierarchy model. The purpose of this study is to examine the range of FW management initiatives practiced in the Maldives resorts and propose a sustainable FW management framework to adopt in various food service providers sector. This framework can also be used to help develop policies in government level to overcome the issues of food wastage in resorts. Moreover, this paper can be used to help develop a module for the students in the area of Hospitality and Tourism who will in the future work in the resorts.

This research is an exploratory research conducted in the Maldives resorts. To understand an issue better exploratory researches are conducted, (Saunders, Lewis and Thornhill, 2009). Once understanding where the issues lie, then a framework will be proposed. This method of understanding an issue prior to theory development is known as Inductive approach, Saunders et al., (2009). This is a qualitative research.

The research philosophy applied for this study is interpretivism. Multiple realities and understanding he differences between humans is known as interpretivism, Saunders et al., (2009). Case study approach is applied for data collection, multiple cases will be looked in to. Yin, (2009) stated that taking cases from real life situations is known as case studies. Once the cases are determined, data will be collected through in-depth interviews and observations. Using multi data collection methods are known as multi-method qualitative study, Saunders et al., (2009). The reason behind choosing multi-method is to clearly and holistically evaluate the situation.

Focus will be given to collect data from two types of properties, properties that does not practice sustainable food waste management (SFWM) and properties that applies SFWM practices. This will help evaluate the reasons why properties does not apply SFWM methods and also help these properties in implementing SFWM methods. This method of purposely selecting resorts with specifications is known as purposive, non-probability sampling, Saunders et al., (2009). Interviews will be conducted with the managers who are involved with food handling and food management and observation will be conducted to see the FW management process. Observation will be conducted while at the property, taking the role of observer, this is to better understand what the process of handling food waste. This method of observation is known as participant observation, Saunders et al., (2009). Video and notes will be taken of how the properties apply food waste management in each of the selected resort.

This study is in data collection stage, waiting for ethical approval. Once ethics committee approves the application, data collection process will begin.

While millions of people are suffering and starving due to lack of food, others are wasting excess food, in the process wasting the time, energy, and money spent on the production of the food that was produced for the purpose of feeding humans. This study is conducted on the unique concept of the Maldives with one island one hotel policy. The results achieved from this study will be used in the development of a sustainable FW management framework that can be used in other island destinations as well.

Keywords: *Food waste, SDG, Sustainability, Tourism*

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PGRC 4083
EXPLORING AND EVALUATING A SUSTAINABLE INDICATOR SYSTEM FOR TOURISM REAL ESTATE IN HAINAN ISLAND, CHINA

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The rapid growth of the tourism industry creates more opportunities for the convergence between the tourism industry and the real estate industry in China, which prompts the appearance and development of the tourism real estate (TRE) industry (Shi, 2020). Especially for Hainan, it is the only tropical island province and the international tourism destination with most TRE projects in China (Jin, 2019). Compared with other island tourist destinations globally, Hainan island development only lies in the initial stage in the tourism destination life cycle. Therefore, as the carrier of the tourism industry, TRE plays a vital role in the development of Hainan island.

TRE is merely a new phenomenon that appeared in the 1990s in China. From the academic perspective, TRE in the western world literature confines itself to mainly research study on the timeshare industry. However, in Chinese literature, they encompass studies on the development of residential premises for tourists, tourism destination attraction developments, development of shopping malls and other infrastructures catering mainly for tourists. Due to the short history of TRE in China, its conception is still fuzzy in the industrial and academic fields (Xue, 2018). Problems have appeared in the development of TRE, such as the lack of a holistic plan by the local government and the purblind development by the TRE companies, which leads to the waste of the land and environmental pollution, particularly in Hainan island (Jin, 2019). To make a clear definition and search for a way to realize the sustainable TRE development (STRED) in Hainan island becomes a challenging and meaningful issue.

A comprehensive sustainable development indicator system has been considered an effective approach to evaluate and monitor sustainable development issues (Saum, 2020). However, there are limited studies on the STRED indicators in either the western world or Chinese literature (Sheng, 2020), least to mention an indicator system of STRED in Hainan island. Therefore, this study aims to develop a sustainable indicator system that could evaluate the sustainability of TRE development in HI from the perspective of the supply side.

Under the ideology of a pragmatism worldview, mixed methods research is an effective way to solve the crisis of social science methodology assumptions and "research questions (or problems) that can best be answered" (Creswell & Clark, 2018). So, the mixed methods sequential exploratory study is adopted in this research. First, an inductive approach is conducted to explore the factors and indicators that influence the development of Hainan TRE through literature reviews. The sustainable tourism development indicator system is used as a guide in general. A database of indicators based on the World Tourism Organization's Indicators of Sustainable Development for Tourism Destinations: A Guidebook (WTO, 2004) is mainly used because it contains a relatively comprehensive list of indicators developed and also recognized by a wide range of experts (Blancas, Lozano-Oyola, González, & Caballero, 2016). Meanwhile, dominating factors and indicators of TRE development in the context of China and Hainan island are explored from Chinese literature. Sequentially, a panel of academic experts at sustainable tourism, experts in association, government officials, and NGOs will be selected through purposeful and snowball sampling methods and the semi-structured interview will be utilized to explore the typical factors and indicators relevant to Hainan island. After that, the Delphi technique will be used to refine and identify the final indicators for the STRED evaluation according to the specifications of Hainan island.

Second, a quantitative research will be applied to evaluate the state quo of sustainable development of TRE in HI by the Fuzzy Comprehensive Evaluation (FCV) method. Because of the systematization and the complexity of TRE development, the Analytic Hierarchy Process (AHP) will be employed to construct the hierarchical structure and ensure the synthesis weight of each level by the AHP questionnaire. The expert scoring method will be utilized based on the requirement of comment set in the FCV method. Another panel of experts respondents will be selected in the same way to give scores to each indicator. Finally, the score of the sustainable indicator system for TRE in Hainan island will be analyzed and discussed, and suggestions will be provided by comparing it with the ideal one.

The results could serve as a guideline for TRE planning in the long term in Hainan island and may also provide guidance for TRE enterprises to instruct their behaviour in the process of TRE projects planning and development. The STRED indicator system in Hainan island is the innovation based on sustainable tourism indicator system, it may be extrapolated to the study of other tourism island destinations in the world due to the universality among them.

Keywords: *Tourism Real Estate (TRE), TRE Factors, TRE Indicators, Sustainable Tourism Development Indicator System, Hainan Island.*

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PGRC 4138
THE ROLE OF DESTINATION BRAND EXPERIENCE, EMOTIONS, AND BRAND CREDIBILITY IN INFLUENCING DESTINATION BRAND EQUITY

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The aim of this study is to investigate the possible factors effecting destination brand equity. To be specific, it attempts to propose a conceptual model that examines the influence of tourists' perception of destination brand experience, emotions and brand credibility on their evaluation for a destination brand. The impact among variables are tested with destination brand equity, further being discussed in the study.

Destination branding has been a hot topic since three decades ago (Pike, 2010) and it is still a significant academic field until recently (Ruiz-Real et al., 2020). Destination is employed as a significant strategic tool (Pappu et al., 2005) since it helps to advance the positioning of the destination and has a great impact on tourists' choices (Kim & Malek, 2017; Kumar &Kaushik, 2017). Researchers apply destination brand equity to evaluate the performance of branding efforts to ensure a successful branding (Dedeoğlu et al., 2018). Different components of brand equity are used in the destination researches (Gartner, 2014; Kim & Lee, 2018; Kladou et al., 2015; Kladou & Kehagias, 2014; Rodriguez-Molina et al., 2019; Tran et al., 2019). Konecnik and Gartner (2007) first applied four elements of customer-based brand equity (CBBE) including brand awareness, brand image, brand quality and brand loyalty. Since then, Many researchers are applying customer-based destination brand equity (CBDBE) in tourism researches (Bianchi et al., 2014; Boo et al., 2009; Chekalina et al., 2018: Yousaf et al., 2017; Yuwo et al., 2019).

Hainan is a tropical province in the most southern part of China. Tourism is one of the largest contributors to Hainan's economy. In 2018, China unveiled its plan to build the entire island as an international tourism center. However, there is lack of competitiveness in terms of inbound tourism in Hainan. From 2010-2019, domestic tourists accounted for as high as 98%, while the number of foreign tourists only accounted for less than 2% (Hainan Provincial Bureau of Statistics). In addition, tourism development in cities of Hainan province has large differences (Yan et al., 2020). Therefore, it is vital to investigate the possible factors that may influence tourists' perception on destination brand equity in order to improve the competitiveness of the tourism industry in Hainan.

Few studies have explored the relationships between destination brand experience and formation of destination brand equity (zhang et al., 2020; Yang et al., 2015; Rahman, 2020). Based on the stimulus-organism-response (SOR) theory (, Mehrabian and Russell, 1974) and brand signaling theory (Erdem and Swait, 1988), this study attempts to fill this gap.

The specific objectives are as followed:

- To investigate the impact of destination brand experience on emotions and brand credibility.
- To investigate the mediating effect of emotions and brand credibility on the relationship between destination brand experience and destination brand equity.
- To investigate the impact among dimensions of destination brand equity.

The SOR theory argues that human behavior is the result of the stimuli fromexternal environment and internal psychology. And a series of individual behaviors in the environment areaffected by mediating role of the personal emotional state (Mehrabian and Russell, 1974). Consistent with the SOR theory, brand experience is considered to be the environmental stimuli (S) of destination service or products. Emotions is the kind of psychological state provoked under the stimulus and brand credibility are regarded as tourists' perception of extent to which the consumers view the willingness and expertise that promised by the destination (O), and brand equity is the tourists' response to the destination (R). In this way, the relationship among brand experience, emotion, brand credibility and brand equity can be built upon SOR theory. More specifically, the study suggests that the surrounding environment in which destination brand experience is evoked, and the emotional state and behaviour of tourists (brand credibility) determine the brand equity. The framework is to predict how tourists perceived the various component of brand experience on brand equity through emotion and brand credibility in a particular destination.

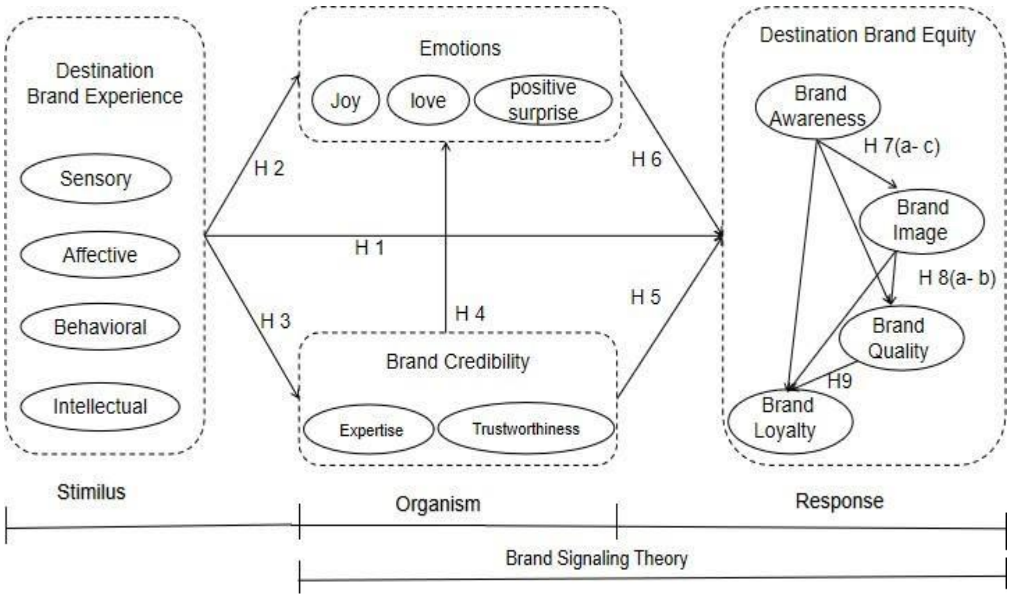

Figure 1: Conceptual Framework of the Study

This study will use questionnaire survey with five-point Likert scale to measure the conceptual framework. Pilot test will be first conducted to verify the questionnaires. In addition, using non-probability convenience sampling approach, this study selects data from tourists in prominent scenic spots that are expected to provoke tourists' various experiences and emotions in Sanya city. Total number of survey items in this study are formulated with 46 questions. Therefore, the minimum sample size required for this research is 460 questionnaires in line with the 1:10 (variables to sample) suggested by Kline (2005; 2015). In this study, SPSS 26 software is first used for descriptive analysis. Reliability and validity of the measurement scales are then assessed by SPSS and AMOS 24.0 software. Measurement model and structure model are also tested by SEM in AMOS.

This study has following contributions. Theoretically, this study proposed a conceptual framework that combines destination brand experience, emotion, brand credibility and destination brand equity based on the SOR theory and brand signaling theory. In addition, previous studies do also have a lack of literature on the effect of destination brand experience over destination brand equity (Brakus et al., 2009; Barnes et al., 2014; Dahiya, Batra & Kumar, 2020). This study attempts to fill this gap. Practically, this study will evaluate the performance of destinations in delivering destination brand experience including sensory, affective, behavioral and intellectual dimensions and their impact on emotion and brand credibility. The study then examines the influence of tourists' emotion and their perception of brand credibility on destination brand equity. With such information, DMOs can be aware of how tourists perceive the performance of destination brand equity and enhance the involvement of brand experience from various perspectives. On the other hand, to be aware of how tourists' emotion and their perception towards brand credibility may affect destination brand equity which provides insight for DMOs to come up with various strategies to evoke emotion and also to obtain tourists' trust.

Keywords: *Destination Brand Experience, Emotions, Brand Equity, Destination Brand Equity*

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PGRC 4291

EXAMINING THE SUCCESS FACTORS OF 720-DEGREE PANORAMIC VR TOURISM FOR DESTINATION MARKETING IN CHINA

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Tourism destinations need to innovate and adopt more advanced technology to be sustainable and keep attracting visitors. The study is focusing on 720-degree Panoramic Virtual Reality (VR) Tourism, which has great potential as a marketing tool for tourism destinations as it provides users with a relatively real sense, informative, immersive and interactive pre tourism experience for free (Kim & Hall, 2019). Moreover, it is growing in popularity in China in recent times that many tourism destinations in China used it to produce professional VR Tourism products which attract much attention that the VR Tourism video of Wudang Mountain has gained more than 200,000 views (Quanjingke, 2020). However, VR tourism is still at an early stage in China. Tourism organizations and destinations have not well used VR for marketing as they cannot effectively transfer Virtual tourism users (potential consumers) to actual consumers (Huang et al., 2016). Thus, the two main objectives of the study are to figure out what factors influence users to generate an intention to visit the destinations that they have been experienced in VR and examine the method of optimizing the existing VR Tourism products.

There is little research on 720-degree Panoramic VR Tourism which has great potential and is suitable for popularization. Most of the relevant research is focused on the 3D world such as the second life and VR wearable devices (Huang et al. 2013; Huang et al. 2016). Various data and cases have confirmed that it has received a lot of attention as a novel form of promotion as the technology has a large potential market and is progressing (Mania & Chalmers, 2001; Li, Lin, Huang & Yao, 2020). However, there is a lack of scholars and professional and academic guidance in the industry. Besides, most studies related to VR tourism conducted Quantitative research methodology and focus on the perspective of users. However, there is a lack of the perspective of VR tourism providers and academics who have a lot of valuable and professional understanding and advice about VR tourism. That is why the research conducted mixed methods. In addition, there is also little research on how to better transform VR tourism users into actual tourists which is the biggest purpose and significance of Virtual tourism as a marketing tool at present. Therefore, the study on this topic is valuable and necessary.

This study combines the UTAUT 2 model and presence theory to develop a theoretical framework of virtual tourism, which is used to investigate its success factors as a marketing tool of a tourism destination. They are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Habit and Presence. Based on the literature, the factors are predicted that will influence the intention of use VR tourism and thus make users generate an intention to visit the destinations they have been experienced (Venkatesh, Thong, & Xu, 2012; Yung, Khoo-Lattimore, & Potter, 2020). Besides, age, gender, experience and income will be mediations. The study also wants to figure out what characteristics of users are easier to generate the intention. UTAUT2 was an integration of eight predominant theories related to technology acceptance and suitability in a consumer context, and the generalizability of UTAUT2 has been proved and supported by a lot of studies (Venkatesh, Thong, & Xu, 2016). However, the studies using UTAUT2 in the context of tourism are relatively few. After searching on Scopus with VR (tourism) and UTAUT as keywords, only five papers were found. Three of them were literature reviews, only two VR related papers adopted UTAUT theory (Rauscher, Humpe, & Brehm, 2020; Low, Shang, Siang, Zakaria & Emran, 2017), and UTAUT2 has not yet been adopted.

To obtain more comprehensive and in-depth results, this study adopts the mixed research method that using both qualitative and quantitative methods, which provides better insights into a phenomenon and can enhance the validity and reliability of the study (Rittichainuwat, & Rattanaphinanchai, 2015). Firstly, the research will conduct face-to-face interviews with the industry professionals in China to absorb expertise and refine the conceptual framework. The sample for interviews is the field experts such as VR tourism designers, VR tourism companies' managers and academics. The sample size is 12 to 15 people, as 12 is a suitable number recommended by Guest, Bunce, & Johnson (2006). Then, an online survey with Chinese 720-degree Panoramic VR Tourism users on the Quanjingke Platform will be conducted. Based on G*power, the total sample size of the online survey should be 111. Thus, the expected sample size is 150 (at least) and the ideal is about 200. The study will conduct Convenience sampling as the potential participants are in an online interest chat group, the questionnaire link will be sent to this group and put on the social media of Quanjingke website. By using the two methods, the research will be more comprehensive and deeper in a relatively high value, reasonable cost, highly feasible and efficient way. Besides, previous studies only surveyed with users may lead to a lack of the field experts' perspectives, but the most reliable and validated results and findings can be reached only by combining and verifying the opinions of users and experts.

In conclusion, three outcomes of the study were expected. Firstly, confirming the developed model is valid and reliable, and can make contributions to future studies. Secondly, identify specific success factors of 720-degree Panoramic Virtual Reality Tourism for destination marketing. Thirdly, find a way to improve existing 720-degree Panoramic Virtual Reality Tourism products and transfer users to actual visitors. It is hoped that 720-degree Panoramic Virtual Reality Tourism can be better applied in the future, and help these tourism destinations to promote themselves with relatively better value and effect, especially for those less well-known tourism destinations that are in urgent need of more attention and tourists with limited funds.

Keywords: *Virtual Reality Tourism, UTAUT 2 Model, Presence Theory, Destination Marketing*

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PGRC 4288
SUSTAINABLE TOURISM DEVELOPMENT: AFFECTING FACTORS FOLLOWING THE SOCIAL EXCHANGE THEORY IN CHINESE TOURISM INDUSTRY

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The Chinese tourism industry has seen exceptional growth on country's economic contribution and it is estimated that China will rank number one tourist destination all over the world by 2030. In the last decade, as the idea of sustainability came into the global arena, sustainable tourism in China is on rising nowadays. The industry faces many challenges: such as contamination of the environment, monument destruction, social problems, and tensions between unregulated development and resource management although Chinese government attach increasing importance to it. This study specifically focuses on sustainable tourism with distinct environment, economic, institutional and cultural impacts in China's tourism destinations. And this research therefore carried out an observational review at the Chinese tourist destination to examine inherent facets of the growth of tourism in a sustainable way. Sustainable tourism has recently become a more and more popular study area. However, the discourse on sustainable tourism is patchy, disjointed and sometimes faulty. Despite the intense focus of tourism scholars and practitioners on sustainable tourism in recent years, the term has not been consistently related to the philosophy of its parental model, sustainable growth based on the past literature. Limited number of study available in China showing the influence of tourism sustainable development as a performance element in tourism destination; thus, it needs to modify their routine and practices to fill up the lacking of investigations. The negative impacts of tourism agglomerate in destination settings in China, requiring new and creative management measures and creation of practical solutions for sustainable development in tourism. Although the importance of destination management in balancing sustainability goals has been recognized, research in target management has overlooked the opportunity to employ conceptual techniques to discover practical ways to meet these destination goals. The destination must therefore strike a compromise between sustainable destination, economic, institutional and social, and stakeholder objectives. On the other hand, local inhabitants play an essential role in this debate, both as main beneficiaries of tourism development benefits and expenses but also as an element of the tourist experience in the meeting with tourists in areas where tourism has taken. Based on the general problem, this present study stresses to find the

theoretical gaps which contribute to the research field broadly. Thus, the gaps and contributions help to criticise the previous investigations and stand for new and unique thoughts.

This study is a short criticism of some of the shortcomings in the literature on sustainable tourism. It addresses few questions which are frequently neglected but which must be answered through research. The role of the need for tourism, the essence of the capital of tourism and the imperative of intra-generational equality are fostering sociocultural change, sustainability measurement and the modes of sustainable growth. Thus, the purpose of this present study is to examine the relationships between environmental, economic, socio-cultural, institutional impacts, host-tourist interaction, community's life quality and sustainable tourism in the Chinese tourism industry.

This present study has followed the deductive research approach and quantitative design. In the current study, the researcher adopted the quantitative technique to achieve the aim, because it attempts to answer the research questions by following proposed hypotheses. The researcher estimated to conduct this study different famous tourism destinations in Guangdong province in China, based on study requirements of collecting data. The participants in the current study are the tourists and residents as they both are responsible for the tourism sustainability. The participants will receive a questionnaire with introduction consent letter approved by the institution and conducted and coded by the researchers. To secure confidentiality, the participants were informed to place completed questionnaire into a sealed envelope and return them directly to the researcher's address. The participants also will be asked about demographic information (gender, age, education, etc.). To make sure about the validity and reliability of the survey, the research instrument was adapted from the past few studies. With the exception of the demographic variables, we will use all the constructs using "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 applied PLS-SEM (Partial Least Squire-Structural Equation Modeling) analysis procedures following Smart PLS 3.0. This present study will create, in order to establish a more robust theoretical basis for a sustainable tourism discussion, theoretical bridge between sustainable tourism and the wider context of sustainable development. As such, it aims at exploring the theoretical foundations and, hence, the viability of the definition not just to add the already considerable literature on identifying and processing sustainable tourism growth.

Keywords: *Socio-Cultural Impact, Institutional Impact, Host-Tourist Interaction, Community Life, Tourism Sustainable Development*

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PGRC 3728
AWARENESS OF DARK TOURISM' AMONG MALAYSIAN TRAVELLERS: THE STUDY OF DEATH ITSELF

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This research aims to study the awareness of Malaysian travellers towards dark tourism. along with the identification of motivation factors, which pose as an effect towards dark tourism, and to weigh the influence of cultural belief, if this factor motivates travellers towards dark tourism.

The term 'dark tourism' was initiated by John Lennon and Malcolm Foley in 1996's International Journal of Heritage Studies. There was an earlier study conducted by Rojek in 1993, which considered to be the earliest mentions of travelling to a destination with historical records of individual or group deaths – 'black spots'. His study did not only limit to victims', rather his focus pointed out on celebrity deaths, such like Princess Diana and O. J. Simpson. Subsequently, there were other attempts in pursuing this study in the following years, which deemed to redefine, refine and labelling death-related attractions in the industry. Other studies in the subject of dark tourism, also includes case studies of particular destinations, such like; Sixth Floor of Dallas in Texas (Foley & Lennon, 1996) and Kundasang War Memorial in Malaysia (Chong & Hussain, 2019). Yet amidst this, there is lesser mention of travellers' motivation, which deemed to be rare when it comes to the niche segment of tourism. Although there are a few scholars who proposed, such like Rittichainuwat (2008) suggested curiosity to be a likely source of motivation for travellers when visiting dark tourism. While Dann (1998) proposed schadenfreude as one of the traveller consumptions when visiting dark tourism. But these are highly descriptive which lack empirical and theoretical evidence.

Malaysia is a well-known for its diversity in culture and religion, as everyone is free to practice according to their belief. But is this any concern to travellers' visiting a 'dark' site? As one's belief in religion increase, one tends to be mindful to the negative prospect in life, such as death and the after life. Yet, there has been records that the Malaysian government had stated in the 10th Malaysian plan, an amount will be devoted to the welfare and development of dark tourism in the country (Bhuiyan et al., 2013). With a number of recognised dark tourism sites (i.e., Jerejak Island in Penang, Kellie's Castle in Perak, and Bidong Island in Terengganu), it can half expect that Malaysians are actually interested and aware of dark tourism. But the question is, in the local community of strong believers – will this will make an effect to motivate travellers to travel to dark sites, or not. There are numerous reasons, varying from curiosity to interest in death and the dead, or pilgrimage. Some would even seek the supernatural and collect evidence to prove the existence of the dead.

The objective of this study are listed as below, which this research will conduct on utilising the quantitative method.

1. To uncover Malaysian travellers' awareness or understanding towards dark tourism.
2. To identify the motivational factors that drives Malaysian travellers to 'dark' sites.
3. To identify 'how far' Malaysians are willing to risk for dark tourism, in a cultural or religious aspect.
4. To explore the possibility of religious belief or culture, as a conflict, or not, in dark tourism among Malaysian travellers.

There are a few scholars of similar research domain (such like Niemelä, 2010), and like many, this research adapts the quantitative method with the use of structured questionnaire survey. Biran et al. (2011) and Kang et al. (2012) conducted with similar research with the use of basis questionnaire surveys. The questionnaire of this study will be consisting of a following sections and will be distributed through an online survey in Malaysia, comprising of:

1. Describing possibilities of visiting dark tourism
2. List down motivational factors in visiting dark tourism
3. Identify religious beliefs and/ or cultural issues towards dark tourism
4. Demographic descriptions

The research questionnaire will be divided into four segments, where the first segment of the survey, will be an introduction of dark tourism and questions the possibility of travellers to be interest in travelling to dark tourism. These questions will be presented in both multiple-answers and Likert-scale option, ranging from 1 (strongly disagree) to 5 (strongly agree). Whilst segment 2 and 3 are Likert-scale questions of similar range to segment 1. Lastly, the demographic section captures the descriptive information of respondents.

The analytic system which will be used to analyse the data collection from the survey questionnaire efficiently, reliability and validity measures will be tested on partial least square (PLS). The analysis will incorporate the multivariate analysis and path analysis (Dimitrovski et al., 2019; Mangwane et al., 2019), which is equipped with the modelling of structural equation model (SEM).

As the research of dark tourism prevails, the number of studies increase with the contents of case studies on forms of attractions, and some on selected particular attractions, such as the Imperial War Museum in Manchester (Lennon & Wight, 2004), and Nanjing Massacre in China (Cui et al., 2020). Most of these studies were conducted as a source of analysis and to identify dark attractions, or to segment which 'shade' or 'tone' of darkness does an attraction fit into.

But the commonality between these studies are, they've scarecely mention the motivational factors, where questions pose to why these numbers continue to grow annually and what has attracted them (Bhati et al., 2019; Gough, 2008).

This research will be implementing the postmodernism and push-and-pull factor to study the research objective that's stated as before. There are a number of studies which cooperate the theory of postmodernism, such like in the study of Sharpley and Stone (2009) where the researchers have claimed the mention of two words, 'dark' and 'tourism' actually causes a headline grabbing attention. As such where Light (2017) proposed, the study of attractions and destinations are highly favoured by scholars, in comparison to studies of identifying travellers' consumption and motivations. After all, due to the years of manifestation of a destination – it generates a colossal amount of attention which may deemed to attract travellers.

As the research aims to identify the motivation, and the possibility influence of religious belief and cultural contexts – the theory of push-and-pull factor will be implemented. The application is mostly popular and widely discussed in the tourism literature, as the theory defines and identifies the two components which scholars often discussed. Bond and Falk (2013) mentioned the theory to be an inherent drive of the human behaviour, which 'pushes' individuals into choosing their preferred destination. Whilst, Gaya (2013) put it, the attributes of motivation are linked to human behaviour, attracted to what their desire of attraction has to offer. Whereas, the 'pull' signifies the attributes which resides from the attraction, that could interest travellers.

Keywords: *Dark Tourism, Travellers' Motivation, Push and Pull Factors, Malaysia*

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PGRC 3949
THE INFLUENCE OF INDIVIDUAL DIFFERENCES ON SUCCESSION PLANNING AND LEADERSHIP QUALITIES: A CONCEPTUAL PAPER

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This work proposes quantitative and qualitative methods to provide insight into the factors influencing the succession planning process on the three-tier level of upper echelons and how it helps develop leadership qualities among five-star hotels in Kuala Lumpur, Malaysia. This research work will debate the role of internal factors like individual differences, which are alleged to be influential factors for producing talented leadership qualities alongside some specified internal factors, such as social identity, leadership talent, and workplace envy as a mediator factor. The study proposes Human Capital Theory and Theory of Planned Behavior (TPB) as underpinned theories that link anticipatory behavior with social identity and leadership talent, leading to succession planning and leadership qualities. Population and sampling will be focused on 42 hotels and 260 upper echelons in Kuala Lumpur. The impact of this study is expected to influence the way succession planning would be done in the hotel industry, particularly with the diversity of the employees' background. It will help the management to reassess the current process of developing and grooming future upper echelons by considering the differences within the organization.

The hotel industry has been known as one of the workforce intensive sectors that rely heavily on its employees to deliver customer service. The sector is also imperative to service oriented organizations within the contemporary business atmosphere, particularly in Malaysia (AboMurad & Abdullah, 2019). Unfortunately, until recent time, most of the researchers found that a lot of human resource problems are faced by the hotel industry, namely high employee turnover, shortage of talented people, and lack of quality service (Beh & Shah, 2017; Downe, Loke, Ho, & Taiwon, 2012; Haldorai, Kim, Pillai, Park, & Balasubramanian, 2019).

Succession planning is an emerging concept that needs more research to explore its relationship with the members of the workforce and organizational outcomes (Ali & Mehreen, 2019). Wiesman and Baker (2013) identified succession planning management as ensuring continuity and consistency in key positions, besides maintaining a cultivated intellectual capital as well as organizational knowledge. It helps the organization to accomplish its objectives by ensuring expertise sufficiency is available to face the demands of turbulent market conditions (Alvani, Southeh, Jadaghi, & Inaloo, 2016).

Succession planning systems were claimed to be implemented in the hotel industry. However, according to Akinniyi, Lkama, Idowu, and Oraegbune (2020), in research shown by the Society for Human Resource Management, only 58% of organizations have an official or unofficial succession planning scheme in place in the United States, and another 26 percent announced plans to create one. Consequently, there is a shortage of succession planning studies and a need to explain the reasons why most of the companies do not implement succession planning

(Obedgiu, 2017). According to Daley (2020), 90% of employees between ages of 19 to 34 would have higher levels of engagement in companies that have a clear succession plan. However, most of the international hotel organizations are bound to select and appoint senior managers by their priorities in enhancing their corporate and brand image towards their stakeholders (Minkiewicz, Evans, Bridson, & Mavondo, 2011). It gives the idea that the majority in international and well-known hotel companies would probably choose foreigners to hold senior management positions because of their global knowledge, standards, and experiences from the originating corporate territory (Chang & Ma, 2015; King & So, 2015). Situmorang and Japutra (2019) argue that if the local managers are less appointed to upper echelons and managerial positions, the local future workforce could be intimidated from working in the hotel industry. Therefore, this study is to provide insight into the factors influencing succession planning process on three-tier level of operation managers and how it helps in developing leadership qualities within five-star hotels in Kuala Lumpur, Malaysia by intersecting quantitative and qualitative data.

This research uses mixed methods, whereby a mixture of quantitative and qualitative approaches will be used to build rich insights into phenomena of concern (Venkatesh, Brown, & Sullivian, 2016; Venkatesh, Brown, & Bala, 2013). Mixed methods analysis is useful for resolving confirmatory and exploratory research problems (Teddlie & Tashakkori, 2003, 2009), and for creating new analytical insights by incorporating the strengths of both quantitative and qualitative methods (Venkatesh et al., 2013, 2016). The primary purpose of this design is to use a qualitative dimension to clarify the original quantitative outcome. Explanatory design is acceptable when the researcher wants qualitative evidence to describe quantitative significant or non-significant outcomes, positive exemplars, outlier results, and unexpected or confounding results (Bradley, Curry, Ramanadhan, Rowe, Nembhard, & Krumholz, 2009; Morgan, 2014; Morse, 1991). This design could be used if the researcher chooses to form a group on the basis of quantitative findings and follow up with the group by subsequent qualitative analysis or to use quantitative results on the characteristic of the participant to guide purposeful sampling for the qualitative process (Morgan, 2014). It can also be used to clarify the phenomenon by qualitative evidence that sheds light on why the quantitative effect has arisen and how they could be explained (Creswell & Plano-Clark, 2017).

The technique for this study is the probability stratified sampling to select for each category of the study, which is the three-tier level of operation managers in five-star hotels. Etikan and Bala (2017) mentioned that stratified sampling is used when a population from which a sample is to be drawn does not form a similar group. The researcher will independently contact the hotel to determine the population of the study are initially communicated. The researcher will independently contact the 42 hotels in Kuala Lumpur altogether to determine the population. These parameters will be fitted to the parameters of the study to gather the data on the number of three-tier level of operation managers that hold positions in the room division department (front office, housekeeping, and reservation) and the food and beverage department (restaurant, banquet, and kitchen). Based on the information given, the expected sample size amounted to a total of 260 managers. In data collection and analysis, the researcher applied face-to-face approach to conduct the survey and analyze the information obtained through Structural Equation Modelling and using IBM Statistical Package for Social Science (IBM SPSS).

The second phase uses focus group interviews and will be conducted using a virtual application (Zoom.US) with three sessions or until the point where theoretical saturation is reached (Corbin & Strauss, 2008). Each of the sessions required three to four participants, including different backgrounds and demographics. This research applied non-probabilistic sampling, which is a subject to determine the unit population to be included in the sample. According to Han (2013), this technique is one of the most favorable approaches in the area of hospitality and tourism management. These participants will be selected using the purposive sampling, whereby they are easily accessible with regards to interviewing the managers involved in this case study (Cozby & Bates, 2015). Participants in the qualitative follow-up process would be a subset of participants who participated in the quantitative data collection.

This intent involves examining the quantitative results closely to isolate findings that may be surprising, contrary to expectations, perplexing, or unusual, and then, gathering qualitative data to explore those specific findings in depth. A strong connection between the phases, such as the selection of participants for the qualitative phase from information arising from the quantitative data analysis also helps the researcher attain more meaningful explanations.

***Keywords**: Succession Planning, Leadership Qualities, Mixed Methods, Management, Upper Echelons*

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PGRC 4022

INVESTIGATING USAGE ATTITUDE AND LOYALTY OF FOOD DELIVERY APPLICATIONS: A MIXED-METHODS APPROACH TOWARDS FOOD WASTE REDUCTION

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The study aims to investigate the factors influencing usage attitude of food delivery applications (FDAs) and intention to reduce food waste, as well as the relationships among usage attitude, customer satisfaction and loyalty.

When it comes to food and dining in restaurants, eating at home cannot meet the demand of people to a certain extent. In recent years, FDAs have been broadly concerned customers in adopting and its 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, in 2017 in Los Angeles and California, the deals income of those restaurants that attempted to coordinate with FDAs expanded by up to 35% for some businesses. (Cho, Bonn, & Li, 2019). They also believed in United States that the core business of restaurants will become the orders generated by the cooperation between restaurants and FDAs in the following 2-3 years.

As a good many people use the delivery apps to order food, the number of FDAs has grown exponentially globally, which has intensified the competition among FDAs (Andriani et al., 2021). In addition, the more people order via FDAs, the more serious food waste could be caused (Li, Mirosa, & Bremer, 2020). On a global scale, Gustavsson et al. (2011) found that nearly one-third of the food for human consumption is lost or wasted, which is comparable to 1.3 billion tons of food being treated as waste per year. It has truly put off the progress of UNSDGs No. 2: No hunger (United Nations Sustainable Development, 2021). With the increasingly financial environment and social issues in each stage of the food production and consumption chain, food waste has been widely concerned by increasingly governments, researchers, ventures, non-governmental organizations etc. (Schanes et al., 2016).

Despite the previous studies that have investigated the factors influencing the food delivery services, further possible factors are still required to advance the understanding and improvement of the industry (Saad, 2020; Kapoor, & Vij,2018). Further, customers are loyal to the restaurants they like. New restaurants cooperating with FDAs have difficulty in gaining customers' loyalty to themselves (Nezakati et al., 2011). What is more, food waste is given the burgeoning attention in many other food-related fields, but there is limited research related to FDAs in this context, which became a huge gap (Li et al., 2020). In addition, individual differences of consumers can also explain behavioral differences to some extent and are worth studying like gender, age and so on (Saad, 2020). Moreover, academic studies are needed to investigate practical steps or interventions taken by FDAs to reduce food waste (Li et al., 2020).

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 extending the Theory of Planned Behavior (TPB theory) (Ajzen 1991), the specific objectives of this study are as follows:

- To recognize the factors affecting usage attitude of FDAs.
- To analyze whether usage attitude impacts customer satisfaction and loyalty.
- To test whether preventative behavior plays the mediating role between usage attitude and customer satisfaction.
- To distinguish the factors influencing the intention to reduce food waste.
- To analyze whether the intention to reduce food waste impacts the customer loyalty and food waste behavior.

Besides, the present study will record what practical steps and future measures taken by operators from FDAs may help increase customer loyalty and decrease food waste through in-depth interviews recruitment approach.

This study incorporates three theories to investigate the usage attitude, customer loyalty and the intention to reduce food waste. Convenience, ease-of-use, delivery experience, quality control, search of restaurants and listing 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 reuse, cooperation and relink next to recommend FDAs. Moreover, factors positively influencing the intention to reduce food waste are usage attitude, subjective norm, perceived behavioral control, socially responsible consumption, anticipated regret and self-identity. Further, gender, educational level and precaution are included as moderators and preventative behavior is defined as a mediator. Figure below depicts the conceptual framework of this study.

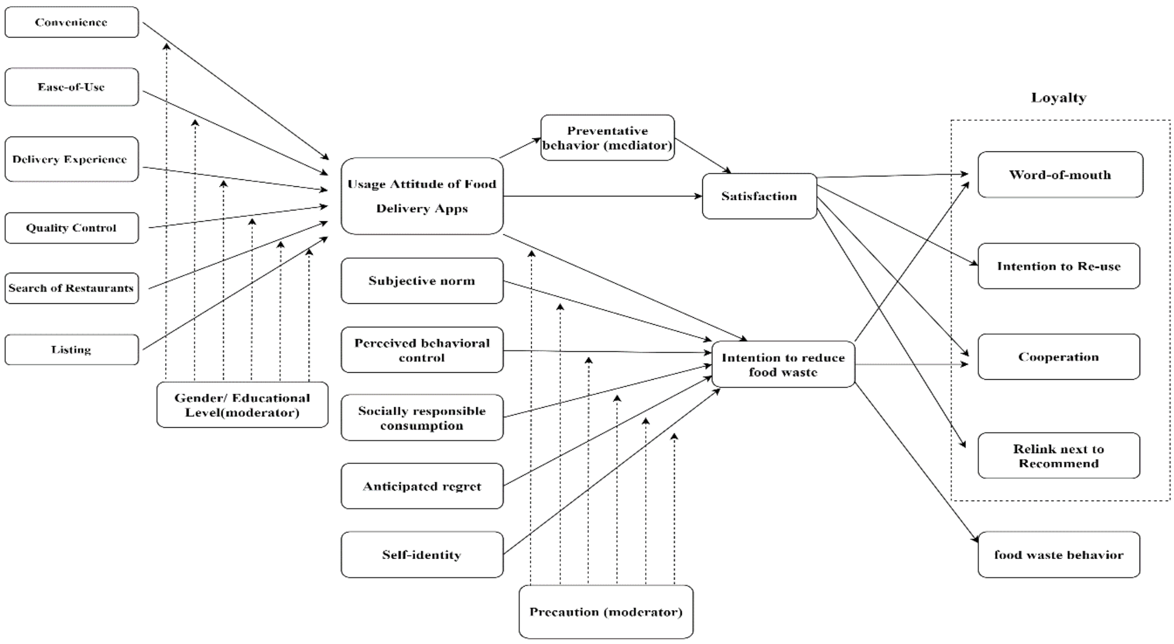

Figure 1: Conceptual Framework

In this study, the research approach is mainly quantitative in nature followed by a qualitative research approach for confirmation of the findings. From the perspective of users, 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 5-point Likert Scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Meanwhile, participants are customers who order food via FDAS at least 3 times per month (frequent users). Based on the seventh nationwide population census from National Bureau of Statistics (2021), the total population of China is

1,443,497,378. Thus, based on 95% of confidence level and 5% of confidence interval, participants need at least 384 people to be able to interpret the framework. 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 Smart PLS. 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 the 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 feedbacks of operators on the ideas from customers and the direction of future development.

In the environment of business to consumer (B2C), customer satisfaction and loyalty are regarded as very important resources. Meanwhile, the phenomenon of food waste has serious consequences, we must take devoted attention and instant action on reduction of food wastage. This study is a mixed-methods research approach which will provide a profound insight into the development of FDAs and the reduction of food waste. Furthermore, by combining U&G theory, Satisfaction-Loyalty Theory and TPB 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 and intention to reduce food waste, which explains the true feelings of users and help operators meet the demands of customers. Moreover, through interviews with the operators, researchers will find understandings of the two perspectives of FDAs. It helps operators to take more practical steps into account when taking measures.

Keywords: *Food Delivery Applications, Intention to Reduce Food Waste, Loyalty, Mixed-Methods Research.*

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PGRC 4275
SOCIAL CONSTRUCTIVIST LENS ON THE COMMUNITY CAPACITY-BUILDING INITIATIVE AND TOURISM DESTINATION DEVELOPMENT OF EAST NUSA TENGGARA: A NARRATIVE ANALYSIS

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The expanse of community capacity-building (CCB) in tourism research is immense. However, as shown in the table below, through literature review conducted by the author, CCB tourism research remains necessarily addressed by its context-sensitive tone (Brinkerhoff & Morgan, 2010; Miller, 2010, p. 23). Scattered widely across nations, CCB actors' power-related in rural tourism context remain faces an opened window of exploration.

	Title	Year	Authors	Objectives of the study
1	Capacity building for inclusive growth in community-based tourism initiatives in Kenya	2019	Imbaya B.O.;Nthiga R.W.; Sitati N.W., Lenaiyasa P	Investigate the outcomes of African Wildlife Foundation (AWF) capacity building.
2	Capacity building through socially responsible tourism development: A Ghanaian case study	2012	Christina Koutra; Jon Edwards	Explore capacity-building through capital: social, human, physical, and financial.
3	A capital assets framework for appraising and building capacity for tourism development in aboriginal protected area	2012	Nathan Bennett; Raynald Harvey Lemelin; Rhonda Koster; Isabel Budke	Overview of the development and testing of a framework for measuring community capacity for engaging in tourism to ensure benefits across the various spheres of a community's development while also safeguarding the environment.
4	Community capacity building for tourism in a heritage village: the case of Hawraman Takht in Iran	2018	Zahed Ghaderi; Gelareh Abooali; Joan Henderson	Reveals an absence of formal CCB in Hawraman Takht and this study suggests reasons and consequences.
6	Fostering community empowerment and capacity building through tourism perspectives from Dullstroom South Africa	2017	Gareth Butler	The findings reveal two things: first, low skilled and low-paying tourism work yet most of them have held full-time position for more than a decade. Second, potentiality growth of the inhabitants.
7	Peer-to-peer capacity-building in tourism: Values and experiences of field-based education	2010	Marina Novelli; Peter Burns	Reveal peer-to-peer capacity building through exchange benefits for both visiting students and host country.

8	Leadership and tourism development in rural south-east Asia analysis of a capacity-building project in a rural community in Timor-Leste	2019	Frederic Bouchon; Bruce Prideaux	Investigate the issues of leadership and power while a private hotel project progressed.

A three-year community capacity-building initiative, which is tourism-focused, was done to train and equip the local government and the community. It is an initiative from a tourism specialist Non-Governmental Organisation (NGO) to 3 regencies in East Nusa Tenggara: one of them is West Manggarai regency/district, which is Liang Ndara tourism village. 'Created' is the Program of the INDECON, the NGO to build community's craft products, culinary training to homestay administrator, self-development, and teamwork training of department of culture and tourism staff.

Capacity building, however, could not be observed in segregation. Instead, it is inherent in social, economic, and political settings. All of the ‘extravagant’ of the concept of CCB conceals the point that the concept is secretively employed to enslave and create a power imbalance between the ‘builders,’ with the powerful ones, and the ‘beneficiaries,’ the ones presumably to be powerless (Erb, 2000). As scholars stated, Foucault's power relations in tourism systems change throughout the stages of development (Cheong & Miller, 2000). Rural context’s power game is strongly performed by actors in interrelations of politically dynamical parts in such initiative (McAreavey, 2009).

The study aims to identify the interaction between the actors working in the CCB initiative process, explore various kinds of power relations happening among actors, and explore consensual understanding during the CCB initiative process.

Liang Ndara community, NGO, local government, traditional chief, and community-based organisation are actors which will be elaborated in this study. In looking at these actors, social constructivist narrative analysis as the method utilized by the researcher, will be concerned with the narratives of social occurrence stories as co-constructed through a dialogical form in diverse contexts in its interactional, institutional, historical, and discursive setting.

In the interview process as one of the researcher’s data collection strategies, provoking questions will be undertaken (Tanggaard, 2007). The researcher will reaffirm additional issues alternatively, co collaborative conversations along with the data interpretation. Through this an ‘ongoing process’ mutual discussion, the researcher attempts to see the world from the perspective of the individual whose sense-making or meaning-making of the one who is interviewed and observed.

The researcher lives in Greater Jakarta with effortlessness in public transportation and contemporary facilitation. In contrast, Flores is a culture-prosperous rural isle filled with

mountains. Therefore, Field observation and interview in Liang Ndara will give the researcher crucial observational data to produce a straight or firsthand report: to see, hear, feel, and stand and stay there individually.

This strategy would initiate collaboration with inhabitants who can talk the Indonesian language properly and at the same time flawlessly speaking the origin language. Following interviews, transcribe audio-recordings comprehensively from sources of transcriptions would be an endeavour. Thereinafter, the next stage would be a work with translated data and would likely take a few extra interviews. Analysis and member validation could be started simultaneously. In this stage, the researcher will cautiously consider the implications and strategies to tackle interviewees' disagreement.

The thematic technique would be put into practice of gathered transcripts utilising NVIVO 12 for data formation. Summaries of every NVIVO node will be produced comprehensively to comprehend the large number of materials collected.

To obtain the objectives of the study, social constructivist narrative analysis believed will bear fruit of exploration on power relations and struggles derived from the account that social constructivist narrative analysis as robust instrument uses cultural tools, the symbols, texts, and ways of thinking, through stories, in an active process of socio-political and socio-cultural "meaning-making and reality construction" (Esin, Fathi, & Squire, 2014; Riessman, 2008). Besides, actors are constructed in a social context, formed through practical activity.

Narrative analysis on actors' power relations of CCB initiative through social constructivist lens remains lacking. Thus, this study is expected to fill the gap aforementioned particularly in rural context. Additionally, it aims the community to bring off power to better interrelation in rural tourism development initiatives.

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PGRC 3990
A SYSTEMATIC REVIEW OF RESIDENTS' PERCEPTIONS TOWARDS TOURISM DEVELOPMENT IN ETHNIC TOURISM CONTEXT

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Ethnicity is usually defined by descent and culture and associated with diverse languages, religiosity, and customs. And when these attributes become attractions to tourists, it differentiates ethnic tourism from other forms of tourism (L. Wang & Yotsumoto, 2018). Moreover, ethnic tourism is characterized by marketing exotic culture and customs, and a wild natural environment through intimate interaction between tourists, minorities and nature (Wei et al., 2018). Therefore, pleasant residents can guarantee tourists' satisfaction with the tourism experience, which is an integral prerequisite to sustainable tourism development (Y. Wang et al., 2020). Driven by tourists' desires for novelty and authenticity, indigenous residents, as both the attraction and stakeholder of ethnic tourism (Trupp & Sunanta, 2017), have usually been described as primitive, socioeconomically backward (Abrahams, 2015), sociocultural distinguished from (McCarthy, 2011) and inferior to the dominant majorities (Wei et al., 2018). Despite a considerable number of scholars asserted that sustainable tourism development largely hinges on how residents perceive the tourism impact on the local community and the degree to which they support the tourism development (Latip et al., 2018; Rasoolimanesh & Jaafar, 2017; Rasoolimanesh et al., 2015), as the crucial stakeholder to ethnic tourism, indigenous residents usually fall prey to the 'tourist gaze' remaining silenced and marginalized in front of the dominant groups (Restrepo Campo & Turbay, 2015; Su et al., 2016). In recent decades, there have been growing interests in investigating residents' mixed views towards tourism development which is referred to as a social dilemma of being favourable to positive influence and concerning about the negative effect of tourism development. Nevertheless, limited scholarly attention has been drawn to indigenous residents' perceptions towards tourism development in ethnic tourism context (Wang et al., 2020). In order to identify the current knowledge gap and acquire an in-depth understanding and unique insights to future studies and tourism practitioners, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) will be applied to identify the literature examining the residents' perceptions towards tourism development in ethnic tourism context.

Followed by the PRISMA (Pahlevan-sharif et al., 2019), the Scopus Database was performed to search for the literature revolving around residents' perceptions and attitudes towards tourism development in ethnic tourism context (queries strings contain indigenous/ aboriginal/ cultural/ heritage tourism contexts). The first search using the Scopus database was operated on 12th June 2021. After screening the eligibility assessment, the results demonstrated were further exported to an Excel spreadsheet containing title, abstract, keywords, author' name, journal name, publication year and publisher. To enhance the reliability of literature reviewed, the Australian Business Deans Council (ABDC) Journal Quality List, recognized for its comprehensive applicability (Pahlevan-sharif et al., 2019), was introduced to screen the selected literature. There are 123 articles listed in ABDC list (A*:42; A: 39; B: 35; C:7). Followed by the PRISMA Protocol, the study selection procedure and inclusion criteria are shown in Figure 1. After further review of abstract and full text respectively, 70 articles were excluded for being irrelevant to the resident's perceptions in ethnic tourism context. Ultimately, a total of 53 articles that met the eligibility criteria were included in the final review.

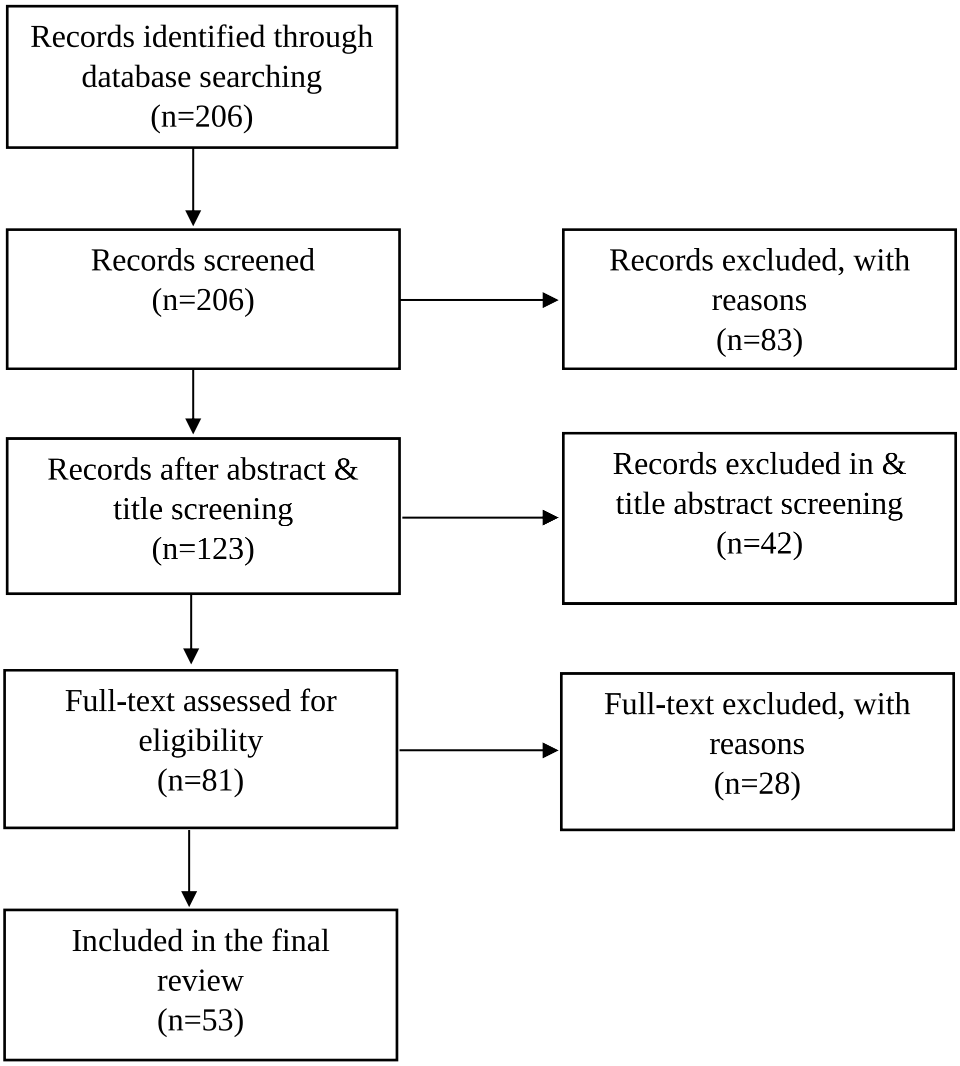

Figure 1: Flow Chart of Study Selection

Despite a considerable of literature has examined the residents' mixed view of both positive and negative perceptions within economic, socio-cultural and environmental dimensions, most studies concentrated on the residents' perceived socio-cultural impact in ethnic tourism context. In addition to the frequently discussed scopes, like commercialization, representation, tensions and empowerment and cultural value and belief, the other focuses include the benefit-centred infrastructure investment (Gullion et al., 2015), the failure to create jobs and improve the local livelihood due to the maturated market and immigrant influx (Rezaei, 2017). Moreover, some studies revealed the interaction with indigenous residents and the pursuit for authenticity during the host-tourists encounters are no longer the major appeals to tourists who are pursuing entertainment, relaxation and convenient facilities and services (Yang, 2013; J. Yang et al., 2014). Additionally, there also exist controversies revolving around whether religiosity negatively impacts residents' perceptions (Suntikul & Dorji, 2016, Shtudiner et al., 2018) and whether ethnic tourism positively facilitates the gender labour division and gender empowerment (Ishii, 2012; Trupp & Sunanta, 2017). Moreover, literature in this fields brings both theoretical and empirical significance to future studies and tourism practitioners in ethnic tourism context. Concerning the research methodology applied, the residents' perception studies contextualized in ethnic tourism primarily applied qualitative method, and the research employed mixed methodology runs second, then it comes with studies adopting quantitative method. In addition to 16 studies lacking theoretical support, the Social Exchange Theory remains the dominant theory applied in the literature reviewed. However, despite variable and interdisciplinary theoretical perspectives employed in previous studies, there is scarce literature integrating different theories to conceptualize an integrated model of both antecedents and consequences of residents' perceptions (Rasoolimanesh & Seyfi, 2021). Furthermore, in the literature reviewed, more than 75% of studies were conducted in Asian countries, amid which research studied in China accounts for almost half of all the literature.

Compared with the other tourism forms, the residents' perception studies contextualized in ethnic tourism are relatively rare and demanding more scholarly attention in future studies to investigate indigenous residents' perceptions with newly found variables and integrated theoretical model of residents' perceptions by employing more diverse research method in ethnic tourism context. In terms of ethnic tourism practices, increasing academic attention to ethnic tourism studies may provide some managerial implications to tourism practitioners to minimize perceived negative impact and maximize positive benefits to improve residents' quality of life, and to gain their support for tourism development with aims to achieve sustainable tourism development and sustainability of ethnic tourism communities.

Keywords: *Systematic Review, PRISMA, Ethnic Tourism, Residents' Perception*

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PGRC 3930
INVESTIGATING THE INDICATORS TO MEASURE NATURAL ENVIRONMENT SUSTAINABILITY IN A RURAL TOURISM DESTINATION, A CASE OF BOGOR REGENCY, INDONESIA

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Indonesia, the 13th largest land area country in the world, owns 75.436 registered villages. Those enormous numbers of villages open up favourable circumstances for rural tourism. Currently, there are 1.734 registered rural tourism villages in Indonesia (ICBS, 2018) which abundant natural wealth; the chances for rural tourism development is tremendous. Indonesia itself put tourism as the most embraced industry since the industry managed to generate 280 billion rupiahs in 2019 alone, make it as 4th highest foreign exchange earner industry and is projected to keep crawling up to be second. From this economic point of view, the tourism industry is very much loved. Still, when there is environmental degradation in a tourism destination, no doubt the main speculated culprit must be tourists; all of a sudden, tourism is seen as a very horrible thing for environmental sustainability.

Meanwhile, this industry naturally creates infinite multiplier effects, which are positive impacts and negative impacts, not only positive impacts for sure. The positive impact is something that needs optimizations, and negative impacts indeed are things that need to be minimized. The presence of tourism certainly cannot be underestimated, and shutting down from the tourism industry does not guarantee that the environment will be preserved. At the same time, its continuance surely stimulates great number of new businesses. These wider employment opportunities contribute to an escalation in government revenue which is expected to return to local people (Kumar et al, 2015), which can increase poverty alleviation (Njoya & Seetaram, 2018) and improve local communities' moral values (Zhuang et al, 2019).

Many other researches about environmental issues in tourism destination settings mostly checked on the existing debris (Hayati et al, 2020) and not checking the waste that only comes from tourism activities. It is assumed, when the generated waste is handled correctly, then it should not be a problem at all. Then what matter is the proper handling, not only regarding waste but also various other things that may push faster potential damage, especially those in direct contact with rural tourism activities. Proper handling is not just about how we handle when the problem occurs or through environmental prevention management only, but by studying the root cause and how it happens will have a more significant impact on environmental sustainability. Therefore, this research will take place at a rural tourism destination in Bogor Regency, West Java, Indonesia, to explain the state of environmental indicators based on environmental conservation behavior of local communities and domestic tourists for better preventive and remedial measures to achieve rural tourism sustainability. The research subject is rural tourism destinations in Bogor Regency, Indonesia

The environmental dimension in sustainable tourism directs to protecting natural assortments and protecting the patterns of the environment. Subsequently, the executives and control of environmental impacts due to the utilization of the tourism industry are very mandatory (Navarro et al, 2015). Therefore, Kalantari (2010) in Safakish (2015) provided environmental indicators for measuring sustainable rural development and (Odoljub et al, 2011) outlined benefits taken from maintaining ecological indicators of potential for rural tourism development. To measure environmental conservation behaviour of local communities will refer to Zhang et al. (2017) model, for domestic tourists will be influenced by typology profile (Pinto et al, 2020., Laaroussi et al, 2020) and destination image based on destination attributes (Boit & Doh, 2014), and for local communities will be influenced by tourism development (Bajrami et al, 2020) with awareness of the environmental consequences as a moderating variable.

Deductive research approach is made as this research has a set of hypotheses that need to be confirmed or rejected (Wilson, 2010). This is quantitative research which is detailed, structured, have been through validity, reliability and can be unequivocally characterized and perceived (Kumar, 2011). The first population is past visiting domestic tourists with 330 sample size based on (Hair et al, 2011), online questionnaire will be distributed containing 4 variables and 33 items in simple random sampling technique. The second study population is local communities with 331 sample size based on (Hair et al, 2011) in printed questionnaire which will be distributed personally containing 3 variables and 31 items in purposive-homogeneous sampling technique, questionnaire will be used as the only survey instrument. The research area is rural tourism destinations in Bogor Regency, Indonesia.

For data analysis, 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 is used to check the relationship between the first sub-structure, which implies a causal relationship from each dependent variable to environmental conservation behavior and the second sub-structure which implies a causal relationship from environmental conservation behavior to environmental indicators for sustainable rural development.

The discovery of a group of the sample which has lower environmental conservation behaviour and the current condition of ecological indicators on rural tourism destination to be ready in proposing appropriate recommendation of tourism activities and other needed considerations which can diminish dangers of possible environmental degradation throughout the tourism activities to achieve environmental sustainability in a rural tourism destination. The understanding of typology profile and destination image by domestic tourists which can enable greater understanding of the targeted market to effectively design the marketing campaigns that consider the characteristics of destination image as the right image depiction to attract more ethical tourists is just as important as the investigation results from reasons finding of local communities' environmental conservation behaviour, so that various direct receival of tourism developments can be further improved to raise better environmental conservations behaviour of local communities. When the environmentally responsible behaviour of these two main stakeholders is achieved, tourism will no longer be a scapegoat of any environmental degradation and the sweet benefits of tourism can be enjoyed in the long run.

Keywords: *Sustainable, Rural Destination, Local Community, Tourist, Environment Conservation Behavior*

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PGRC 4241
FEMINIST LEADERSHIP IN HOSPITALITY INDUSTRY IN CHINA: THE MODERATING EFFECT OF CULTURAL ATTRIBUTES ON THE RELATIONSHIP BETWEEN PERSONALITY TRAITS AND TRANSFORMATIONAL LEADERSHIP

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The issue of gender equality and career development for women has been a topic of discussion for a long time in both Western societies and China (Feminist Leadership at the UN, 2019, para. 16; Yonjoo et al., 2015). The latter differs from Western countries because of its traditional culture and religious beliefs (Yang, 2011). China has made significant economic strides toward social and cultural interaction; it has one of Asia-Pacific's Highest Labor Force Participation Rates for women (Catalyst, 2020; WEF, 2021); however, women have not gained sufficient attention (Cooke, 2003; Xiangli et al., 2021).

The research on the relationship between personality traits and transformational leadership serves the leadership pipeline and ignores the gender gap within the workforce (Morgan & Pritchard, 2018; Pizam, 2017). Early development of leadership theories has been chiefly founded on the image that leadership was primarily associated with male personality traits. The Big Five Personality Traits (Costa & McCrae, 1992) have been associated with performance, leadership, and gender. Differences in the Big Five personality traits between genders were primarily reported in Western, industrialized countries. It is essential to assess whether specific personality traits affect these four dimensions of transformational leadership equally (Bass, 1985). Transformational leadership sub-behaviors might also have different antecedents found in the leader's personality traits (Deinert et al., 2015).

The deep-rooted Confucian culture of stereotyping women's personality traits as a leader continues to be an inherent obstacle in the female management hierarchy (Xiangli et al., 2021). Cultural differences need to be considered when researching Chinese women in leadership (Wang et al., 2018), particularly in the hospitality industry.

The scope for this research is to advance the field of gender studies addressing the sub-dimensionality of transformational leadership structure by examining the role of female transformational leader as a mediator in leader performance and moderated by the cultural attributes. The study findings offer significant theoretical and practical implications by eliminating gender stereotyping and inequality of the female career prospects.

The questionnaire is presented with a single survey consisting of items from Ten Item Personality Inventory, Multi-Factor Leadership Questionnaire (5X–Self), Organizational Citizenship Behavior, and GLOBE; The requisite sample size was calculated using G*Power 3.1.9.4 was needing as n of 381 with a coinciding alpha of .05, power of .95, effect size of .07 with 12 predictors (Faul et al., 2007). Quantitative research collects 415 responses from the online survey. The respondents are Chinese female leaders holding managers/executives' positions: CEOs, managers, directors, and supervisors leading at the different departments in 5-star Luxury Hotels and Resort Hotels in Hainan province, China. This research used the SPSS26 for data analysis. Research hypotheses were assessed using the path coefficients through AMOS-SEM.

This study firstly estimated the reliability analysis and performed EFA, the extraction results with 393 factors, the 37 items have relatively high internal consistency (α =.872). Based on the sampling adequacy KMO is .910 and Bartlett's test is .000; this indicates that factor analysis could be helpful with data. In addition, the results indicated that the correlations between all the variables were positively significant. The AVE and CR for measures were more than .6, and CR＞AVE; From the HTMT results, there was a positive correlation between the two values (＜.9), indicating that discriminant validity can be accepted. According to SEM results, the second-order CFA measurement model demonstrates a good fit for the data (CFI = .960, GFI=.884, NFI = .912, SRMR = .0580, RMSEA= .045).

The research found that neuroticism (γ=-.094, $p < 0.05$); openness (γ=.381, $p < 0.05$); agreeableness (γ=.346, $p < 0.05$), and conscientiousness (γ=.054, $p < 0.05$) had a positive relationship with the overall transformational leadership measure. In contrast, extraversion (γ=.040, p=.194) was not related to the overall transformational leadership measure (H1a).

Partially supporting Hypothesis 1b, the research found that neuroticism (indirect effect=.012, $p < 0.05$); openness (indirect effect=.000, $p < 0.05$); agreeableness (indirect effect=.000, $p < 0.05$), and conscientiousness (indirect effect=.034, $p < 0.05$) had significant indirect effects on leader performance via the overall measure of transformational leadership. The research did not find support for an indirect effect of extraversion (indirect effect=.125, $p > 0.05$) on leader performance via transformational leadership (H1b).

The transformational leadership sub-dimensions proved to be differentially linked to leader performance. The research found that intellectual stimulation (β=.027, p=.628) was not related to leader performance, whereas inspirational motivation (β=.151, $p < 0.05$); idealized influence (β=.241, $p < 0.05$), and individualized consideration (β=.256, $p < 0.05$) were positively linked to leader performance (H2a).

The mediation bootstrapping results show that individualized consideration and inspirational motivation positively mediate the relationship between personality traits and leader performance. However, the idealized influence shows a direct relationship, and intellectual stimulation considers no relationship (H2b).

The Unstandardized Regression Coefficients show that the Uncertainty Avoidance (interaction relationship=.072, $p < 0.05$, 95%CI=-.83 - -.57) and Gender Egalitarianism (interaction relationship=.076, $p < 0.05$, 95%CI=-.77 - -.51) of cultural attributes strengthen the positive relationship between Personality Traits and Transformational Leadership, both positively moderate the relationship between the personality traits and female transformational leadership (H3a; H3b).

This research examined whether the Big 5 personality traits showed a differential relationship with transformational leadership sub-dimensions, moderated by the cultural attributes and whether the Big 5 personality traits showed a differential relationship with leader performance, mediated by transformational leadership sub-dimensions. This study's survey is limited to selecting a sample of Chinese female leaders within the city's hotels and resorts in Hainan Island, China. The results offered vast implications for theory and demonstrate that other female leaders attempt to improve personal career prospects, business, and gender diversity in a sustainable fashion. Leadership tries to understand how talents can be managed with good accomplishment and confront the challenge posed by the traditional approach. Therefore, the human resource department in the hospitality industry will offer a leadership program for training and professional development opportunities and conduct recruitment to find a candidate whose character traits are best suited for a specific position.

Keywords: *Feminist Leadership; Personality Traits; Cultural Attributes; Transformational Leadership; Leader Performance*

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PGRC 4025

THE TOURIST SATISFACTION AND eWOM OF DUTY-FREE SHOPPING IN HAINAN, CHINA: DOMESTIC TOURIST PERCEIVED VALUE PERSPECTIVE

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China accounts for 35% of the world's duty-free consumption of 2019 (Tianfeng Securities Research Institute, 2020). However, overseas duty-free consumption has accounted for 80% of China's total annual duty-free consumption since 2015 (Liu, 2020). Compare with South Korea, which ranks No.1 in the world in duty-free sales, China's duty-free sales are only 10% of South Korea's duty-free sales, and 60% of South Korea's duty-free sales come from Chinese tourists purchasing (Zhu, 2015). China has a large amount of purchasing power drain to overseas market every year, and the duty-free shopping industry of China have huge space for growth in terms of attracting local tourists in domestic market. Recently years, the Chinese government has introduced a series of duty-free policies in Hainan in order to stimulate the domestic duty-free consumption.

With the gradual decline in the duty-free industry in Europe and the rapid growth of the duty-free industry in Asian such as China, South Korea and Singapore, the engine of duty-free industry in the world has gradually shifted from the west to the east. Benefits from the further opening of Hainan's duty-free shopping policy, Hainan has become one of the regions with the best tourism recovery from COVID-19 pandemic in 2020, and the fastest growing duty-free industry in the world today. The total revenue of Hainan tourism industry in the year were 13.6 billion US$, of which the total revenue of duty-free shopping reached 5.1 billion US$, with a year-on-year increase of 127% (KPMG, 2021). The total sales of South Korea's tourism duty-free retail market in 2019 before the COVID-19 pandemic was 21.3 billion US$. If this data is used as a reference, Hainan has the hope to surpass South Korea and become the world's largest tourism duty-free retail market in following years (KPMG, 2021). There are still the non-policy factors that significantly affect the Hainan to achieve this goal. The tourist satisfaction (Bitner, 1996) based on the experience gained from duty-free shopping activities is an important factor affecting the long-term development of Hainan duty-free industry. Relevant organizations of duty-free industry urgently need scientific guidance of how to improve the duty-free shopping experience of tourists and how to keep long-tern development.

This study is discussing the influencing factors of duty-free shopping satisfaction among domestic tourists in Hainan based on pure perception theory (Cronin, 1992), investigating the relationship between the tourist duty-free shopping satisfaction and eWOM (Newman, 2003 (Electronic Word of Mouth)) from the perspective of tourists perceived value (Zeithaml, 1988). The author applies quantitative approach based on the tourist questionnaires data of three typical selected duty-free shopping malls in Hainan to conduct empirical research. The design of research consists of two pairs of quantitative relationships: the tourist perceived value of duty-free shopping and the tourist satisfaction of duty-free shopping; the tourist satisfaction of duty-free shopping and the eWOM of duty-free shopping. Before proceeding with the two-pair quantity relationships exploration, the author scientifically develops the Hainan duty-free shopping tourist perceived value scale depend on the scale development procedure proposed by Churchill (1979), and to carry out seven steps of determining the definition of the terms, developing initial measurement items, pilot-investigation, formal investigation, exploratory factor analysis, confirmatory factor analysis, and reliability and validity testing. The author also adopted a high frequency vocabulary analysis method of tourists' online evaluation of Hainan duty-free shopping malls, to verify whether the initial measurement items of tourist perceived value obtained based on the literature review are close to the reality economic world or not. After completing the scale, the author uses multiple regression analysis to explore the relationship between the tourist perceived value and tourist satisfaction based on pure perception theory. Non-linear regression analysis is used to explore the relationship between tourist satisfaction and eWOM.

The results of research focus on three aspects: confirming the duty-free shopping tourist perceived value scale of Chinese tourists; summarizing the factors that affect tourist satisfaction of duty-free shopping from the tourist perceived value perspective based on pure perception theory; identifying the relationship between tourist satisfaction of duty-free shopping and eWOM. This research will be the first empirical research on the relationship between the tourist satisfaction of duty-free shopping and eWOM among domestic tourists in China based on the tourist perceived value. The research results to provide academic basis of the duty-free shopping industry in two aspects. Helping the duty-free shopping organizations more accurately grasp the characteristics of tourist perception of duty-free shopping and deepen understanding dimensions of domestic tourist satisfaction. Secondly, though the analysis of the relationship between tourist satisfaction and eWOM, it can help organizations more targeted optimized the offline and online marketing for attracting domestic purchasing power and enhancing Hainan as duty-free shopping destination. There are differences in cross-cultural characteristics in the behaviors of tourists, so the results of this research can only be adapted to research that focus on Chinese tourists. If the results of this research are to be extended to research scenarios adapted to different cultural backgrounds, it is necessary to collect data on tourists from different countries, and the sample sizes needs to be appropriately expanded.

Keywords: *Duty-free Shopping, Tourist Satisfaction, Tourist Perceived Value, eWOM*

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PGRC 4232
CRITICAL FACTORS INFLUENCING HOSPITALITY MANAGEMENT GRADUATES' EMPLOYABILITY IN HOSPITALITY INDUSTRY IN CHINA

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Chinese hotel and tourism industry are booming recent years and Chinese government propose some policy, rule to boost this industry. With the development of it, this industry provides a large number of vacancies for graduates. However, the graduates often fail to meet the demand of this. Thus, there is a dearth need for both institutions and students to find out the factors influencing the hospitality management graduates' employability in hospitality industry in China. Recognizing the importance of individual factor and organizational factor on graduates' employability, this research takes the individual factor and organizational factor as the independent variables. The individual factor includes three dimensions, which are career plan, learning ability and adaptability. The organizational factor contains three dimensions, which are teaching method, practical teaching resources and reputation. Furthermore, this research takes the learning outcomes and perceived employability as mediating variables. This research will adopt positivist research philosophy to test the proposed framework. In addition, the deductive and quantitative research approach will be used in this research. A total of 600 questionnaires will be collected from students in hospitality management in China. To collect the data, the drop-off survey method will be applied. Additionally, the data will be analyzed by Statistical Package for the Social Sciences (SPSS) and Structural Equation Modeling (SEM).

With the booming of global economy, the tourism and hotel industry expand and grow rapidly over the last two decades (Liu, 2019). The desires for expert in hotel and tourism industry is increasing as well. The hotel industry in constantly expanding with global economy recovering and thus the demand for talents is bigger. With the continuous recovery and rapid development of the global economy, the development speed and employment rate of the hotel industry in the world and China will far exceed that of traditional industries. Cities all over China regard tourism as the source of economic growth, and their government and social investment will continue to increase, which will be the most dynamic industry in China. Take Shanghai for example, 17 international hotel management groups have invested or managed high-star hotels in Shanghai. Hotels and tourism will become the pillars of Shanghai's service industry. Hotel management ranks sixth among China's top ten million-dollar occupations. Management employees have become high-salary class and more and more graduates wants to go in that field.

The program in Hospitality management is established to educate, train and generally prepare students for the hotel industry and support them to climb up the social ladder. However, in recent years, the development of Hospitality Management major stagnant and some domestic college or university even stopped enrolling students in their undergraduate majors. But this does not mean that the Hospitality Management major does not meet the market needs. Instead, the hotel and tourism industry markets in fact have great demand for graduates of this major. Especially in recent years, China has vigorously promoted the development of the tourism industry and thus the desire for hotel talents increase sharply. There is huge gap between the need of professions in hotel management and talents in hospitality management. Therefore, its necessary to investigate what are the factors influencing hospitality management graduates' employability in hospitality industry in China.

The graduates' employability in hospitality management has been discussed for decades (Jsia, 2013). However, there is large percent of graduates in hospitality management cannot find a job in the hospitality industry, some of the graduates have to find jobs in the unrelated area and believe that what they learned in the universities and colleges cannot help them to find an expected job. Although universities and colleges have applied many strategies to improve the employability of graduates, they did not achieve the expected goals. From the statistics of hospitality industry although there is a large demand in professional talent in the hospitality industry, they hired more than 50% graduates students in other majors but not hospitability management (Zhang, 2018).

Pointed out by (Kwame R. Charles 1992), no research has been done to determine what kind of student is attracted to a career in hospitability management. Although job vacancy is created with the expansion of hospitality industry, it is danger that existing workers are insufficiently well trained to fulfill the jobs they already have (Miles Quest and David Battersby, 2015). It can conclude that now the employment bucket of hospitality industry has a huge hole in the bottom and thus it is urge to cultivate and prepare more youngsters to fulfill this gap. As for the current problem in Hospitality Management major, the poor reputation of graduates from this major, low employment rate and difficulty in enrolling students is the problems that local college and university trying to solve.

It has to be admitted that tourism industry is a difficult creature to capture and have some part different with hotel industry. For example, there are recognized sectors of the economy that are part of it-hotels and other serviced accommodation, restaurants and all things food service but not hospital and education catering nor good and service management which is certainly part of the hospitality industry but not necessarily of tourism. It is clear that tourism industry have different sector from hospitality industry and thus these two industry need different kind of talents and thus tourism management major and hospitality management major need different curriculum and training methods. Consequently, to improve the graduates' employability in hospitality management graduates' employability in hospitality industry in China In response to the urgent need to provide insights on the factors by which institutions and individuals can enhance graduates' employability in hospitality management graduates' employability in hospitality industry and ultimately build a close relationship between graduates' employability and industry demand in hospitality field, the factors influencing hospitality management graduates' employability must be investigated. Accordingly, an empirical research on the topic is clearly warranted.

There is a problem in hospitality management graduates' employability in hospitality industry in China. Despite the applying of strategies to improve the hospitality management student's employability is occurring. Universities and colleges have been encouraged to provide more practical opportunities for graduates. This problem has negatively impacted not only the hospitability management graduates but also the universities and colleges because the graduates may cannot find their expected jobs and universities and colleges will have decreasing on their reputations. A possible cause of this problem is the unclear of factors influencing hospitality management graduates' employability in hospitality industry in China Perhaps a study which investigates factors influencing hospitality management graduates' employability in hospitality industry in China by quantitative research method could remedy the situation.

RO1: To estimate the effects of individual factor and organizational factor on learning outcomes of hospitality management graduates.
RO2: To estimate the effects of individual factor and organizational factor on perceived employability of hospitality management graduates.
RO3: To estimate effects of individual factor and organizational factor on Hospitality management graduates' employability in hospitality industry in China.
RO4: To estimate the effects of learning outcomes and perceived employability on hospitality management graduates' employability in hospitality industry in China
RO5: To estimate the mediating effects of learning outcome and perceived employability on the effect of personal factor and organizational factor on Hospitality management graduates' employability in hospitality industry in China.

RQ1: what are the effects of individual factor and organizational factor on learning outcomes of hospitality management graduates?

RQ2: what are the effects of individual factor and organizational factor on perceived employability of hospitality management graduates?

RQ3: what are the effects of individual factor and organizational factor on Hospitality management graduates' employability in hospitality industry in China?

RQ4: what are the effects of learning outcomes and perceived employability on hospitality management graduates' employability in hospitality industry in China?

RQ5: Do learning outcome and perceived employability mediate effect of personal factor and organizational factor on hospitality management graduates' employability in hospitality industry in China?

The hospitality industry is ever glamorous and requires talents to be culturally adaptive (Francis, Alagas & Jambulingam, 2018). hospitality and tourism management programmes are one of the rapidly developing subject areas in Chinese universities. With the rapid growth of the hospitality industry, increasing numbers of high-ranking research-based universities are now offering undergraduate and graduate degrees in hospitality management. However, hospitality education development is a typical example of the imbalance between supply and demand of hospitality graduates from Chinese universities (Li &Liu, 2013).

A review of the literature finds a robust corpus of studies analyzing the abilities required of graduates seeking careers in hotel management outside of China (Chung, 2000; Gilbert & Guerrier, 1997; Raybould & Wilkins, 2005; Tas, LaBrecque, & Clayton, 1996; and Umbriet, 1993). However, few studies have explored the fundamental skills required by China's hospitality business. Zhang (2005) polled top managers at numerous luxury hotels in Beijing, including the Shangri-La Hotel and the Kempinski Hotel Beijing, to ascertain what fundamental capabilities hospitality graduates should possess from an industry perspective. According to the survey results, managers believe that effective communication skills, a positive attitude, the ability to maintain professional and ethical standards in the workplace, leadership, and an international perspective are all necessary characteristics of qualified hospitality professionals. Kong and Baum (2006) obtained a similar answer to their study on the abilities and work of hotel front office personnel in China. Their findings suggested that while the hotel business in China is in desperate need of competent staff, industry executives are sceptical of graduates from top-ranked colleges. Managers noted that graduates of premier colleges in the hotel industry had high expectations for a decent income, rapid advancement, reduced working hours, and better working conditions (Zhang & Wu, 2004). However, due to the current design of the hospitality school curriculum, these students are not completely ready to obtain the desired employment in the hospitality business, despite their aspirations, because they lack key practical skills and a good attitude toward service. Additionally, the employers express their belief that students from top-ranked colleges lack drive and a strong moral code (Zhang & Wu, 2004; Yu, 2005).

In constract, hospitality graduates have a pessimistic outlook on their future employment in the business. Jiang and Tribe (2009) observed that Chinese students' perspective regarding tourism-related vocations is that of "short-lived professions" (p.4). According to students, tourist occupations are insecure, have a poor professional reputation, and pay poorly for lengthy work hours. Lu and Zhou (2007) discovered that the majority of tourism and hospitality graduates from China's top-tier colleges had no intention of working in the field. According to a survey of 100 hospitality students at three prestigious research institutions in Nanjing, 33% of respondents evaluated hotel professions as their least desired employment. Similar findings were published previously by Song (2000), who observed that just 23% of hospitality graduates from a top-tier institution in Guangzhou accepted a hotel employment offer in 2000.

To address this disparity between hospitality management graduates' employability and education, Harris and Zhao (2004) outline strategies for bridging the divide between business and academia, emphasizing the need of ongoing debates on curriculum, students, facilities, and faculty. Zhang and Wu (2004), on the other hand, raise caution, indicating that ‘‘one of the key issues is the expectations mismatch between education and industry". Thus, to fill these gaps, this study is conducted to investigate critical factors influencing hospitality management graduates' employability in hospitality industry in China

Overall, the current research framework predicts individual factor (IF), organizational factor (OF), learning outcomes (LO) and perceived employability (PE) as determinants of graduates' employability (GE) (H5, H6, H7, H8). Besides, IF and OF are also proposed as antecedents of LO and PE (H1, H2, H3 and H4). Further, through the mediation of LO and PE, IF and OF are expected to have an indirect effect on customer engagement (H9, H10, H11 and H12). The overall framework proposed for this research is displayed in Figure 1.

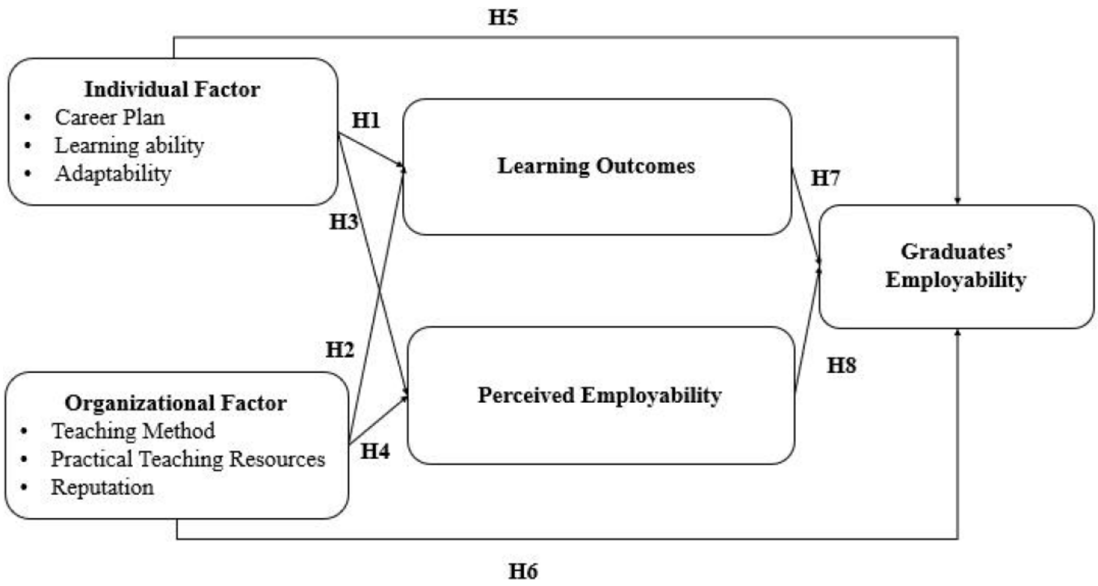

Figure 1: Research Framework

To conduct this research, positive paradigm will be adopted. Based on the research philosophy and approach, survey research strategy serves as the best strategy for the current research. Besides that, the quantitative research will be deemed to applicable for this research. Quantitative research approach will be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. The mono-method will be considered the most suitable for the current research. In addition, the data will be collected in cross-sectional horizon. The questionnaire will be used to gather the data, the self-administered questionnaire will be used and the drop off questionnaires will be applied. Thus, based on the amount of target population, a total of 600 questionnaires will be collected from hospitality management graduates in China. Additionally, the data will be analyzed by Statistical Package for the Social Sciences (SPSS) and Structural Equation Modeling (SEM).

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PGRC 3935

A COMPREHENSIVE ECO-TOURISM BEHAVIOUR MODEL OF CHINESE DOMESTIC TOURISTS: CASE OF YUNNAN, CHINA

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Eco-tourism as a modern tourism model has become the popular trend with fastest developing in the tourism industry (Jamrozy & Lawonk, 2017); tourists' eco-tourism behaviour has become the key to the environmental protection of eco-tourism destinations (Lee & Jan, 2018). The study explores the factors of eco-tourism behaviour among Chinese domestic tourists. It constructs a comprehensive eco-tourism behaviour model that combined with the theory of planned behaviour (TPB) whose functions are environmental attitude, subjective norm and perceived behavior control and the theory of interpersonal behavior (TIB) whose functions are environmental attitude, social factors, affect and habit, along with three additional variable, policies and regulations, publicity and education, and demographic factors. In the current study, three predictors of perceived eco-tourism usefulness, biosphere value and environmental knowledge were used to conceptualize environmental attitudes - the social factors conceptualized by subjective norm and eco-tourism self-identity. Affect is characterized by negative emotion-risk and positive emotion-infrastructure.

In the present study, positivism is chosen as the research paradigm linked to deductive theory, takes TPB and TIB as the starting point, and establishes a comprehensive eco-tourism behavior model (CEBM) as a conceptual framework. This study uses a quantitative approach to investigate the factors that influence eco-tourism behaviour from the perspective of Chinese domestic tourists. Taking Yulong Snow Mountain in Yunnan as the case-study place, a self-administrated questionnaire survey method will be applied to collect primary data from Chinese domestic tourists who from mainland China with travel experience in Yulong Snow Mountain or any other eco-tourism destination, aim to test all proposed hypothesis and explore the relationship between predictors and eco-tourism behaviour. Meanwhile, this study analyzes the impact on eco-tourism behaviour from several demographic perspectives, including age, gender, marital status, salary income and education level.By applying purposive sampling techniques, several travel agencies will be approached in China to confirm the data of Chinese domestic tourists with tourism experience of Yulong Snow Mountain or any other eco-tourism destination within Yunnan Province, China. Once target tourists are identified, using convenience random sampling techniques will approach samples. The online survey link will

be passed to travel agents, which would be passed to the identified target. The researcher will not have any access to tourist's data. The questionnaire surveys plan to be conducted from September 2021 to June 2022 for ten months. To research ethically, ethical considerations must be taken into account before, during and after the time of the study.

On the basis of previous studies, combined with the specific case of this study, the measurement scale of influencing factors of eco-tourism behaviour is designed. Using latent variables to design the survey questionnaire including perceived eco-tourism usefulness, biosphere value, environmental knowledge, subjective norm, eco-tourism self-identity, negative emotion (risk), positive emotion (infrastructure), perceived behaviour control, habit, intention for eco-tourism behaviour, policies and regulations, publicity and education, demographic factors and eco-tourism behaviour. Most of the items use a five-point Likert-type scale to assess that ranged from one for "strongly disagree" to five for "strongly agree". Items on eco-tourism behaviour are measured on different five-point Likert scale (1-never, 2-hardly ever, 3-occasionally, 4-frequently, 5-always). And demographic factors and Chinese domestic tourists demographic section are in closed-question format to collect participant information.

Data analysis will be conducted in two stages. First, the SPSS 24 soft package for preliminary data analysis, including data cleaning, descriptive statistics, response rate, and non-response bias tests. This study adopts a descriptive analysis method to analyze the frequency, mean, standard deviation, percentage and demographic data of tourist's eco-tourism information. It is essential to collect demographic information on demographics, including age, gender, marital status, education level, and salary income. In the second stage, the PLS-SEM will be used to test the proposed model- comprehensive eco-tourism behaviour model.

The synchronization between framework variables and theoretical attributes makes the framework more realistic for Chinese domestic tourists. Thus, it is timely to conceptualize the CEBM for countries dominated by ecotourism. This study will describe how to deal with the impact of environmental change on tourism and how to regulate tourists' ecotourism behaviour. By putting forward the conceptual framework, it is suggested that tourists should read and understand the tourism instructions before visiting the tourism destination, abide by the relevant norms of tourism and promote tourists' ecotourism behaviour. Only through more eco-tourism behaviours with active awareness and following the rules in tourism can effective behaviour change be produced. The Society will benefit from the awareness of predictors embedded within the framework, the willingness to carry out the ecotourism behaviour in this research, and better publicity of environmental knowledge, universal environmental education, and innovative policies and regulations. The study results will also help formulate tourism policies for the tourism boards and the ministry, which must consider environmental protection and the sustainability of the tourism system in the long term. In addition, the study also focuses on the potential predictors of tourists' intention of ecotourism behaviour to promote ecotourism behaviour.

This study constructs a comprehensive eco-tourism behaviour model that integrates the theories of planned behaviour and interpersonal behaviour, along with multiple predictors that expand the existing literature reserve and increase the existing literature value. It assesses ecotourism behaviour as a multidimensional construction to capture a large variety of ecotourism activities in China and improve the performance behaviour of Chinese domestic tourists and the sustainable development ability of tourism destinations.

Keywords: *Chinese domestic tourists, Eco-tourism behaviour, eco-tourism behaviour model, Yunnan, China*

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PGRC 3968
PREDICTING INTENTION TO REPEATED BEHAVIOUR IN THE CHINESE TOURISM DESTINATIONS: THE ROLE OF SMART TECH USE BEHAVIOUR AND TOURIST SATISFACTION

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In recent years, tourism destination has become economically significant. Local destination facilities express national, regional, and personal identity and can enhance the reputation of a destination. This study identifies how tourists experience and facilitating value are essential to understand the perceptions of a destination and their future behaviours. Due to the compelling attraction to the destination, the tourists prefer the same destination. Their desire to repurchase the same product or service is increased.

The lack of study indicates that repeated behaviours within the target setting are little understood. Therefore, more attitudes and habits, such as interactions, use of technology and the desire to revisit the tourist industry, needs to be investigated. One of the critical things for tour operators is understanding the tourist's behaviour and predicting their potential enjoyment. The primary goal of tourist behaviour studies is to understand and predict human behaviour. Many previous studies applied theoretical frameworks to investigate tourists travel behaviour/destination repeating behaviour. It is a social psychology model widely studied which determines the effect of consciously intended behaviours.

As tourism destinations become more sustainable due to increasing competition in global tourism markets, destination revisit is a viable metaphor for building and crafting a unique identity for tourism places reputation. However, research on tourism destinations is fragmented. Some studies primarily focus on one or a few selected areas of destination development, paying limited attention to multilevel issues and theoretical integration. In contrast, others take a more holistic, phenomena-driven view, making theoretical delimitation difficult. This present study lacks theoretical approaches to guide how destinations can be reputed and increase their focused familiarity from an integrated multilevel perspective. Following the Planned Behaviour Theory, this present study examines the relationships between social influence, anticipated positive emotion, diverse attraction, novelty-seeking, destination familiarity, the smart tech uses behaviour, eco-friendly reputation, place attachment, and intention to repeated behaviour in the tourism destinations in China.

The study was followed a deductive approach, which indicates observation of theory-hypotheses-observation-confirmation. This study also followed a quantitative research design, where remarkably arranged paradigm following positivism (reality measurable from the philosophical stance). The present study adapted all the measurement items from past studies based on the literature, research scope adjustment, reliability and validity. The questionnaire was divided into two parts: the demographic profile and variable's measurement items. Demographic profile was described the tourist's backgrounds (i.e., gender, income, age, ethnicity, regulatory of visiting a destination, nationality etc.). The data were collected from different famous tourism destinations in China. The research was followed the regulatory roles to get permission to collect from the destination authority and institutional human ethical approval letter. The study's target populations were tourists, and the sample of (purposive sampling) 500 got enough valid data. A total of 409 valid questionnaires were received, and the response rate was 81.8%. Data were collected during leisure and available time. The questionnaire distributed based on the destination's sample and an average number of questions or following the role of thumb (the number of items multiplied by ten or twenty).

This present study was applied SPSS (Statistical Package for Social Science) and PLS-SEM (Partial Least Squire- Structural Equation Modelling) following Smart PLS 3.2.9. The SPSS was used to code received valid data and checked the missing data and outliers. PLS-SEM was used to observe whether the proposed hypotheses are statistically supported or rejected.

The salient direct effect results of the study are: a) Social influence has a positive and significant on smart tech uses behaviour and eco-friendly behaviour, b) Anticipated positive emotion has a positive and significant impact on smart tech uses behaviour and eco-friendly behaviour, c) Diverse attraction has a positive and significant impact on smart tech uses behaviour and eco-friendly behaviour, d) Novelty seeking has a positive and significant impact on smart tech uses behaviour and eco-friendly behaviour, e) Destination familiarity has a significant and positive impact on smart tech uses behaviour and eco-friendly behaviour, f) Smart tech uses behaviour has a positive and significant effect on tourist satisfaction and intention to repeated behaviour, g) Eco-friendly destination has a positive and significant effect on tourist satisfaction and intention to repeated behaviour, h) Tourist satisfaction has a positive and significant effect on the intention to repeated behaviour. Besides, the results indirect results identified as a social influence have a positive and significant impact on intention to repeated behaviour through smart tech uses behaviour, and anticipated positive behaviour has a positive and significant impact on intention to repeated behaviour through smart tech uses behaviour. Finally, place attachment significantly moderates the relationship between smart tech uses behaviour and intention to repeated behaviour, the smart tech uses behaviour and tourist satisfaction.

This present study added significant value for the tourism destination to formulate tourist dependency on the service and product delivery. Incorporating influencing factors of smart tech uses and eco-friendly reputation extended with additional social influence variables provided a model with a theoretical basis to explain intention to repeated behaviour. This approach may provide an initial blueprint for further investigation of other theoretical repeated behaviour models. The study limitation was identified forwarded after collecting data from the tourists from the field survey and at the final stage of the research. The perceived behavioural intention has an undeniable role in the theory of planned behaviour. (700-1000 words).

Keywords: *Social Influence, Anticipated Positive Behaviour, Smart Technology uses Behaviour, Tourist Satisfaction and Intention to Repeated Behaviour*

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PGRC 3680

EFFECTS OF EXPLICIT META-DISCOURSE INSTRUCTION IN RELATION TO LANGUAGE PROFICIENCY AND CONTENT FAMILIARITY ON UNIVERSITY EFL STUDENTS' READING COMPREHENSION OF ACADEMIC TEXTS.

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Although metadiscourse instruction is widely practised in western countries as a supplementary means to promote reading, its implementation in China is still at its infancy stage. Of the 20 universities offering EAP courses in China, only a few include explicit metadiscourse instruction in their courses (Zeng, 2018). In terms of research, Chinese researchers tend to focus on the linguistic features of metadiscourse rather than on the instruction of metadiscourse to help students improve their reading comprehension performance. This lack of emphasis on metadiscourse instruction research needs to be addressed before more universities in China include the teaching of metadiscourse in their reading curricula (Liang, 2016). It is with this broad objective in mind that the current study is conducted. More specifically, this study hopes to uncover whether explicit metadiscourse instruction would have differential effects on the reading comprehension performance of high and low proficiency students and the reading comprehension of familiar and unfamiliar academic texts among EFL students in a university in China.

To achieve this objective and to strengthen the credibility and validity of the research data, this study will adopt a true experimental research using a 2 (Metadiscourse Instruction) x 2 (Language Proficiency) x 2 (Content familiarity) factorial design. The independent variable of the study is explicit metadiscourse instruction, while the dependent variable is reading comprehension, with both language proficiency and content familiarity acting as moderating variables. Both metadiscourse instruction (Instruction vs No Instruction) and language proficiency (High vs Low) are between-subject factors, while content familiarity (Familiar vs Unfamiliar) is a within-subject factor.

The study will involve 120 subjects randomly selected from the 300 students pursuing the psychology programme after they have taken a language proficiency test and a prior knowledge test. The language proficiency test is used to categorize the subjects as high and low proficient students. The prior knowledge test is used to assess the content familiarity of the subjects with the psychology and the engineering texts. Only students who are familiar with the psychology text but unfamiliar with the engineering text will be recruited as subjects.

The experimental procedure involves four sessions of meta-discourse instruction for the experimental groups (High and Low Proficiency), while the control groups (High and Low Proficiency) receive four sessions of normal reading instruction. After the treatment, all groups will participate in two reading comprehension tests, one on a set of 3 psychology texts and the other on a set of 3 engineering texts. The two sets of texts differ in terms of content familiarity, but they are comparable in terms of linguistic features and readability.

The research data will be analyzed by descriptive statistics and inferential statistics. To ensure the validity of data analysis, the data will first be subjected to preliminary analyses to ensure that the statistical assumptions of homogeneity of variances and normality of data distribution are met. Then, 3-way ANOVA will be conducted to determine if there is a significant interaction effect of metadiscourse instruction, language familiarity and content familiarity on reading comprehension. If 3 -way ANOVA is not significant, the 2-way ANOVA between metadiscourse instruction and language proficiency as well as the 2-way ANOVA between metadiscourse instruction and content familiarity will be examined on their effects on reading comprehension. Lastly, the main effect of metadiscourse instruction on reading comprehension will also be examined. The significant level of the tests is fixed at $p < .05$. The findings of this study will be discussed in relation to the interactive model of reading, metacognition and constructivism.

This study hopes to make up for the lack of metadiscourse research in China and act as an impetus for more future metadiscourse instruction research. Secondly, it will provide helpful guidance on teaching students Metadiscourse in reading for EAP practitioners. Finally, the insights obtained will provide valuable ideas on integrating metadiscourse instruction into the EAP curriculum better.

Keywords: *Explicit Metadiscourse Instruction, EFL Learners, Language Proficiency, Content Familiarity, Reading Comprehension*

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PGRC 4014

THE EFFECTS OF TWO TYPES OF GRAPHIC ORGANISER INSTRUCTION IN RELATION TO READING ABILITY ON READING COMPREHENSION AMONG ESL LEARNERS

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Despite the widespread use of Graphic Organizer (GO) instruction in English language teaching in Western countries as an alternative to traditional teaching methods (Burn, 2014), its implementation in the Malaysian ESL classrooms has not been popular among school teachers. This most properly suggests why there is still a lack of empirical research on the instructional effects of GOs on reading comprehension among ESL readers. The benefits of GO instruction in promoting reading comprehension performance in L1 studies have been documented and most of the studies revealed positive outcomes on student reading achievement (Sinambela et.al, 2015). Though research evidence about GO instruction from L1 reading classrooms may be useful, it might not be generalizable to the L2 reading classrooms. Moreover, there are many different types of GO and most GO research tends to focus on specific kinds of GO. Due to the individualistic nature of different GOs, it would not be advisable to apply findings from research on one specific type of GO to another. This implies that independent research is needed to examine the effects of different GO types on reading comprehension performance among ESL learners. This study is thus designed to examine the effects of the two GO instructional strategies, namely the Concept Mapping strategy and the KWL strategy, on student reading success with the Initiation-Response-Evaluation (IRE) method as the control. The IRE method is the most common teaching method used by ESL teachers in the reading classroom (Nurhadi, 2017). This research, in other words, will explore the effects of the three instructional strategies, i.e., Concept Mapping strategy (GO1), KWL strategy (GO2), and the IRE (NGO) method simultaneously. More specifically, this study intends to explore if GO instruction has any significant interaction effect with reading ability on reading comprehension performance among ESL learners. Also, it investigates the perceptions of the ESL learners from the three research groups on their learning experiences. To achieve these research objectives, a true experimental research design using the IRE (NGO) as the control variable will be conducted on the ESL learners from three private urban international schools in the Klang Valley, Selangor. The 120 ESL learners will make up the intervention groups with a group participating in GO1 (n = 60) and another group in GO2 (n = 60). Meanwhile, the NGO students (n = 60) served as a control group, receiving traditional

reading instruction (IRE). The study will last for seven weeks or approximately two months. Students' reading comprehension for the three various delivery modes is tested at the end of the study. In this study, the researcher uses four instruments which include the reading ability test (pre-experimental stage), the five expository passages for five practice sessions (experimental stage), and the reading comprehension test and the focus group interview questions (the post-experimental phase). Also, to have a better understanding of the ESL learners on their learning experience using the three forms of delivery, 18 students (GO 1, n = 6; GO 2, n = 6; and NGO, n = 6), covering the three methods of delivery, are interviewed. The collected data will be analyzed quantitatively and qualitatively. The quantitative data analysis includes descriptive data analysis (mean and standard deviation) and inferential data analysis (two-way ANOVA and Tukey HSD tests), whereas the qualitative data analysis includes thematic analysis that will be used to analyze the focus group interview data. Whether quantitative or qualitative, the data obtained will provide useful insights into the possible differential effects of the three instructional strategies on the reading achievement of ESL learners. Based on these useful insights gained, ESL teachers will then be better prepared to meet their students' learning needs, making their teaching more efficient and learner centered. The present study is thus capable of improving the classroom practice of ESL educators in this context. It can also provide empirical evidence to resolve the controversies surrounding the relative effectiveness of the two GO strategies. The current study also hopes to serve as an impetus for further research in the field and guide future research in the same area. Additionally, it hopes to offer support for and add to previous studies and findings, thereby extending our knowledge and understanding of the efficacy of GO instruction.

Keywords: *Graphic Organiser, Concept Mapping Strategy, KWL Strategy, Reading Comprehension, ESL learners*

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PGRC 4237

PRE-SERVICE KINDERGARTEN TEACHERS' IMPLEMENTATION OF PHILOSOPHY FOR CHILDREN THROUGH STORYTELLING IN CHINA

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Since Lipman initiated the Philosophy for Children (P4C) in the United States in the late 1960s, it has been applied in kindergartens, primary and secondary schools in more than 60 countries and locations. However, the implementation of P4C in China is still in its infancy, especially in preschool education (Gao Zhenyu, 2019). Children in kindergartens are weak in making judgments, expressing their own opinions, and reflecting on their thinking (Lipman, 2003). In addition, P4C has not been integrated into the curriculum and its value has not been fully realized (Sue Knight and Carol Collins, 2010). At the same time, preservice kindergarten teachers lack practical strategies and theoretical basis is becoming an urgent matter (Joanna Haynes and Karin Murris, 2011). Moreover, according to UNESCO (2007) and Joanna Haynes and Karin Murris (2011), P4C's role in promoting children's critical, creative, and caring thinking needs to be strengthened.

In the research field, researchers paid less attention to the practical strategies of P4C in kindergartens and lack empirical research on the development of values among children, and kindergarten teachers (Mergler & Spooner-Lane, 2009; Ventista, 2018; Turgeon, 2013; Knight & Collins, 2014; Trickey, & Topping, 2004). Therefore, this research aims to investigate pre-service kindergarten teachers' implementation of P4C through storytelling activities and the impact of P4C activities on children's thinking and teachers' personal beliefs and professional perspectives. The significance of this research lies in the fact that it can enrich the local research on P4C in China and provide new empirical data on the application of P4C in kindergartens. Besides, in practice, it can improve the professional knowledge and competence of pre-service kindergarten teachers participating in this research. Additionally, findings from the study will provide strategies for referencing by other kindergartens to implement P4C effectively in Chinese kindergartens.

The methodology employed in this study is a multiple-case study research. This research is underpinned by Lipman's and Murris' P4C theories as the conceptual analytic framework. In this multiple-case study, each case is carefully selected so that it either predicts similar results (a literal replication) or predicts contrasting results but for predictable reasons (a theoretical replication) (Yin, 2003). Therefore, to improve the internal validity, each preservice teacher's implementation of P4C activities forms the literal replication of cases for the research. Six preservice teachers from a university who are undergoing teaching practice were chosen for the selection of cases. These preservice teachers have all completed 32 hours of P4C training conducted by the researcher through a course consisting of 24 hours theoretical study and 8 hours of practical training in the kindergartens. In the implementation of P4C activities at the kindergartens, each preservice teacher will be conducting 4 + 2 storytelling activities (1 for explaining the rules, 4 in which they discuss the stories, and 1 for the concluding activity), resulting in a total of 24 P4C activities (literal replication). In addition, the children in each class will be divided into 4 groups and each group will be exposed to one story telling activity.

Data triangulation enables more trustworthy data to be obtained (Shenton, 2004). Hence, three data collection methods were adopted in this study which include observation, interview, and documents. Data from these sources will be utilized to provide answers on how preservice teachers implement P4C and what are the changes in preservice teachers' personal beliefs and professional perspectives after implementing P4C. In addition, data from observations of P4C activities, interviews with teachers and children, and examination of children's worksheets will be triangulated to provide answers on the impact of P4C on children's thinking. The data analyses involving mainly content analysis and cross-case analysis will be employed.

One of the expected outcomes from implementing P4C in kindergartens is a deepened understanding of how the theoretical basis put forward by Dewey (2011), Vygotsky (2020), and Peirce (2006) were applied in the construction and development of P4C. By determining the goals of P4C, the emphasis on thinking involving creative, critical, caring, and cooperative thinking will be investigated besides self-esteem, self-confidence, emotion, and other human ethics and moral factors. Another outcome of the study which also focuses on children is allowing the exploration of the philosophical themes from children's life experiences through proper selection in terms of the contents. In addition, the story telling activities will involve the development of multiple materials such as picture books that should be interesting for children and suitable for philosophical explorations. Implementation of P4C should also transform the traditional classroom into a community of inquiry (CoI) and mastering the process of CoI besides paying attention to the formation of class rules. Finally, besides focusing on the impact of the P4C curriculum on early childhood development, attention is also given to the value of P4C on teachers' professional growth, such as the impact on kindergarten teachers' values, views on children, and views on education. In conclusion, the implementation of P4C, avoids stepping into the trap of instrumentalism, with too much emphasis on the instrumental value while ignoring the changes in epistemology and ontology. P4C should also be viewed as the philosophy of childhood to inject vitality into traditional classrooms.

Keywords: Pre-service Teachers, Kindergartens, Multiple Case Study, Philosophy for Children (P4C), Storytelling

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PGRC 4258
UNIVERSITY TEACHING IN CHINA: INVESTIGATING THE CLASSROOM PRACTICE OF WESTERN-EDUCATED NATIVE CHINESE ACADEMICS

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The tremendous changes China has undergone since the late 70s has significantly increased expectations on its higher education institutions to meet a number of challenges generated, including the economic and social challenges. Initially, university in China focused on the quantity of the students. For the last 20 years or so, one focus that has increasingly attracted the attention of these higher education institutions is raising the quality of teaching in tandem with raising the quality of student intake (Li, 2018).

In order to enhance the teaching quality and produce quality graduates, some have called for the adoption of student-centred approach (Xiao, 2018; Zhang, 2021) in higher education in China in place of the traditional Chinese teaching method, a basically "teacher-centered, textbook dependent, and examination oriented" (Lo, 2019, p.567) approach. This argument is consistent with one proposed by Biggs and Tang (2011) that at university level, the pedagogy should focus more on understanding and "engaging students in active learning" (p.22) rather than transmitting and memorizing the knowledge (Kember & McNaught, 2007). To be sure China has instituted multiple educational reforms but several issues remain unresolved such as outdated contents, rigid teaching methods, and also a narrow approach in developing students (Xiao & Sui, 2020). To address these issues and promote the development of higher education, one factor that requires serious consideration is to focus on teaching and teachers.

In connection with this, in the past decades, the number of Chinese students who have gone abroad to study have increased tremendously especially to the developed countries in the west. At the same time, the numbers returning home and teaching in university are also rising (Chinese Service Center for Scholarly Exchange, 2019). Given their international exposure, they are generally preferred by Chinese universities when hiring new teachers as they are generally regarded as academic high achievers with broad outlook, and innovative- and global-mindedness (Ma & Zhang, 2020; Pu, 2019). Their hiring comes with high hope they will contribute to improving the quality of university teaching and learning. Notably they have been expected to become a major force to promote the development of higher education in China to some extents (Pu, 2019).

The literatures have recognized the significant roles of these western-educated academics in university, and generally viewed their international learning experience as having an influence on their teaching (Zhu, 2018) in that they were perceived as more likely to adopt the classroom practice they were exposed to in western universities (Pu, 2019). Specifically, the view was that these academics paid more attention to broaden their students' global vision, and promote more active learning in them through adopting a variety of teaching approaches like presentations, seminars and workshops to encourage more discussion and participation in their classroom (Ji, 2018; Yu, 2018). However, several challenges were also identified, such as the lack of support from senior teachers for teaching reform, and students failing to adapt to their teaching approaches in addition to giving negative evaluation of the courses they attended. Tremendous pressures had been imposed on the western-educated academics as well which might also affect how they taught to some extent (Xu, 2000; Shi, 2017). Nevertheless, it remains unclear how exactly they practice in the classroom. There has been a rather limited amount of research to explore deeper on their teaching behaviors, pedagogies, and approaches to understand how they teach, especially from their own perspective (Ma & Zhang, 2020; Pu, 2019). This research is intended to address this gap by seeking answers to the following question: what is the classroom practice of western-educated Chinese academics teaching in a university in China?

Based on this central question, this research will investigate the pedagogy adopted by these academics, the values and the justifications that underpin their choices and also the issues and challenges they face. This research will be underpinned by interpretivist paradigm to understand the lecturers' subjective perspective of how they perceive their own classroom practice. Qualitative case study approach will be adopted owing to the research questions which focuses on understanding the complexity of the phenomenon within the boundary of the chosen study site, that is the selected university (the workplace of western-educated academics), and the time allocated for fieldwork (six to nine months for collecting data). Initially, six participants will be purposively selected based on the factors of willingness to participate, potentials to provide rich data, gender, study lengths in the western countries, lengths of work experience and individuals' field of study. However, the number may increase based on the quality and saturation level of the data gathered. Appropriate ethical principles will be followed given the up-close nature of the research.

Methods of semi-structured interview, non-participant classroom observation and document analysis will be used to collect data. These methods will also serve as triangulation strategy to enhance the trustworthiness of the findings. Given the researcher also serves as the key instrument in collecting and interpreting data in qualitative study, I will adopt a reflexive stance to monitor and address my own subjectivity. Data analysis will be inductive involving a process of translating, transcribing, coding, and then categorizing the data based on the emerging themes. Additional measures such as prolonged engagement in the field, triangulation, persistent observation, member checks and negative case analysis will also be instituted to strengthen research rigor. Apart from helping to enrich the literature in this area, the research findings are expected to also contribute to more informed debates and better formulation of related higher education policies in China to improve the quality of teaching, hence the quality of education provided by higher education institutions in the country.

Keywords: *University Teaching, Classroom Practice, Western-Educated Academics, Quality Teaching*

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PGRC 4157

SEX EDUCATION IN MALAYSIA: IS IT SUFFICIENT AND EFFECTIVE

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Human sexuality remains a taboo topic within the Malaysian community with the lack of sex education programs. Literatures on sex education in Malaysia were limited to investigating levels of sexual knowledge and awareness, barriers to implement formal sex education and the effectiveness of implementation. Past research papers and journal articles were selected and analyzed. This literature review is to provide an overview of the current sex education around the world and in Malaysia. Sex education is a process of acquiring information and shaping attitudes, beliefs and values about one's identity in the aspects of biological, psychological, socialcultural and spiritual. Sex education was designed and aimed to reduce the risks of teenage pregnancy and sexual transmitted infection (STI) by conveying messages regarding sexual activity through abstinence and comprehensive sex education approach. Gardner (2015) supports of comprehensive sex education with less emphasis on negative outcomes of sexual activity. Stanger-Hall and Hall (2011) found that the emphasis on abstinence education is positively correlated with teenage pregnancy and birth rates in the United States, thus proposing the integration of comprehensive sex into biology curriculum. Sex education is still considered controversial in Asia, with social groups being concerned that the provision of sex education will trigger others to conduct sexual experiments (Mutalip & Mohamed, 2012). The purpose of this literature review analysis is to search for past research studies on sex education locally and internationally. There would be a difference how individualistic culture and collectivism culture perceive sex education. Past research articles related to sex education locally and internationally were collected and compiled. These selected research articles were thoroughly read, evaluated and organized to identify patterns.The findings from this study could be useful for educators, students, parents and policy makers in understanding sex education locally and internationally as well the importance of comprehensive sex education. Educators and policy makers will be able to use the findings as a reference on how to conduct effective sex education. Studies has shown a mixture of positive and mixed perceptions on sex education in different countries (Hanass-Hancock et. al., 2018; Hashimoto et al, 2017; Mukoro, 2017). The lack of understanding of the objectives of sex education tends to be linked to triggers for sexual experiments (Mutalip & Mohamed, 2012). Ling and Chen (2017) found many young people dissatisfied with the lack of information shared in the existing sex

education, leading them to be more vulnerable to STI and other social issues (Rahman et. al, 2011).64.4% of young people gain their sex education and sex(uality) understanding from their peers (Rahman et al, 2011), resulting in the continued spread of sex myths. 49.3% of students agreed that sexual education can assist in overcoming sexual misbehaviors among school teenagers and that the lack of accurate information is the core to the increase of socially related issues within the Malaysian community (Mutalip & Mohamed, 2012). Initiatives by relevant Malaysia ministries on the implementation of sex education in schools and community have been poorly received. Sex education for children and adolescents is widely regarded by Muslims as 'dangerous knowledge that awakens premature sexuality and undermines Islamic identity' (Tabatabaie, 2015). Such an understanding is partly rooted in the (mis)interpretation of the Islamic emphasis on children's 'deficient capacity' and their 'need for protection', as well as in the invisibility of adolescent sexuality and agency in most Islamic traditions (p.276). In conclusion, there is much stronger positive recommendation for comprehensive sex education. It is important also to develop sex education for the public that could meet both official and societal curriculum.

Keywords: *Sex Education, Malaysia, Perception, Sexual Health Knowledge*

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PGRC 4027
EDUCATION FOR ALL: THE RIGHT OF CHILDREN OF SEX WORKERS IN BANGLADESH

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Bangladesh is a developing country with strong cultural norms and strict religious bindings that have restricted sex workers access to social and public services, thus limiting their mobility and income-generating activities (Shohel, 2013). Article 18(2) of the constitution of Bangladesh states that "preventive measures can be taken against prostitution" (The Dhaka Law Report, 2001). The Article further states that staying in brothels is illegal and unconstitutional. In a landmark ruling in the year 2000, the Bangladesh High Court legalized sex work as a form of livelihood (Wright, 2020). However, because of other existing discriminatory laws such as the Penal Code 290, sex workers and their children remain in a vulnerable situation. The prevalent social stigma has led them to being further marginalized, which has hindered the provision of education for children of sex workers.

Many countries such as India, Canada, and Zambia have addressed the obstacles that children of sex workers face in getting access to formal education and have taken necessary measures to give them access to formal education (Chauhan, 2019, Dutt et al., 2017, Duff et al., 2015, Billah et al., 2012). Beard et al. (2010) report that some 18 organizations are working in low and middle-income countries to provide access to education and create a safe livelihood for children of sex workers. These organizations often face difficulties in monitoring the children because family members may push the child into prostitution. Dutt et al., (2017) found in their study in Pune and Delhi, India, that eventually the boy child gets involved in criminal activities, and the girl child gets engaged in sex work. This situation is also similar to children of sex workers in Bangladesh.

Studies on sex workers in Bangladesh have mainly focused on physical and mental health, violence, living standards, and how they experience poverty (Chakrabarti et al., 2020). Not many systematic studies have been done on the education of children of sex workers (Beard et al., 2010; Shohel, 2013).

In 1993, one non-governmental organization (NGO) started a preschool in Daulatdia brothel to provide education to children of sex workers. However, when this NGO tried to enroll the children into public school, the school authorities, teachers, parents, and their children refused to allow them into the school (Shohel, 2013; Shoji & Tsubota, 2021). This is the situation faced by children from registered brothels. For children whose mothers are floating sex workers, they mostly live on the streets and are more vulnerable. In a study done by Willis et al. (2013), they found that the children of sex workers in Bangladesh often witnessed the police brutality on their mothers, which is the main cause of their fear of accessing their basic needs such as food, shelter, and education. This study identifies the challenges in accessing education for children of sex workers in Dhaka, Bangladesh. It also explores their educational needs and the responses to those needs. A qualitative research methodology was employed in this exploratory study. Semi-structured interviews were conducted with twelve children of sex workers who live in a safe home and the person who runs the safe home. The safe home serves as a halfway home where the underprivileged children go after they finish school, especially the children of sex workers. The main function of a safe home is to provide shelter and basic requirements to children. It also enables a supportive environment to fulfill their needs (Matin, 2021). This particular safe home was established by a person, who herself was a sex worker previously. She explained that this safe home does not only provide accommodation but also provides practical learning and education to these children. The safe home follows a strict routine to establish discipline. The safe home always tries to ensure the overall development of these children by especially focusing on their education so that they can understand the value of their basic rights as well as their lives. In this safe home, learning can continue, even when they return from school.

The study found that, there were many educational challenges that children of sex workers face. As mentioned in the earlier section of this abstract, the prevalent social stigma on sex workers and their children is one of the main challenges for these children to access education and remain in the school system. They often do not have the necessary documents needed to enroll in school or these documents do not include the name of the father. This becomes a hindrance in registering for a place in school or the reason they are bullied or isolated. This leads to the children not attending school or dropping out.

The study also found that, some learning centres run by NGOs provide education to children of sex workers in Dhaka. However, not all children living in the safe home attend these learning centres. At the time of the interview, it was found that a few of these children have gotten married. They were aged between 13 to 17. Girl children are more vulnerable because there is a higher risk of them being coerced, usually by their mothers, into their mother's profession.

Article 26 of the Universal Declaration of Human Rights took a human rights approach and recognized "education" formally as a human right (United Nations, 1948) and expanded the concept of the right to education, and took many initiatives to develop every child's life through education. But not every child has the opportunity to get access to the educational system, especially the children of sex workers. They are often excluded not only in education but also from other basic human rights including health and housing (Shohel, 2013).

The current study provided a qualitative perspective of the children of sex workers and the safe home governor who are working for providing formal education to these children and further study might be enhanced the educational needs and the possible measures that need to be taken to give these children access to formal education with a more theoretical approach.

Keywords: *Children of Sex Workers, Access to Education, Sex Worker Mother, Education for all.*

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PGRC 4265
"WE THINK THAT OUR DATA WARRANT PROSPECTIVE ASSESSMENT …": SELF-MENTION ACROSS CULTURE AND ACADEMIC PUBLICATION CONTEXT.

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Writing is central to the process of developing a scholarly identity and fundamental to the doctoral experience (Magalhães et al., 2019). Conventionally, scientific articles were usually thought to be impersonal, characterized by lexical-grammatical features such as nominalization and the passive voice (Halliday, 1993). However, recently a growing number of studies have shown that scientific writing was, in fact, more complicated and subtle than this simple view would suggest (Kuo, 1999). They involved not only the faithful transmission of empirical information but also of authority-building, while simultaneously negotiating existing discourses within disciplinary communities (Hyland, 2015). This shift in research emphasis has raised an important topic in English for Academic Purposes (EAP): academic identity and its construction.

Systemic Functional Grammar held that language not only reflected existing realities, but also created them (Halliday,1994). Hyland argued that "the most visible manifestation of such an authorial identity is the use of first-person pronouns and their corresponding determiners" and named them as "self-mention" (Hyland, 2002, p.1091). Self-mention has then attracted many scholars' attention and they delivered substantial works, especially comparative studies between English, the academic lingua franca, and other languages such as Turkish (Işık-Taş, 2018), Slovak (Walková, 2019), Persian (Afsari & Kuhi, 2016), Italian (Vergaro,2011; Molino,2010), and Spanish (Dueñas, 2007), etc.

Self-mention studies between Chinese and English were not a virgin land (e.g., Tang, 2015; Yang, 2015; Wu & Pan 2010). However, most previous studies usually directly compared the English language with the Chinese language, and thus may have only revealed parts of language realities in their own aspects (Yang, 2015; Wu & Pan 2010). This study build off previous research by aiming to provide a comparative study on self-mentions between Chinese and English in different academic publication contexts.

Methodologically, we tried to fill the research gap by constructing a corpus containing three sub-corpora. The first sub-corpus was composed of 40 English-refereed international medical research articles written by native English speakers drawn from 4 renowned journals. Data size and resource of the second sub-corpus were the same as the first sub-corpus, but the selected research articles in it were written by Chinese mainland researchers. The third sub-corpus was constructed by 40 Chinese medical research articles written by native Chinese speakers published in four robust Chinese medical journals. Corpus data wash and processing were conducted by AntConc 3.5.8 software for English data analysis and NLPIR-ICTCLAS for Chinese data analysis in the first phase and then by manual checks conducted by two language teachers to ensure analysis efficiency and research validity. Besides the first-person pronoun, based on previous related research, we regarded it as appropriate to include expressions like "this research/article" into "self-mention" as well. Nativeness in our research was determined by the researchers' names and working institutions so that they were at least acquainted with the respective academic conventions.

Findings involved a comparative analysis between sub-corpus One and Two and showed that when writing for international journals, Chinese scholars applied more self-mention devices than their English peers, indicating Chinese scholars' growing consciousness and willingness to construct academic identity and credibility. This may be attributed to China's prosperous economic growth and frequent communication with the global academic community (Liu & Huang, 2017). However, self-mention frequency in sub-corpus Three was significantly lower than that in sub-corpus Two, meaning when writing for domestic journals, Chinese scholars still preferred to hide themselves to maintain research objectivity. Most previous researchers explained this with Hinds' (1987) dichotomy between "writer-responsible" and "reader-responsible" writing styles or cultural differences, mainly traditional Confucian doctrine. Nevertheless, we found that when writing in one's own languages, scholars, despite the language family of their mother languages, almost all applied much fewer self-mention devices than their English peers (e.g., Afsari & Kuhi, 2016; Dueñas, 2007; Işık-Taş, 2018). Thus, a simple attribution of cultural factors may lack explanatory power. One possible reason was that in the global academic community, English was more like a lingua franca following specific disciplinary conventions than a specific national language.

Detailed analysis showed that in both sub-corpus One and Two, the most frequent self-mention device was "we" followed by "our", who were both first-person plurals with a strong indication of the author's existence. But the first-person singular "I" or "我" has not been found in the whole research corpus. This may be explained by the increasing team research and collaboration in almost every research field. Nevertheless, in sub-corpus Three, the most frequent self-mention device was "本文/本研究" (this article/this research), a much subtle expression of authors' existence compared with the first-person pronoun. This implied that scholars' rhetorical strategies of identity construction were not fixed and could be influenced by publication contexts and audiences.

In summary, our study showed that academic identity and its construction was a complex process involving economic, cultural, publication contextual, and social factors. However, despite the epistemological shift on the theoretical level, to our knowledge, classroom practice seemed still lingering behind (Matsuda & Tardy, 2007; Hyland, 2001). On the one hand, although substantial researches have already acknowledged the pragmatic and social functions of self-mention, some academic writing guidelines and textbooks still hold a conventional opinion on its usage. This may mislead the students and possibly undermine their future academic identity and authority building. On the other hand, studies showed that most classroom teaching of academic writing was still hovering at the language level and inadequate of the instructions of the multi-level complexity discussed above (Taylor & Goodall, 2019). This may simplify the process of academic writing and its delivery. The pedagogical implication of this research was that academic writing should be carried out from a broader level. That is, beside the traditional lexical-grammatical instructions, EAP teaching should go beyond language level to include adequate information about the disciplinary, social and publication context so that students could have a more comprehensive understanding of the complexity of academic writing, delivery and finally their academic identity building.

Keywords: *Self-Mention; Academic Identity; Corpus; Academic Writing.*

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PGRC 4274
WORKING IN A PUBLIC HIGHER VOCATIONAL COLLEGE IN CHINA: THE JOB SATISFACTION OF LECTURERS

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Since 1978, many profound changes, economic and social, have taken place in China along with the policy "Reform and Opening-up" introduced by the Chinese government (Lai, Maturu, Stamberger, Stephens & Sze, 2011). One consequence of the changes has been in the education sector, including the vocational education sector. Accompanied by the policy and funding support for higher vocational education by the Chinese government, higher vocational colleges have emerged as key institutions for supplying high-level technical personnel (Tu, 2015). However, the insufficient number of lecturers has become a critical issue given that the teacher-student ratio has reached 25.72 to 1 in 2019, while the national standard ratio is set at 18 to 1 (Ministry of Education, PRC, 2019).

Similarly, this issue has also been seen outside China (Mertler, 2016; Park & Johnson, 2019). For decades, many developed countries have tried innovative approaches and practices to address the issues, but the problems persist (Ismail, Hassan, Abu Bakar, Hussin., Mat Hanafiah & Asary, 2018). In China and other counties, this issue appears to be linked to job attrition among the lecturers (Akram, Malik, Sarwar, Anwer & Ahmad, 2015; Lai. et al., 2011; Naz, 2017).

There have been studies in China that investigated the relationship between job attrition and job satisfaction among lecturers. Some were quantitative studies (Gu, 2012; Peng, 2011), others used mixed methods approach (Gao, 2018; Lin, 2019). In addition, these studies focused on private as opposed to public higher vocational colleges. So far, there is no qualitative study on the phenomenon of job satisfaction in connection with job attrition in public higher vocational colleges in China.

Based on this scenario, particularly with regard to the dearth of research on the job satisfaction of public higher vocational college lecturers in China, more so from a qualitative research angle, this research will focus on an in-depth understanding of the lecturers' job satisfaction and the issues related to it as grounded in their work environment. To achieve this aim, the following central question will frame this research:

What are the status and influencing factors of job satisfaction of lecturers working in public higher vocational colleges in China?

On the basis of this central question, the following sub-questions will be investigated:

1. What are the views of the lecturers in a public higher vocational college in China regarding their satisfaction with their job?
2. What factors, both personal and work-related, underpin their level of satisfaction with their job?
3. How do these factors interact and vary between different lecturers?

Based on these research questions, a job-satisfaction-related theory, the Motivator-Hygiene Theory (Two-factor Theory) of Herzberg will be used to frame this research. The theory, which rests on Maslow's hierarchy of needs (Jones, 2011), proposed that a combination of motivator factors and hygiene factors will better mobilize lecturers' work enthusiasm and improve lecturers' job satisfaction (Herzberg, 1966; Herzberg, 2008).

Also driven by these research questions, this research focus on an in-depth understanding of the phenomenon of job satisfaction from the perspective of the lecturers concerned, and interpretivist paradigm will underpin my research. The approach will be qualitative while the methodology will be case study. Case study is chosen because of the recognition of the complexity of the phenomenon in question within the boundary involved in the investigation. It will be employed to gain insight into the experience of several selected lecturers on the phenomenon of job satisfaction grounded in their work setting.

Data will be collected during a 6-month fieldwork period using the following three methods: interview (semi-structured), non-participant classroom observation, and document analysis. A college will be selected by using purposeful sampling from among the 63 public higher vocational colleges in Henan province, China. The selection criteria of this college will be based on (i) a willingness to participate, (ii) years of college opening (iii) several stable teams of lecturers. Purposeful sampling and snowball sampling will be used for selecting participants from this selected college. Initially, 8 participants will be selected based on (i) years of teaching, (ii) educational level, (iii) gender, but the number can change depending on what emerges in the setting during data collection. Data will be analyzed through a process of data reduction, thematic analysis, and coding, to be followed by intra-case and cross-case analysis.

Fieldwork journals will be kept to record critical incidents in a reflexive way that can contribute to strengthening the quality of data collected as well as the analysis of data to increase the rigor, hence the trustworthiness of the research. As a qualitative researcher, being a research instrument myself, I will use appropriate measures to mitigate my own biases and interpretations in trying to understand the emic perspective concerning the phenomenon. Ethical consideration will be given priority and instituted through implementing appropriate informed consent, confidentiality, and privacy measures to ensure the interests and rights of the participants are protected for taking part in the study.

The findings of this proposed research, while contributing to filling in the gap and adding to the scholarship in the area of job satisfaction among higher vocational college lecturers particularly in regard to China's context, can also help in assisting key decision-makers in China involved in public higher vocational education to craft better policies to address the issue of staff recruitment and retention to improve the quality of education offered in higher vocational colleges. This research will bring some inspiration to higher vocational lecturers and decision-makers in countries other than China.

Keywords: *Job Satisfaction, Vocational College Lecturers, Teacher Attrition, Public Higher Vocational College*

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PGRC 4293
SOCIOLOGICAL PERSPECTIVE ON STIGMATISATION OF THE OBESE WHEN EATING OUTSIDE IN MALAYSIA

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Obesity rates increased significantly around the world, and it's also the case in Malaysia that has one of the highest rates in South East Asia. The dominant model in public health that is adopted from western countries, relates that to lack of physical activity and transformations in eating habits including eating out that can be a cause of higher energy intakes. However, this argument can be discussed further, as the Malaysian society is known to be a multi-ethnic society with different cultures and backgrounds and each ethnicity is characterised by having different food cultures related to eating out. Also, each ethnicity can be identified by having different views on body shape and body image and therefore have different views on what body shapes are acceptable. Looking at each other differently can lead to many social phenomena such as stigmatisation of what is perceived as different from the norm.

There are different variables that can contribute directly or indirectly to the increase of eating out. For instance, economic status or social position can be an indictor of wealth and play a role in either the decrease or increase of eating out which also depends on the individual's life changes, style and experiences. When analysing the data produced from Eating Out in Asia study, there is a relation between the frequency of eating out and Socio-demographic variables such as gender, age and social status. The data revealed that males tend to eat out more than females and females of higher BMI groups tend to eat less outside. Ethnicity also plays a role, as results show that Malay ethnic group tend to eat more outside compared to the Chinese ethnic group.

Different theories can allow us to study the relation between the variables mentioned above. For instance the theory of social stigma can explain the behaviour of certain individuals and their decision to eat more or less out of home due to the society's look at them. The stigmatization categorizes certain individuals in specific groups, that might result in them avoiding to go out in public and avoid eating outside as they are worried of what people will think. They might also change their eating habits while outside, either eat less or eat certain things that they might usually not consume just to avoid the judgment of others. This theory might be perceived more among women who face stigma in different ways and levels. Based on the findings from the study "Eating Out In Asia" conducted in 2019 – 2020, women who are at the highest level of the BMI group eat less out. Other findings from the same study also showed that eating out can be associated to gender and ethnic groups in Malaysia that might play a role directly or indirectly in the stigmatization of obese women. The purpose of this article is to determine if the hypothesis that people with higher BMI and especially if women with higher BMI tend to eat less out because they fear stigmatising and the judgement of others. It will also determine if women of higher BMI with different ethnic backgrounds face different levels of stigmatisation when eating out.

Qualitative analysis approach will be used for this study with a focus on a sample from the Malaysian population, the sample size will be determined when reached saturation. Individuals with different body types that are determined following different BMI groups will be identified using purposive and snowball sampling methods. The specifications of the sample will be identified based on the literature and the results from the study "Eating Out in Asia". Next, the sampling methods will be used to identify the individuals who fit the gender such as female and higher BMI groups. Once the sample has been identified, interviews will be conducted with each individual in a public area to understand their eating out habits and how they perceive the society's views towards them when eating out. Direct observation will also be conducted during the interviews to notice how other persons from the society look at these individuals with higher BMI. The researcher will have a detached perspective and will mainly observe rather than taking part to avoid any biasness.

In conclusion, this study will contribute to the explanation and understanding of the relation between eating out and stigmatisation of the obese among female in Malaysia. It will help the public health authorities to understand why certain individuals eat more or less out and how to overcome stigmatisation if it exists. This can not only benefit the public health authorities on how to create better directed messages to tackle stigmatisation but will also allow food and beverage owners understand the stigmatisation if it exists and how to attract more customers.

Keywords: *Sociology of Food, Anthropology of Food, Obesity, Stigmatisation, Eating Out, Malaysia.*

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PGRC 4024
THE ROLES OF EXERCISE, CULTURAL CAPITAL AND JUDGMENT DEVICES ON THE DIETARY CHOICES OF PHYSICALLY ACTIVE MALAYSIAN CHINESE WOMEN IN KLANG VALLEY

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While plenty of research suggests that women are generally more health-conscious than men, they are much less likely than men to meet adequate levels of exercise. Furthermore, the minority who do exercise adequately are at risk of specific health problems grouped together as the Female Athlete Triad: Osteoporosis, Irregular Menstrual Cycle, Eating Disorders. Studies conducted on professional and casual female athletes alike documented these health problems across multiple cultures – all three components can be treated nutritionally. Female Athlete Triad conditions are caused by a low caloric intake in the context of a lifestyle with a high caloric output.

In Malaysia, women on average exercise less than men but Chinese women exercise more than Chinese men. This provides a large pool of potential participants to understand how physically active women

The continued relevance of this problem among physically active women is that food means more than just energy. The food we eat is tied to peer acceptance, social mobility, collective and individual identity, and how we are perceived by others: physically active people are more visibly observed and scrutinized by friends and family while eating rather than exercising. For young women specifically, the notion of peer acceptance and social mobility can become more important than immediate health concerns that motivate older women. An additional factor is the importance of food and eating in the context of Chinese culture, interpersonal relationships and face to face interactions – all of which emphasizes one's collective identity within the social group, rather than one's individual identity. The dietary choices of a Chinese people depends on the people they live with as much as themselves.

To ensure one's lifestyle is not only active but healthy, one must eat according to one's physical capital or body type which can be determined and is caused by genetic factors, type and intensity of physical activity. Body image, on the other hand, is determined by social factors – constantly comparing one's body to that of their peers, or images shown on media that emphasizes and valorises "thinness" as the defining factor of the female body to the point where the bodies as shown in media is physically impossible for the average woman.

The participation of women in sports is a new phenomenon: the first female athletes did not compete in the Olympics until the 20th century, and the gender disparity in physical activity proves that fitness is a male-dominated social group which further alters the perception and cultural capital of women's bodies. For instance, women require a higher percentage of body fat than men to be healthy – yet, thinness is emphasized more on women than men, leaving them vulnerable to malnutrition.

If a physically active woman is to adopt a diet that corresponds to her physical requirements, it will undoubtedly lead to conflict or rejection by their family or peers which defeats one of the purposes young people exercise, peer acceptance. This creates a cognitive deficit, in which a consumer is at a loss for what foods to purchase that not only fulfils their own personal tastes but also to those around them.

Decision making is often aided by judgment devices that provide information on what to eat and when to eat. Health and lifestyle magazines, for instance, usually provide healthy recipes while still considering a consumer's multiple contexts such as religious (Halal, Kosher, etc.), cultural or moral (vegetarian, vegan, organic) obligations. More recently, multiple fitness "influencers" have used social media to market their own specific lifestyles for mass consumption by users. While there are various fitness influencers of varying levels of viewership that cater to different exercises, users need to consider an influencer's qualifications (as a professional athlete, trainer, or nutritionists) or whether or not the influencer matches the user's lifestyle. Far from just influencing, these devices additionally promote food products that are relevant to the lifestyle

This research aims to investigate how physically active young Malaysian-Chinese women define "being healthy" in terms of physical activity and food consumption as well as how much physical activity influences their dietary choices. Additionally, how often do their dietary choices conflict with those of their family and peer and how well do these online judgment devices work, not only in helping a user eat the right foods to achieve her goals, but in a way that includes rather than exclude others from participating.

Keywords: *Malaysian-Chinese Women, Physically Active, Dietary Choices, Cultural Capital, Social Capital*

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PGRC 4290
EATING TRANSFORMATIONS OF CHINESE SOCIETIES: CHINA, HONG KONG, MALAYSIA, AND SINGAPORE.

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Eating is the mechanism by which humans satisfy their need for sustenance. Eating is also cultural and societal, showing meanings, symbolisms, identities, and religions. Eating is used to show belonging and assimilation into a group, but also to show divisions or differences. Eating is not stagnant and can transform due to societal influences and can transform societies. This is a study of the eating transformations in four Chinese societies.

Eating is characterized by spatial, temporal, and social dimensions, which in this study provides the medium for understanding specific sociological processes. Locations of eating has become increasingly important with the rise of eating out in many parts. Eating can be seen to occur within three main temporal cycles, life cycle, yearly or seasonally, and daily (this study) (Poulain, 2002, 2017). Socialization whilst eating demonstrates the transformation and individualization of eating habits (Fischler, 1979).

This study seeks to answer three questions:

1. What are the determinants of the transformation of eating habits?
2. How does diaspora and migration affect eating habits in the societies?
3. How does compressed modernization (Chang, 1999, 2010, 2014; Kit-wai Ma, 2012) affect the transformation of eating habits?

To answer these questions, eating out, socialization, and intake patterns are studied through socio-demographic categories, modernization, and diaspora.

The multiplicities of being a migrant can lead to a diminished or confused sense of being, and identity can be redeveloped. Food and eating have been shown to be important aspects of maintaining or reforming identity i.e., maintain the status quo and link to the original location, or form new habits to enable assimilation into the new location, or a combination of both to an in-between position regarding identity and culture (Ang, 2005).

“Chinese diaspora”, “Chinese” and “Chineseness” can be a problematic and complicated as some argue the terms essentializes and naturalizes the Chinese identity, imply a sameness and connection for people all over the world, of different ethnic and language backgrounds (Ang, 2005; Shih, 2013). Ethnoscape (Appadurai, 1996) and Sinophone (Shih, 2010, 2011) were both considered, however diaspora was retained. This was due to the method of data collection, and respondents identifying as having descended from what is modern day China.

Compressed modernization is an acceleration of the processes of modernization. It features rapid development economically, politically, and socially. Specifically, rapid urbanization, industrialization, and growth of the service economy. Societally, changes occur to the family structure, role of women in the workforce, the emergence of the middle class, and an epidemiological transition. The processes have been shown to effect changes to eating habits (Poulain et al., 2020).

Malaysia, Singapore, and Hong Kong (both internal and external migration) have been sites of migrations from what is modern day China for centuries, and are also former colonies. For Malaysia and Singapore their brief period as a country, period as separate countries, and modernization as separate entities, and ethnic differences are important to this study. Hong Kong adds a comparison as a Chinese Special Administrative Region. Hong Kong was one of two locations in Asia to begin modernizing in the thirty years following World War II. This is important to understanding modernization in the study, especially as all four locations have modernized at different times and rates.

A near representative sample was sought, with cognizance that achieving a representative sample for China is challenging. Additionally, the online data collection method presented challenges in achieving representativity, skewing toward higher income and higher education representation. Respondents were selected out of the national populations 18 years old and above, across all income groups, and regions.

The socio-descriptive questions were designed to understand the demographics of the respondents who participated in the survey, and address quotas. The questionnaire employed open-ended and close-ended questions.

Data collection for intakes uses the “recall of the last 24 hours” method, which was developed by Dorothy Wiehl (Poulain, Tibère, Laporte, & Mognard, 2014; Wiehl, 1942). Respondents are asked to list all the food and drink intakes of the day, including meals and extra-prandial intakes.

Eating Out - China eats out at the lowest rate, at 34% of all intakes, and Hong Kong at the highest rate of 46%. Lunch is the most frequent of all intakes to be eaten out, with modern workers frequently eating the midday meal outside the home. The findings for Hong Kong, Singapore, and Malaysia are expected based on urbanization, and previously published statistics (Nielsen, 2016; Poulain et al., 2014).

Socialization - Intakes are more likely to be eaten in company in China. Only 28.9% of all intakes are eaten alone in China, as a comparison that number is 40.8% in Hong Kong. Breakfast is the meal most frequently eaten alone in all locations, with Hong Kong the highest of the societies at 58.6%.

Intake patterns - China shows the most traditional meal pattern, with 65.6% of respondents eating three meals a day, and a rigid adherence to time. The other societies, show varying degree of adherence to a three-meal day, Malaysia, Singapore, and then Hong Kong. Regarding time, the diasporas show a less stringent adherence to a set time, longer time dispersion periods for the meals, and later in the day.

The four societies showed transformations in their eating habits, based on traditional Chinese eating habits (Wu, 2001). Eating out, intake patterns, and socialization generally follow an order of Hong Kong, Singapore, Malaysia, and China from least to most traditional. Which was expected and indicates the modernization differences within the societies. The eating out rates were expected to be higher in the three diasporas, which proved to be true. In the diasporas the socialization of the intakes shows high individualization of eating. These factors point to compressed modernization. There are also an indications of hybridization in the diasporas (Ang, 2005).

Data is used from the Eating Out in Asia study conducted by the Chair of Food Studies (Taylors University), Taylor's Toulouse University Center, and LIA-CNRS: Food, Culture & Health.

Keywords: *Eating Habits, Compressed Modernization, Diaspora, Chinese*

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PGRC 4268

THE ROLE OF SOCIAL CAPITAL IN CULINARY HERITAGE CONSTRUCTION, COMMUNITY BUILDING AND TOURISM DEVELOPMENT: THE CASE OF GASTRONOMIC FESTIVAL IN BAA GOIDHOO, MALDIVES

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This research explores the role of social capital in culinary heritage development, community building and tourism development in a gastronomic festival setting. Maldives boasts a tourism industry comprising of premium luxury resorts embedded in the concept of sun, sand and sea and its economy is heavily dependent on the upscale tourism industry. Even though Maldives tourism product have a strong brand positioning and marketing in the global tourism industry, it has few differentiating strategies in marketing the destination. Research on tourism ascertains ways by which gastronomic festivals creates fulfilling tourism experiences and suggests culinary tourism as an alternative form of tourism, especially in destinations where tourism product is based in sun, sand and sea. With urbanization, decreasing structures of families, and substantial amount of migration to capital city, the Maldivian community also experiences diminishing social relations, social cohesiveness, collective action and civic engagement among the local communities. Similarly, people living in the islands have slowly adapted to the use of modern technics and habits of food production and consumption, bringing changes to the food practices of the community.

There seems to be limited research done which explores gastronomic festivals, and events, and how it can help construct culinary heritage, build communities and develop tourism. Similarly, there also exists a paucity in data where social capital theory was incorporated in to gastronomic festivals to explore whether it helps in community building, culinary heritage construction and tourism development. Furthermore, there is no evident theoretical or empirical research carried out in Maldives, to see the ways in which social capital contained in gastronomic festivals can help in construction of culinary heritage, development of communities and develop tourism.

In order to explore the above mentioned gaps the following research questions were formulated:

1. How do tenets of social capital embedded in the gastronomic festival of Baa Goidhoo of Maldives develop culinary heritage within the culinary practices that is embedded in the food social space of the culinary festival?

2. How do the forms of social capital embedded in the gastronomic festival of Baa Goidhoo of Maldives legitimize the selection of culinary heritage within the food social space of the culinary festival?
3. How do the forms of social capital embedded in the gastronomic festival of Baa Goidhoo of Maldives build community within the culinary activities of the culinary festival?
4. How do the forms of social capital embedded in the gastronomic festival of Baa Goidhoo of Maldives develop tourism in relation to socio-cultural aspects of tourism development?

Gastronomic festival enhances the touristic experience and helps tourists to form emotional bonds with food image and culture of a given rural or regional food space helping to develop tourism. Similarly, gastronomic festivals are also used to construct food heritages and create employment opportunities, build communities and preserve socio-cultural aspects of a given rural area. Community capacity building comprise of skills and competence mobilized by group of people to achieve collective objectives. Similarly, community capacity process also encourages collective actions achieved through efficient handling of work processes within a community to promote sustainable change.

Pierre Bourdieu's theoretical framework of social capital was focused towards determining the levels of inequality and social hierarchy in the society. James Coleman's social capital theory comprises of expectations/obligations/trust, information channels and social norms. Contributing to the social capital theory Putnam posits that social capital theory consists of volunteering, civic action, democracy and community. Putnam also categorizes social capital to be comprised of bonding social capital and bridging social capital. Bonding social capital theory also consists of binding reciprocity among members of a society and promotes solidarity. Bridging social capital establishes and extend ties beyond the immediate community or networks and creates a broader resource platform by means of norms and reciprocity. Linking social capital comprises of social relations and networks that exists between groups of people with different levels of power or social positions.

In order to fill the above mentioned gap in knowledge a qualitative research was conducted whereby case study approach was implemented. Participant observations and in-depth semi-structured interviews were used for data collection. Fifteen interviews were conducted with women, men, island council members, tour guides and tourism operators until theoretical saturation was achieved. Participant observations were carried for a period of twenty days where by observations were made of the pre-culinary activities of the gastronomic festival and during the gastronomic festival event. The research findings conclude that the tenets of social capital theory embedded in the gastronomic festival of Baa Goidhoo of Maldives construct culinary heritage as people select, assign value and classify different culinary heritage elements and practices of the food social space and legitimize the food heritage through traditional and charismatic authority. The findings of the research suggest that the components of bonding social capital such as sharing of resources or binding reciprocity creates a sense of solidarity among local residents as they work together in the activities of the gastronomic festival which helps them to build community. Similarly, the local residents promote the participation of tourists in the culinary festival by showing willingness to interact with the tourists which helps to develop tourism. The locals also exchange information about culinary activities with tourists and promote active engagement of tourists in culinary activities creating authentic culinary experiences. However, the findings also suggest that the social capital embedded in the gastronomic festival creates conflicts among group members due to inequalities that exists in amount of resources possessed by individuals and uneven distribution of resources, damage caused to personal and public property and sound pollution.

This research proposes the potential benefits of introducing gastronomic festivals as an alternative form of tourism, through collaborative effort of different stakeholders involved in the tourism process. Similarly, the implementation of gastronomic festivals in islands could promote greater social participation and collective action which could help in community building. Gastronomic festivals act as vehicles in which the authentic traditional cooking practices are enacted helping communities in building culinary heritage.

Keywords: *Social Capital; Gastronomic Festival; Culinary Heritage Construction; Community Building; Tourism Development*

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PGRC 4261
RELATIONSHIP BETWEEN PSYCHOLOGICAL CONTRACT ENGAGEMENT, EMPLOYEE SENTIMENT, INTERNAL COMMUNICATION AND CORPORATE REPUTATION.

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The Covid-19 pandemic phenomena has tremendously changed the working environment. Today, more companies are operating from home where the staff have to work from home (WFH). This new norm has greatly affected the industries. Hence, the need for companies to restructure the working system, its daily operation and redesign the internal communication practices. Understanding employees' emotional aspect during this challenging period of time and assuring that they are aligned to the company's organizational culture can be a difficult task. The Psychological Contract Theory explains that any violation of the social contract between organization and its employees will affect the employees' commitment. Thus, it is important to examine the relationship between organizational social contract engagement, employee sentiment, internal communication and the effect on the corporate reputation of the organization. Using the theory as the backdrop of the study, a quantitative survey will be conducted to obtain data for analysis. A set of questionnaires will be used as the instrument for data collection. A quantitative research method will be utilized in this study whereby a total of 1,444 participants will be selected through simple random sampling method from the finance and insurance industry in Malaysia. The findings of the study are expected to contribute to the understanding of the Psychological Contract Theory and the relationship to Corporate Reputation.

The study will be conducted based on the integration of the Psychological Contract Theory, Employee's NRC Emotion Lexicon, Internal Communication and the relationship to Corporate Reputation. With the new norm of the Work from Home (WFH) activities, organization may face problems with employees' works ethics as well as job performance. Study shows that the breach of psychological contract may affect employees' job commitment and that may contribute to the corporate reputation. With the new norm, there is also the likelihood that companies may face challenges when employees are working from home. As such, it becomes important that managers examine the impact of employees' commitment towards their job and its effect on corporate reputation during the Covid19 pandemic.

This study aims to answer the question of what are the relationship between organizational psychological contract engagement, the sentiment of employee, the internal communication and the corporate reputation of an organization during the covid-19 pandemic work from home working culture. Specifically, the study will examine the following objectives:

i. To examine the relationship between psychological contract engagement (Transactional, Relational, Balanced, Transitional) and corporate reputation.
ii. To examine the relationship between employee sentiments (Positive, Negative) and corporate reputation.
iii. To identify the relationship between internal communication (Corporate Symmetrical Communication Model, Responsive Leadership Communication) and corporate reputation.
iv. To identify the most contributing factors (Psychological Contract Engagement, Employee Sentiments, Internal Communication) to Corporate Reputation.

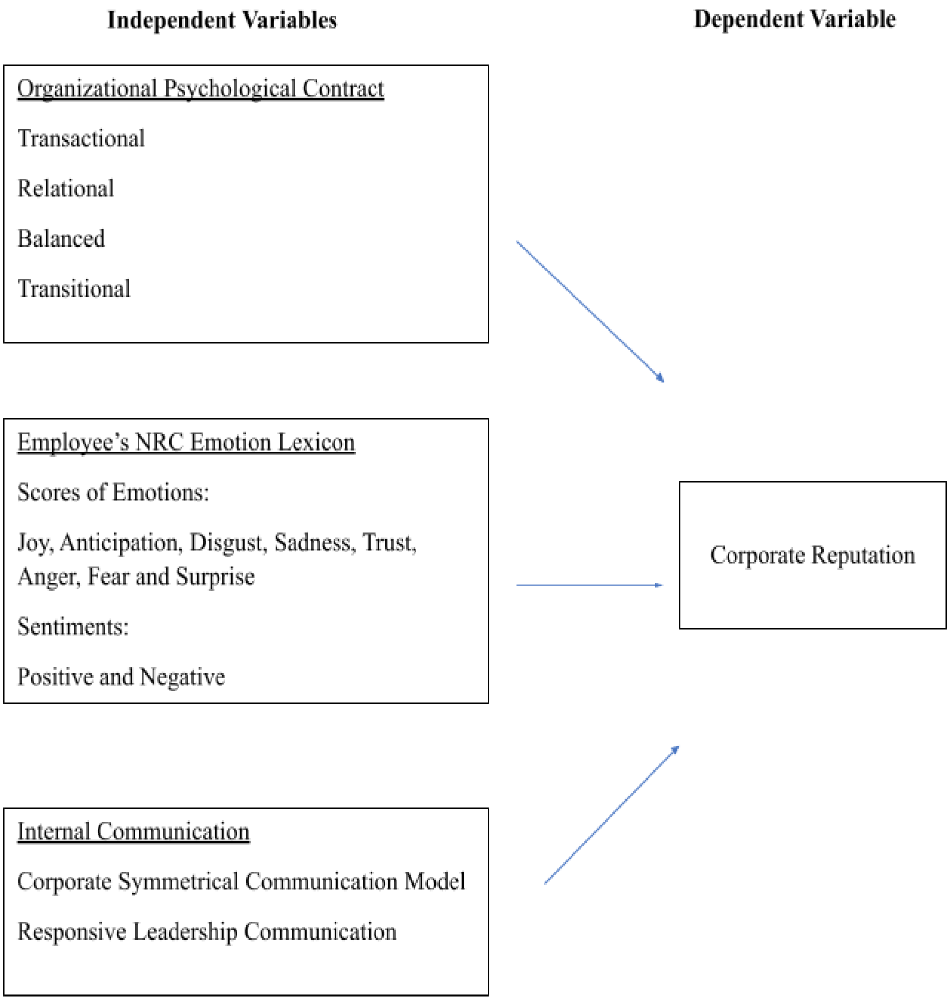

Figure 1: Conceptual Framework adapted from (Akash et al., 2020); (Maria et al., 2019); (Linjuan et al., 2019).

A quantitative research provides the fundamental connection of the empirical observation as well as mathematical expression and the data would be selected and then analyses in a numerical manner (Nikolaos et al., 2018). There are several reasons supported by the scholars on the choice of the quantitative research methodology as the appropriate approach. First, the study required to analyse as well as to process a large volume of quantitative data which would help to verify the hypothesis and test the theory (Nikolaos et al., 2018).

Furthermore, the method was because this study aims to examine the relationship between organizational psychological contract engagement, internal communication, the sentiment of employee and the corporate reputation during the Covid-19 pandemic work from home working culture. The independent variable stated were emotional related. Therefore, to assure that the results obtain in this study is effective and valid, thus the quantitative research will be utilizing as there will be no influence by the researcher personal opinions or feelings in presenting the research as well as facts (Nikolaos et al., 2018).

A survey will be conducted on 1,444 respondents that will be sampled using the Simple Random Sampling technique from among the finance and insurance industry. A list of financial institutions and insurance companies would be gathered from the Association of Finance Companies of Malaysia and the General Insurance Association of Malaysia. From the list, 10 financial institutions and insurance companies would be picked. Eighty questionnaires would be sent via social media to the 20 companies. The questionnaires will be used as the instrument for data collection (Anastasiya et al., 2017).

The study will offer a new perspective to explain the Psychological Contract Theory. Employees Sentiments, Internal Communication and Corporate Reputation. With the current phenomena and the WFH practices, the findings of the study would be able to offer organization insight on dealing with employees' and to sustain the positive corporate reputation.

Keywords: *Internal Communication, Employee Sentiments, Corporate Reputation, Psychological Contract Engagement, Finance and Insurance Industry*

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PGRC 4296

COVID-19 VACCINATION INTENTION: EXPLORING SITUATIONAL AND CROSS-SITUATIONAL FACTORS INFLUENCING MALAYSIAN PUBLIC IN PREDICTING VACCINE ACCEPTANCE

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The vaccine has shown tremendous success in preventing infectious diseases such as measles, humps, rubella. Despite being proven safe and effective, the vaccine has often been criticized and denied by the public. Dr. Paul Offit, a professor of paediatrics at the Hospital of Philadelphia in the United States, mentions vaccines to be the victim of their success (Belmonte, 2019). Ever since mass vaccination was adopted against emerging infectious diseases (EID), health practitioners encountered negative attitude towards vaccine anti-vaxxer and vaccine hesitancy, henceforth has been reported as major obstacles in achieving targets of herd immunity. Due to the rise in vaccine refusal and low vaccine uptake against infectious diseases, WHO has listed vaccine hesitancy to be one of the ten major issues that require attention from WHO health partners (World Health Organization, 2019). On top of that, the unprecedented threat of living with Covid-19 has also observed another extreme vaccine attitude referred to as vaccine anxiety. This refers to frustration people have due to slow and uncertain vaccine roll-out, therefore, taking desperate measures which remains largely under-researched (Loh, 2021). Research shows that public perception towards vaccination varies depending on the context. Factors that determined vaccine hesitancy in a highly developed country may not exactly predict vaccine hesitancy in developing countries (Zeng, Tan, Horrocks, and Jackson, 2015). Therefore, this study aims to explore factors that influence vaccination intention during vaccine roll-out in the context of Covid-19 in Malaysian. To understand vaccination intention among the Malaysian public, this study will explore situational and cross-situational factors to examine what motivates their vaccine-related attitudes, henceforth predict vaccination acceptance among them. Through the theoretical lens of situational theory of problem-solving (STOPS), this study will narrow its focus on the communicative action of the Malaysian public who are also consumers of health information. STOPS proposed by Kim and Gruening (2011) is an extension of situational theory of public (STP). STOPS has long been used in health communication to understand health behavioural intention in terms of choosing a diet and public information behaviour to follow government organization during an outbreak of the infectious disease in a hypothetical context (Chon and Park, 2019; Yan, Wei, Zhao, Vinnikova, Li, Wang, 2018). Moreover, this theory has also been used to anti-vaxxer's attitude issue-specific negativity and communicative action (Krishna, 2017, 2018). This study will contribute to the theory by exploring new phenomena during vaccine roll-out against infectious disease, Covid-19. Previous studies on vaccine intention mostly focused on risk perception to understand their vaccine intention. This study will add to the literature by exploring the perceived barriers and involvement in vaccine intention. This study will further investigate vaccine-related communicative behaviour to understand how the public develops their relationship with a particular source of information. To explore the cross-situational and situational factors, this study it will deploy a qualitative method of a semi-structured interview. In total 60 interviews will be conducted 20 for every three types of attitudes (Vaccine hesitancy, anxiety and anti-vaxxers). Participants aged from 18-40 years old from the Klang Valley will be approached. The sample will be collected through snowball sampling. The findings from these interviews are expected to reveal insights into the factors that influence vaccination attitudes against emerging infectious diseases such as Covid-19. The expected outcome of the study will help understand the underlying factors that influence public attitude towards a vaccine. Moreover, this study is expected to shed light on how the public develops a special relationship with their preferred media channel as information source. Also, how this source of information reinforces their existing attitude. The result of the study will help the health care practitioners to address the barriers to vaccine uptake. Therefore, they can design effective campaign to pursue public for vaccination. Also, they will be able to address the public choice of information sources which will enable health care professionals to reach the target public through their preferred channel. Moreover, this study will address the vaccine anxious public who are desperate to get the vaccine. However, Malaysia National Immunization Programme (NIP) overlooked them in their campaign model.

Keywords: *Communicative Action, Vaccination Intention, Situational Theory of Problem-Solving, Emerging Infectious Diseases, Media Usage.*

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PGRC 4256
AI VOICE VS HUMAN VOICE IN ANIMATION: MALAYSIA AUDIENCE ANALYSIS

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Voice is a crucial part of an animation because it forms the sound-dimension of the video and gives viewers a sound bite to echo as they replay the video in their heads. It plays an important role in the audience's enjoyment, contributing to setting the mood and atmosphere of the scene with the voice talent's intonation and gender (Karantzi, 2020). Perfect animation voice can help to reach the goals of the creator when presenting the content to the audience, and can further enrich the videos by incorporating impressive voice overs and give a powerful boost to a brand's potential for being noticed.

Artificial Intelligence or AI voice is type of synthetic voice. AI voice uses 'deep learning,' which is a type of Artificial Intelligence, to automatically generate speech from input text by using a parametric Text To Speech system. It can also be synthesised by reconstructing the waveform from a recorded utterance, termed copy-synthesis and can also generate on-demand speech animation in real-time from user speech input. Most of the research of the synthesized voices are often found in developing corporate identity (i. e., Apple's Siri, or Amazon's Alexa), correlating to the commercial success, and portraying personality traits. (Baird et al., 2018). This raises the suitability concern of AI voice use in animation.

This paper aims to gauge how audience reacted when non-human entities (synthetic voice) acquired some human qualities and began to become more human- like applied in animated characters. The human likeness "synthetic speech" and language capabilities comprised the sensible examination of the "Uncanny Valley " (UV) theory (Betriana, et al, 2020) that had undergone further investigation not only in android science, but in realistic, human-like characters featured in animation, film and video games (Tinwell et al., 2011). The concept of "Uncanny Valley" commonly emphasised on human "likeness", and virtual characters when the level of behavioural fidelity matches their human-like appearance (Baird et al. (2018). Previous studies of "Uncanny Valley" were on visual tasks, and less efforts have been made towards the perception of synthesized speech and its voice qualities on likability and eeriness (Baird et al.,2018; Betriana et al., 2020; Kühne et al., 2020; 2018; Tinwell et al., 2011). The Uncanny Valley theory which describes how accurately the machine is able to imitate a human proposes that as an object approaches humanlike characteristics, there is an increase in the sense of familiarity; however, eventually a point is reached where the object becomes strangely similar and makes us feel uneasy (Kimura & Yotsumoto, 2018).

To investigate synthesized ('robotic') speech impact in animated characters affected by "Uncanny Valley" (UV), to evaluate audiences preferences and feedback whether they feel a sense of unease or even revulsion in response to synthetic speech that are highly realistic or develop eeriness which might come from insecure feelings (Simon, 2019). Nevertheless, people perceive a synthetic voice differently from their actively spoken voice. As human speech is rather special as it carries information about our intent, emotions, identity and several other data, such as tones and intonation, the capability of convey different intent and emotions (such as vocal hesitation or other vocal sounds, like size and laughter and deep breaths that carry meaning). In this case, the application of synthetic speech on animated characters will meet with the high expectations of the audiences.

According to Kühne (2020), both the semantic content of speech and its intelligibility play an important role in oral communication. Hence, an experimental design qualitative analysis will be used to examine UV effects of the synthetic voice in animation. This is to gauge how audience reacted when non-human entities (synthetic voice) acquired some human qualities and began to become more human- like when applied in animated characters. This paper tends to explore how audiences respond to animation synthetic character's voice as voice is the main dimension that people consider when making judgments about understanding of the content being delivered by the character.

A within-subject online survey study will be conducted, to evaluate audience response towards the voice under the context of eeriness, familiarity, and human likeness and whether audience feel a sense of unease or even revulsion in response to synthetic speech that are highly realistic or develop eeriness which might come from insecure feelings with two self-produced animation. It is to confirm evidence whether the UV effect found in synthetic voices have an impact or there is no evidence at all.

The results obtained will disclose the degree of ability for humans to differentiate both synthetic voices and human voices and whether audience feel a sense of unease or even revulsion in response to synthetic speech that are highly realistic or develop eeriness which might come from insecure feelings.

It is to confirm evidence whether UV effect found in synthetic voice is impactful or has no evidence at all. It also foreshadows that in the future AI voices will supersede human voices in animation and meet with the high expectations of the audiences.

Keywords: *Synthetic Speech; Synthetic Voice; Artificial Intelligence Voice; Speech Recognition; Lip Sync*

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PGRC 4270
EVOLUTION OF VIRTUAL REALITY FILM AESTHETICS IN THE DIGITAL AGE

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With the rapid development of digital film technology and computer graphics generation technology, film production has entered the digital era. The whole process from production to projection has undergone a radical change. VR imaging (virtual reality imaging) is the use of virtual reality technology with the help of computer systems and sensor technology to generate a three-dimensional environment, creating a new way of human-computer interaction by simulating human vision, hearing, touch, and other sensory functions, so that people can be immersed in it, the audience in a 360-degree virtual image environment can look around as in real life. (Sánchez-Vives and Slater, 2005) VR technology has changed the original film form. It has brought new sensory enjoyment and aesthetic interest. Immersion" means a "feeling of being surrounded", as if immersed in some kind of liquid, and VR images are spatially represented as "complete spaces", which is what makes them different from traditional films. According to André Bazin, the art of cinema is to reproduce the real world through the screen, building a sense of time and space for the audience through images, sound, color, and stereoscopic sensation, and realizing an "imaginary reality". Although the film is just a selective screening of fragmented images, in Bazan's view, the viewer will organize them into a complete reality in their mind. Now, unlike traditional movies, VR images no longer stop at "imaginary reality", but aim to create a "complete space" that "surrounds the individual" by simulating various stimuli for people's multiple senses. In this context cinema finds its realist vocation: it aims to create an image that can stand for reality as a whole. In fact, cancelling the artistic mediation that essentially functions through limiting the image intime and space is identified with the cancellation of the limitation at large in order to create an unlimited image system that can imitate the very unlimited character of reality, which Bazin calls Total Cinema. (André Bazin , 2005) In VR film, subjective viewpoints are rarely edited, and once they are edited, it often means a scene change. Therefore, VR images are likely to mean the revival of long-lens aesthetics in the Bazin theory. Film theorist Andre Bazin expressed doubts about montage and shallow depth of field, believing that these technologies cut the continuous flow of time and space, thereby destroying the integrity of the film itself. Bazin advocates more "democratic ambiguity", that is, allowing viewers to decide where to look, rather than being controlled by others. Therefore, Bazin prefers long lenses and large depth of field. As far as long shots are concerned, time and space are continuous and continuous, which guarantees the faithful recording nature of the film. As far as the large depth of field is concerned, it allows the audience to watch any object within the frame of the screen, with the focus being the audience looking for, rather than the director's prior arrangement. (Bazin, A., & Gray, H.1974) The immersive filmmaker Chris Milk declared that virtual reality (VR) is a machine: a machine that makes people more compassionate, connected and empathetic. (Milk, 2015) He argued it connects humans to other humans in a profound way and in a way that no other media form has been able to do so before. The study of Schutte and Stilinović (2017) found that viewers had greater engagement and higher levels of empathy when watching the Clouds Over Sidra virtual reality format than a control two-dimensional format. (Schutte and Stilinović,2017) The CVR clips elicited a stronger emotional experience than traditional 2D film clips. (Ding, Zhou & Fung, 2018) Overall, that while cinematic VR does promote empathy, the differences between this medium and traditional 2D cinema are not as great as some virtual reality theorists might think. Nonetheless, there are some limitations to these studies. Further empirical evidence is needed to validate the unique potential of cinematic VR to facilitate empathic responses relative to other traditional media. In the field of academic research, there is little research on the new aesthetic experience generated by virtual reality images. This research will use mixed methods, and I will use qualitative and quantitative data collection and analysis methods to answer the research questions. We will conduct an experiment in which we use the same script to shoot VR movies and traditional 2D movies, and then compare them in different groups. First, the hypothesis is tested by systematically collecting and analyzing data through a quantitative questionnaire survey. Regarding the selection of samples, we will not limit age and ethnicity to the recommendations of previous studies. Then through qualitative interviews with the audience and VR filmmakers, qualitative methods allow us to explore ideas and experiences in depth. The first is based on dates, while the second is based on human experience and perception. So it helps interaction between interviewees because they depend on the people's comments, opinions, perceptions, views, and ideas. Using mixed research methods to study the audience's different aesthetic experiences and empathy effects. At the same time, we will use content analysis to analyze existing VR movies. Therefore, this thesis would like to explore the changes and effects of the development of film technology on the aesthetic experience and empathy effects of film from the perspective of VR technology and make a dialectical analysis of the utility of the new technology on the aesthetic experience of the audience and the creator, hoping that the study of the aesthetic experience of VR images will provide some value for a more in-depth study of VR film aesthetics. At the same time, it can also provide some practical references for VR film practitioners as to whether the traditional film aesthetic theory can be applied to VR films.

Keywords: *Virtual Reality (VR), Cinematic Virtual Reality (CVR), Immersion, Aesthetic Experiences, Empathy*

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PGRC 4160
DEVELOPING A MODEL OF EFFECTIVE HEALTH COMMUNICATION STRATEGIES ON CHILDHOOD OBESITY

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Currently, obesity is an important public health concern in many countries around the world. It has been proven that obesity is a proven risk factor for several chronic conditions, which include cardiovascular diseases such as hypertension, hypercholesterolemia, stroke; diabetes, and even certain types of cancers (Pi-Sunyer, 2009). According to the Global Burden of Disease study 4.7 million people had died prematurely in 2017 as a result of obesity and subsequently, the rapid global spread of childhood obesity in recent years deems the issue as even more alarming. An estimated 170 million children under 18 years of age were reported overweight or obese in 2008, and it has been projected that approximately 30% of all children will be affected by these conditions by 2030(Mistry & Puthussery, 2015). With that said, childhood obesity has become an important public health issue due to its long-term effects considering that children and adolescents with obesity are more likely to persist with the condition in adulthood compared to their healthier counterparts.

Although the prevalence of childhood obesity in the west is still higher than in developing nations, some Asian countries have shown clear signs of catching up in terms of the rate of increase in obesity rates (Gupta, Goel, Shah, & Misra, 2012). Malaysia; in particular, is still grappling with malnutrition as it records the highest obesity rates in the southeast Asia-considering half of the Malaysian adult population are overweight or obese Whatmore with rising incomes, urbanization, and the forces of globalization that further exacerbates childhood obesity in Malaysia(Kaur, 2019; Rashid, 2017). According to the Malaysia National Health and Morbidity Survey in 2019, the rates of childhood obesity in Malaysia have surged from 11.9% to 14.8% in the last five years (National Institutes of Health, 2020).

The government of Malaysia has spared no effort to help the population improve their health literacy, However, the public is inundated with health messages from various sources through most health campaigns meet with little success. The ongoing health communication strategies implemented by the Ministry of Health are ineffective. A review by Viswanath and Finnegan (2002) refers to the widening gap between rich and poor that occurs in health communication, with lower socioeconomic groups often not enjoying the benefits of health campaigns (Dutta-Bergman, 2005)， this probably offers a basis for the high rate of childhood obesity in the low-income community in Malaysia(National Institutes of Health, 2020).

As direct caregivers of children, parents can have a significant impact on their children's development. To solve the problem of childhood obesity in Malaysia, we need to leverage the power of young parents. However, as Andrews et al. (2010) mentioned that the role of the parents has been downplayed even though studies have shown that parents exercise considerable influence in their ‘children’s eating patterns and obesity rates, especially in relation to communication behavior’(p. 96), therefore, ‘involving parents as a central audience demographic in behavior change campaigns to reduce childhood obesity can greatly increase the efficacy of their efforts’ (p. 96). Mata and Hertwig (2018) also state that in general, it is less clear, what laypeople think about the causes of the obesity epidemic and which measures they deem acceptable and promising in fighting it. In support, Singhal, and Bjurström (2015) affirm that ‘often the solutions to highly intractable problems, whether in communities or organizations, stare us in the face, but remain invisible in plain sight’ (p. 1). They highlight that the ‘wisdom to solve social problems lies with individuals who we are least likely to suspect as holders of the solution’ (p. 2). Singhal (2014) who is a strong proponent of the positive deviance approach state that the approach is based on ‘the premise that every community has individuals or groups whose uncommon behaviors and strategies enable them to find better solutions to problems than their peers although everyone has access to the same resources and challenges’ (p. 176). Accordingly, the objectives of this study will look at how to tap on parents’ innovative ideas on dealing with childhood obesity.

This study intends to develop effective health communication strategies on childhood obesity by analyzing how parents ensure their children abide by healthy nutritional practices. The study will be divided into two phases: The first phase study will conduct semi-structured interviews to examine the practice of parents in dealing with childhood obesity through the lens of positive deviance(PD) model in identifying PD parents who ensure their children are least affected by obesity factors within communities that are at high risk for the childhood obesity. Subsequently, the Theory of Planned Behavior (TPB) will guide the second phase of the study to explore the factors which influence PD parents’ intention to engage in childhood obesity intervention which combines with the data collection method of diary study. The two phases of the study will collectively contribute to develop a model of effective health communication strategies to support Malaysian parents with long-term intervention for childhood obesity in the Malaysian context.

Keywords: *Childhood Obesity, Health Communication Strategy, Parental Intervention, Positive Deviance Approach, Theory of Planned Behavior*

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