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## **General Information**

The International Society of Travel & Tourism Educators (ISTTE) is an international organization of educators in travel, tourism, and related fields representing all levels of educational institutions. Our membership ranges from professional schools and high schools to four-year colleges and graduate degree granting universities.

Due to the unique world health situation brought about by Covid-19, the 2020 Conference was pivoted from the traditional face-to-face event and delivered as a completely virtual event.

Research Papers and Workshops included a wide range of topics related to education, research, and management in the field of travel, tourism, and hospitality services during the initial call for papers and workshops. Subsequently a separate call for “Special Topics on Covid-19 and E-Learning” was announced and enhanced the variety of submissions. All contributions were welcomed in a variety of areas including the following broad subject themes:

## **Paper Themes**

1. Trends, issues and future development in rural, sustainable and adventure tourism
2. Emerging issues in travel, tourism and hospitality education and training
3. Development and application of smart tourism in hospitality and tourism
4. The use of big data and information technology in hospitality and tourism
5. Hospitality and tourism curriculum design and developments to enhance teaching and learning experiences.
6. Trends, barriers and motivation in international travel and tourism.
7. Service quality in hospitality and tourism
8. The increasing role of social media and mobile marketing in hospitality and tourism
9. Trends, issues and recommendations in hospitality and tourism careers
10. Online education

All submitted papers represent original research that has not been presented in other conferences or published in a journal. Each proposal was examined in a blind review process by the Paper Review Committee and subcommittees were formed to determine Best Paper (full with general topics and special topics, as well as working), Poster and Workshops for 2020.

## **Types of Proceedings Papers:**

In these Proceedings, papers have been listed in the order they were scheduled to be presented at the conference and are designated either (F) Full Research Paper or (W) Working Paper or (P) Poster.

Authors were able to request to have the entire paper published or “abstracts only” for the purpose of publication in the conference proceedings. Those requesting, “abstracts only” are eligible to be published in other journals after the conference and those papers are designated in the Table of Contents with an “\*”.

## **Recognition of Review Committee**

The ISTTE 2020 Research Committee was comprised of board members and colleagues, dedicated to the advancement of research and teaching methods.

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The following educators served on the ISTTE 2020 review committee and are recognized for their dedication, service and commitment.

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## **Papers**

### **1. MICRO-LEARNING IN TOURISM: A CHINA EXPERIMENT (W)**

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**ABSTRACT:** Compared with traditional learning approaches, micro-learning is a new learning method in the mobile era that can help users utilize their spare time to study. This study reflects on the development and lifecycle of “T.Y” - a non-profit micro-learning platform aimed at assisting Chinese scholars to both read and publish articles in leading English language tourism-related journals. Active from 2015 -2019, the platform gained nearly 16,000 followers, and its 230 posts were read approximately 720,000 times. This study analyzed T.Y’s operational procedure, user characteristics, and modeled the dissemination effect via multiple indicators. Theoretical and empirical implications were discussed.

**Keywords:** social media, dissemination effect, micro-learning, tourism knowledge diffusion

### **2. TRADITIONAL CHINESE MEDICAL (TCM) TOURISM IN THE CONTEXT OF “ONE BELT AND ONE ROAD” (W)**

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**ABSTRACT:** With the development of modern economy, people all over the world have experienced a change of their needs from food and shelter to spiritual needs. The increasing

number of tourists has brought infinite possibilities to the tourism industry. At the same time, the importance attached to health for all people goes higher than ever before. This is why "tourism + health" (or travel for health) has become an important model of growth in the industries as well as a popular topic for discussion and research. The aging of population has also become a factor for the development of health tourism. Destination countries are developing their own unique products to cater to tourists traveling for health and wellness, such as spa in Thailand, yoga in India, physical examination in Singapore and Japan, beautification in Brazil, cancer treatment in the United States, dentistry in Hungary, hot spring in Turkey, plastic surgery in South Korea, and stem cells in Switzerland. In China, traditional Chinese medicine has been usefully combined with tourism in its new development. This paper presents a review of traditional Chinese medical (TCM) tourism, and highlights its potential for further development in the context of the country's "one-belt-one-road" strategy. The article also suggests directions for future research on this emerging tourist market.

**Keywords:** Health, TCM tourism, Outbound medical tourism, "One-Belt-One-Road"

### 3. RESEARCH ON THE INTEGRATION AND DEVELOPMENT OF SKI RESORTS (F)

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**ABSTRACT:** The development of the ski industry is inseparable from the construction and operation of ski resorts. At present, the sustainable operation of ski resorts in China is facing severe challenges. For example, with the continuous release of diversified demand of skiing population, the supply of ski resort products has spawned multi-modal operation of ski resorts. Taking the operation of ski resorts in multiple formats as the research object, this paper explores the multiple needs of ski leisure tourists by using the methods of network ethnography and questionnaire survey, explores the factors that hinder the experience of skiers to continue to ski leisure tourism in ski resorts and the preferences of non-snow season leisure tourism and entertainment projects of skiers, and analyzes the multiple formats of ski resorts in China.

Based on the current situation and existing problems of the operation, this paper makes a few suggestions for the upgrading of ski leisure tourism service and supporting facilities, marketing strategy, market cultivation and potential market mining, and non-snow season development and operation. According to the status quo and existing problems of the

company's operation, this paper puts forward multi-format operation approaches from four aspects: technology, product, market, and enterprise. The conclusion of this paper can be used as a guide for ski resorts to innovate their business forms which is based on the diversified needs of ski people, and make ski resorts have the ability to operate in four seasons, so as to promote the sustainable development of ski resorts.

**Keywords:** Industrial integration, Multi industry, Ski resort operation, Ski resort development

#### 4. IMPACT OF CONSUMER'S PERCEIVED VALUE AND PERCEIVED RISK ON THE PURCHASE INTENTION OF SHARING ACCOMMODATION (F)

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**ABSTRACT:** With the sharing economy entering people's lives, the accommodation industry has also started the sharing era. Compared with traditional hotels, sharing accommodation embodies more connotations in value provision. However, sharing accommodation is still in its infancy, reflecting higher risk due to the lack of supervision. In this study, the purchase intention of sharing accommodation is evaluated from the perspective of perceived value and perceived risk. 341 respondents recruited by quota sampling were investigated, the data collected by which were analyzed with SEM. The results indicate that emotional value and social value are two driving factors of purchase intention, while physical risk and financial risk are two limiting factors. The unexpected results that privacy risk is positively associated with purchase intention is later discussed from the perspective of privacy paradox. Implications for research and practice are discussed in this paper.

**Keywords:** sharing accommodation, perceived value, perceived risk

### 1 Introduction

With the continuous upgrade of consumption and the rapid development of the tourism industry, decentralization of tourists and personalization of tourism demand have become the new trend. Sharing accommodation, a new type of non-standard accommodation, attracts the public's attention and provides tourists with diverse choices of accommodation products. Data from Airbnb (2016) shows that more than 200 million guests have used Airbnb. According to the

Report on the development of sharing accommodation in China 2019, the scale of sharing accommodation transactions in China has exceeded 16 billion yuan (\$ 2.3 billion).

Compared with traditional hotels, the lower price of sharing accommodation attracts many consumers as an advantage of economic factor (Tussyadiah, 2016; Mahadevan, 2018). Besides, the unique and authentic experiences of sharing accommodation are attractive to tourists and worthy of aftertastes, which will trigger favorable behavioral intention (Makarand et al., 2017; Poon & Huang, 2017). Furthermore, sharing accommodation consumers and hosts can communicate directly. Such peer-to-peer interaction will create opportunities for participants to meet new people and develop meaningful interpersonal relationships (Botsman & Rogers, 2010). Sharing accommodation can provide tourists with opportunities to experience the authentic local life at a relatively low cost and possibilities for social interaction.

However, sharing economy lacks a specific standard, so people show growing concerns about the potential risks of participating in the sharing economy (Gobble, 2015). Due to the lack of supervision over the sharing economy, there have been cases where the interests of customers were harmed (Griffith et al., 2018). Perceived risks have become an obstacle to the development of the sharing economy. Since sharing accommodation is provided by private hosts, service standards are difficult to unify and service quality is uneven. Also, in the absence of strict supervision of law, the safety and privacy of consumers are difficult to guarantee.

Sharing accommodation has shown new connotations in perceived value and perceived risk compared with traditional hotels. Nevertheless, the research on the influence mechanism of these two factors is relatively lacking in the context of sharing accommodation. Therefore, this paper will analyze the purchase intention of sharing accommodation from the perspective of perceived value and perceived risk, aiming to further explore the value and risk characteristics of sharing accommodation and supplement the existing research.

## **2 Theoretical background and hypotheses**

### **2.1 Perceived value**

Perceived value is the consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given (Zeithaml, 1988). Monroe (1991) defined perceived value as the trade-off between perceived benefits and perceived sacrifice. Sweeney & Soutar (2001) put forward four dimensions of customer value: emotional value, social value, functional value (price), functional value (performance), which are interrelated to each other. Referring to Zeithaml's "give-get" model, Morrison (1989) put forward that tourist perceived value is the overall evaluation of tourists' evaluation of tourism costs and benefits. Duman (2005) further stated that the perceived value of tourists is the result of comparing the time and money they invested in tourism activities with the experience they gained.

In the field of sharing accommodation, Rasoolimanesh et al. (2016) studied the perceived value of sharing accommodation at the world heritage site and proposed three dimensions: functional,

emotional, and social value. As the use of new products or services can give customers more pleasure (Venkatesh et al., 2012), tourists will be pleased when living in sharing accommodation. Authenticity is also a prominent advantage (Birinci et al., 2018), which will increase the repurchase intention of tourists for sharing accommodation (Liang et al., 2017). Moreover, social interaction with local people can make tourists learn more about tourist attractions and local culture (So et al., 2018). However, some studies have found social interaction a negative effect for solitary tourists (Tussyadiah & Pesonen, 2016). For those who choose sharing accommodation, economic factors are important as well (Hamari et al, 2016). Making use of idle house resources and being operated by the host make the cost of operation is much lower (Guttentag & Smith, 2017). Stollery & Jun (2017) surveyed Korean consumers and found that saving money would increase the perceived value of sharing accommodation. Based on prior literature studies, the following hypotheses have been developed.

H<sub>1a</sub> Economic value positively affects the intention to use sharing accommodation.

H<sub>1b</sub> Functional value positively affects the intention to use sharing accommodation.

H<sub>1c</sub> Emotional value positively affects the intention to use sharing accommodation.

H<sub>1d</sub> Social value positively affects the intention to use sharing accommodation.

## **2.2 Perceived risk**

Bauer (1960) first introduced the concept of perceived risk into the field of marketing research. In his study, Bauer found that the results of any purchase behavior are not predictable and not always satisfying. Consumers' purchase behavior contains uncertainty about the result, which is the initial concept of risk. Bauer emphasized that risk is subjective rather than real. The perceived risk is determined by the specific perception of consumers themselves rather than the actual situation. Therefore, the perceived risk may not be consistent with the actual risk, because for the risk that cannot be perceived, no matter how dangerous it is, it will not affect the purchase behavior of consumers. On this basis, scholars also made their own definitions later. In 1983, Derbaix put forward that perceived risk is a kind of uncertainty feeling caused by consumers' inability to predict the quality of the product (Derbaix, 1983). Mitchell et al. (1998) defined perceived risk as the expectation of loss determined by consumers subjectively.

As a multi-dimensional concept, Woodside (1976) divided perceived risk into three dimensions: economic, social, and performance risk. Kaplan et al. (1974) suggested perceived risk contains financial risk, performance risk, physical risk, psychological risk, and social risk. In tourism, tourist perceived risk is defined as the possibility of tourists suffering from all kinds of misfortunes during the journey or at the tourist destination (Tsaour et al., 1997). Due to the intangibility of tourism services, tourism services have higher risks than real goods, so perceived risk is persuasive in explaining consumers' tourism behavior (Roehl & Fesenmaier, 1992).

In the sharing economy, even if there are various trust proof mechanisms, the problems caused by risks are still unavoidable (Ert et al., 2016). Jisu et al. (2020) put forward four dimensions of sharing accommodation: physical, financial, privacy, and performance risk. The security risk of sharing economy will bring physical and property losses to tourists (Lieber, 2015). Besides, the personal information uploaded through the sharing platform may cause privacy problems because the essence of sharing economy requires the transaction of personal information in the virtual and physical world, which increases the potential threat level of privacy (Belk & Russell, 2014, Christoph et al. 2018). Compared with the standardized services in the traditional accommodation, the sharing accommodation products managed by amateur hosts usually perform poorly in amenities (Guttentag, 2015, Zervas et al., 2016), reflecting a high performance risk. Based on prior literature studies, the following hypotheses have been developed.

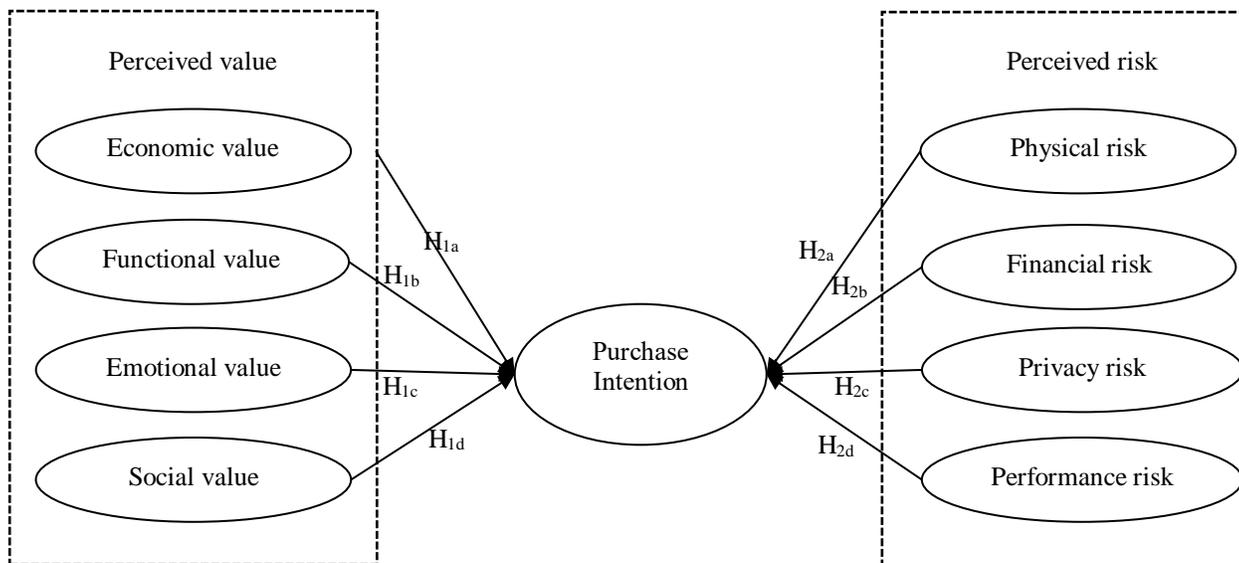
H<sub>2a</sub> Physical risk negatively affects the intention to use sharing accommodation.

H<sub>2b</sub> Financial risk negatively affects the intention to use sharing accommodation.

H<sub>2c</sub> Privacy risk negatively affects the intention to use sharing accommodation.

H<sub>2d</sub> Performance risk negatively affects the intention to use sharing accommodation.

The theoretical model in Fig. 1 is proposed based on the aforementioned hypotheses.



**Fig. 1.** A proposed research model.

### 3 Research Methods

#### 3.1 Sample and data collection

Chinese tourists who are the potential consumers of sharing accommodation are included in this survey. The survey was conducted from May 17 to 20, 2020. Questionnaires are distributed

online and offline. Excluding eight questionnaires with standard deviation of 0, a total of 341 useable questionnaires were collected for data analysis.

Table 1 shows that gender was close distributed among 341 respondents, and females are a little more than males, consistent with the report in 2018 from China Hotel Association (Male 43.4%: Female 56.6%). Most respondents were 18~39 (89.1%), also consistent with the report above (people below 40: 89.5%). Among all respondents, people who had a university degree (71.8%) accounted for the largest proportion, followed by graduate degree (24%). All respondents are evenly distributed in four income groups.

Table 1  
Respondents' demographical characteristics

Characteristics		Frequency	%
Gender	Male	151	44.3%
	Female	190	55.7%
Age	18~25	156	45.7%
	26~39	148	43.4%
	40~59	37	10.9%
Education	Junior high	4	1.2%
	High school	9	2.6%
	University	242	71.0%
	Graduate school	86	25.2%
Income (RMB)	0~2000	67	19.6%
	2000~5000	99	29.0%
	5000~10000	112	32.8%
	Above 10000	63	18.5%
Total		341	100%

### 3.2 Measurement and analysis method

The research model includes 9 variables — four from perceived value theory (economic value, functional value, emotional value, social value), four from perceived risk theory (physical risk, financial risk, privacy risk, and performance risk), and one for purchase intention. Items were adapted from extant literature and modified to fit the context of sharing accommodation service.

Items of perceived value variable were adapted from Rasoolimanesh et al. (2016) and Jillian & Sweeney & Soutar (2001). Items of perceived risk variable were adapted from Jisu et al. (2020). Purchase intention is designed as a single-item variable. All items will be assessed on a five-point Likert scale from strongly disagree (1) to strongly agree (5).

To assess the construct validity and reliability of the scales used to measure the latent variable, exploratory factor analysis (EFA) was conducted using SPSS 24.0. After that, the collected data were analyzed with structural equation modeling (SEM) using AMOS 22.0. The structural relationships were examined, and the hypotheses were tested after conducting confirmatory factor analysis (CFA) on the measurement model.

## 4 Analysis and Results

### 4.1 Construct validity and reliability

Exploratory factor analysis (EFA), using maximum likelihood estimation (MLE) with Varimax rotation, was conducted to test if items corresponding to a prior category correctly load to the latent variables. Kaiser-Meyer-Olkin's (KMO) measure of sample adequacy and Bartlett's test of sphericity were used to assess the usefulness of factor analysis. Reliability of the factors was estimated using Cronbach's alpha statistics.

As presented in Table 2, removing one item with severe crossing loading from functional value, nine latent variables were identified: economic value, functional value, emotional value, social value; physical risk, financial risk, privacy risk, and performance risk; purchase intention. The nine factors significantly explain 63.863% of the total variance in the data. The factor loadings of all items are high on their respective constructs and low on others. All nine constructs demonstrate internal consistency, with most (except one 0.693) Cronbach's Alpha larger than 0.70. These indicate that the scales demonstrate construct validity and reliability.

Table 2  
Exploratory factor analysis

Factor	Factor loading	Eigenvalue	Percent of variance	Cronbach's alpha
Economic Value (PV1)		1.771	7.320	0.870
PV11	0.835			
PV12	0.729			
PV13	0.767			
Functional Value (PV2)		0.955	2.994	0.693
PV21	0.557			
PV22	0.630			

PV23	0.699			
Emotional Value (PV3)		2.220	11.403	0.844
PV31	0.735			
PV32	0.879			
PV33	0.704			
Social Value (PV4)		1.389	4.748	0.755
PV41	0.535			
PV42	0.735			
PV43	0.798			
Physical Risk (PR1)		4.326	15.681	0.873
PR11	0.667			
PR12	0.957			
PR13	0.695			
Financial Risk (PR2)		1.021	3.210	0.729
PR21	0.674			
PR22	0.708			
PR23	0.523			
Privacy Risk (PR3)		1.509	4.634	0.870
PR31	0.641			
PR32	0.803			
PR33	0.744			
Performance Risk (PR4)		5.633	14.243	0.864
PR41	0.842			
PR42	0.817			
PR43	0.755			
PR44	0.597			

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N = 341; KMO = 0.805; Bartlett's test:  $\chi^2 = 4472.035$ ; df = 300; sig. = 0.000

## 4.2 Measurement model

Data analysis was conducted following Anderson and Gerbing (1988) two-step approach, which includes: (1) testing the adequacy of the measurement model with a confirmatory factor analysis (CFA) and (2) assessing the adequacy of the structural model for hypotheses testing. For the first step, several goodness-of-fit criteria were consulted to test how measurement items are associated with the latent variables. The measurement model provides a good fit to the data (all loadings > 0.5,  $\chi^2 = 699.873$ ,  $df = 263$ ,  $p < 0.001$ ,  $\chi^2 / df = 2.661$ , CFI = 0.903, GFI = 0.864, IFI = 0.904, RMSEA = 0.070). Most fit indices satisfy the criteria of above 0.9, as suggested by Bagozzi and Yi (1988). Although GFI does not exceed 0.9, the value meets the 0.8 acceptability requirement of Baumgartner and Homburg (1996). In general, fit indices consistently indicate that this model is applicable for the hypothesis testing.

Table 3

Confirmatory factor analysis

Factor	Factor loading	AVE	CR
Economic Value (PV1)		0.7037	0.8765
PV1→PV11	0.901		
PV1→PV12	0.834		
PV1→PV13	0.777		
Functional Value (PV2)		0.4302	0.6877
PV2→PV21	0.536		
PV2→PV22	0.796		
PV2→PV23	0.608		
Emotional Value (PV3)		0.6602	0.8534
PV3→PV31	0.819		
PV3→PV32	0.843		
PV3→PV33	0.774		
Social Value (PV4)		0.5171	0.7609
PV4→PV41	0.618		
PV4→PV42	0.750		
PV4→PV43	0.779		
Physical Risk (PR1)		0.7137	0.8814

PR1→PR11	0.775		
PR1→PR12	0.929		
PR1→PR13	0.823		
Financial Risk (PR2)		0.4736	0.7295
PR2→PR21	0.667		
PR2→PR22	0.703		
PR2→PR23	0.694		
Privacy Risk (PR3)		0.6986	0.8737
PR3→PR31	0.752		
PR3→PR32	0.896		
PR3→PR33	0.853		
Performance Risk (PR4)		0.6011	0.8555
PR4→PR41	0.852		
PR4→PR42	0.867		
PR4→PR43	0.748		
PR4→PR44	0.606		

Model Fit Indices:  $\chi^2 = 699.873$ ;  $df = 263$ ;  $sig. = .000$ ;  $CFI = 0.903$ ;  $GFI = 0.864$ ;  $IFI = 0.904$ ;  $RMSEA = 0.070$ ;  $RMR = 0.049$ .

Furthermore, discriminant validity was tested using the recommendation of Fornell and Larcker (1981) that the square root of AVE for each construct should exceed the correlations of all other constructs. Table 4 shows that the square root of AVE is greater than its correlation coefficients with other factors, suggesting a good discriminant validity of the current model.

Table 4  
Discriminant validity test.

Factor	1	2	3	4	5	6	7	8
1.Economic Value (PV1)	0.839							
2.Functional Value (PV2)	0.410	0.656						
3.Emotional Value (PV3)	0.532	0.403	0.813					
4.Social Value (PV4)	0.219	0.338	0.353	0.719				

5.Physical Risk (PR1)	-0.012	0.144	0.076	0.072	0.845		
6.Financial Risk (PR2)	-0.305	0.094	0.052	0.170	0.430	0.688	
7.Privacy Risk (PR3)	-0.066	0.156	0.067	0.000	0.630	0.520	0.839
8.Performance Risk (PR4)	-0.045	-0.162	0.003	-0.071	0.398	0.395	0.463 0.775

Diagonal elements (bold) show the square root of the average variance extracted (AVE).

Because responses were collected from the same population using the same method of data collection, it is important to assess the potential errors due to common method bias. In order to estimate the effects of common method bias, Harman’s single factor test was performed. The test assumes that the presence of common method variance is indicated by the emergence of a single factor accounting for the majority of covariance among measures (Podsakoff et al., 2003). The test was performed by constraining the number of factors into one with unrotated principal components analysis (PCA) and estimating if the total variance of the single factor is below the cut-off value of 50%. The result showed that the common factor explains only 22.534% of variance (Eigenvalue of 5.633), which is lower than the cut-off value, suggesting no indication of common method variance.

### 4.3 Hypothesis testing

The results of estimated parameter and hypothesis testing are listed in Table 5. From H1a to H1d, the model tried to examine the influences of value on the purchase intention of sharing accommodation. In contrast to expectation, only emotional ( $\beta= 0.691, p < 0.001$ ) and social values ( $\beta= 0.154, p = 0.069$ ) positively and significantly affected purchase intention. Thus, H1c and H1d are supported. From H2a to H2d, the model studies the purchase intention of sharing accommodation from the perspective of perceived risk. As expected, physical risk ( $\beta = -0.266, p = 0.004$ ) and financial risk ( $\beta = -0.332, p = 0.005$ ) negatively affected the purchase intention of sharing accommodation. Thus, only H2a, H2b were supported. Furthermore, we found that privacy risk positively affected purchase intention ( $\beta = 0.212, p = 0.043$ , which is evidence of privacy paradox.

Table 5  
Hypothesis test results.

Factor	Standardized coefficient	S.E.	p-value	H Test
Hypothesis1				
H1a: PV1→PI	0.123	0.081	0.249	Rejected
H1b: PV2→PI	0.150	0.123	0.136	Rejected
H1c: PV3→PI	0.691	0.075	***	Supported
H1d: PV4→PI	0.154	0.070	0.069*	Supported

## Hypothesis2

H2a: PR1→PI	-0.266	0.068	0.004***	Supported
H2b: PR2→PI	-0.332	0.114	0.005***	Supported
H2c: PR3→PI	0.212	0.088	0.043**	Rejected
H2d: PR4→PI	-0.124	0.069	0.168	Rejected

\*p<0.1, \*\*p<0.05, \*\*\*p<0.01

## 5 Conclusion

This research model provides a more comprehensive framework for the understanding of consumers' perception of sharing accommodation, and makes meaningful contributions to the literature. It is found that emotional value and social value are two driving factors of purchase intention, while physical risk and financial risk are two limiting factors. Although economic value and functional value were not verified, our research results confirm the rise of Chinese consumption upgrading.

### 5.1 Discussion

The hypothesis tests indicate that there is sufficient evidence to suggest emotional value and social value have positive impacts on the purchase intention of sharing economy, while the impact of economic value and functional value is not significant.

The results can be explained from two points of view, namely, the development of economy and the high price of some superior sharing accommodation. On the one hand, the national per capita disposable income of Chinese residents has exceeded 30,000 yuan, promoting the development of consumption upgrading. The focus of consumption shifted from survival consumption to development consumption and enjoyment consumption (China's National Bureau of Statistics, 2020). This trend has become more apparent driven by the Internet (Xiang, 2018). In the process of choosing accommodation products, especially when people arrange their holiday travel, although the price of sharing accommodation is generally lower than that of traditional hotels, it is no longer a main driving factor. On the other hand, some sharing accommodation with distinguishing features will charge higher fees while providing high-quality accommodation for consumers. This finding is consistent with the results of So & Min's study (2018).

In terms of functional value, gap between the sharing accommodation and traditional hotels is not evident, so functional value does not have a positive enough impact on consumers' purchase intention. Emotional value and social value are the concentrated embodiment of the characteristics of sharing accommodation. On the basis of the original functional value, sharing accommodation increases consumers' interaction with the hosts and the community, and further

generates social ties and emotional connections with the local. Therefore, consumers who emphasize these two values of sharing accommodation will be more inclined to choose this kind of accommodation products. According to the 2015 / 2016 Report on the Development of Chinese Consumer Market, China is currently in the critical stage of upgrading the consumption structure, and consumers' shopping demand has developed from functional demand to personal emotional demand. Our result is consistent with this change of consumption structure.

An interesting finding in this study is that privacy risk positively affected purchase intent, which is contractual to the study from Jisu et al. (2020). In fact, this is a manifestation of the privacy paradox. Today's sharing platform plays more and more important role in people's daily live, especially the use of mobile applications will inevitably expose their location, preferences, social relations, and other privacy information (Hew et al., 2015; Iryna et al., 2016). Although users show concern for privacy, they will not stop using this service. That's to say there is a gap between users' privacy attitude and their privacy behavior, which is called "privacy paradox" (Dinev & Hart, 2006). In social network applications, users worry about privacy, and hope that individuals have privacy control rights (Helia et al., 2017). At the same time, users do not care about the constant disclosure of personal information in various social media applications (Li et al., 2017). Ooi et al. (2018) believes that mobility and social characteristics are also motivations to encourage users to participate.

In practical implications, perceived risk as a limiting factor and perceived value as a driving factor provide a good reference for the service improvement of sharing accommodation hosts and platforms. Hosts should highlight the emotional and social value when providing accommodation. It's important to make consumers have a sense of belonging even in a different place and hosts can give more attention and local opinions to make consumers feel at home. As a service providing medium, the sharing platform should take control of the risk through various forms of supervision and reduce the perceived risk of consumers in the supervision system. Although privacy risk is reflected in the results as privacy paradox in the research, it strengthens consumers' demand for mobile applications instead of ignorance of privacy protection. Therefore, the platform should not only improve the functionality and convenience of mobile applications, but also pay attention to privacy protection.

## **5.2 Limitation**

In this study, empirical research on perceived value and perceived risk of sharing accommodation was conducted through surveys, which have some limitations. Firstly, although the characteristics of survey respondents are consistent with those of China's sharing accommodation consumers in terms of gender and age, respondents who were willing to take part in the survey may have had more understanding of sharing accommodation and are more adventurous. Therefore, in the future, both users who have participated in sharing accommodation and potential users who have not done so should be included through quota sampling. Secondly, this study was carried out solely in China. The sample size can be further expanded by including other countries.

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**Appendix.** The adapted items to measure perceived value, perceived risk, and purchase intention.

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	<b>Economic value</b>
<b>PV1</b>	Sharing accommodation is reasonably priced.
	Sharing accommodation is a good product for the price.
	Sharing accommodation is economical.
	<b>Functional value</b>
	Sharing accommodation is easy to find.
<b>PV2</b>	Sharing accommodation is neat and cozy.
	Sharing accommodation is special in decoration and aura.
	The basic amenities provided by the host are sufficient.
	<b>Emotional value</b>
<b>PV3</b>	Experience in sharing accommodation is something new and different.
	Experience in sharing accommodation is memorable.
	Experience in sharing accommodation is something that I enjoy.
	<b>Social Value</b>
<b>PV4</b>	I will have a good relationship with the host.
	I will have a good relationship with other residents in the community.
	I will have a good relationship with roommates and other visitors during my visit.

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**PR1 Physical risk**

I am afraid the sharing accommodation host is going to commit a crime to me.  
Using sharing accommodation increases the risk of being harmed by criminals.  
Using sharing accommodation is likely to increase the risk of accidents while traveling.

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**Financial risk**

Using sharing accommodation will be more expensive than using conventional hotels.

**PR2** It is likely that the costs will actually be higher than those proposed by the host.  
I think I will get a lower service compared to the money I paid for sharing accommodation.

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**Privacy risk**

Using sharing accommodation may make the privacy of payment information uncontrolled.

**PR3** If I use sharing accommodation, there is a possibility that my personal information may be leaked without my knowledge.  
If I use sharing accommodation, I think hackers or criminals will be able to access my account.

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**Performance risk**

I am worried that sharing accommodation would not provide me with the level of benefits that I expected it to.

**PR4** I am worried that the information on the sharing accommodation website might be different from the actual accommodation.

I am afraid that the sanitation at the accommodation is below expectations when using sharing accommodation.

I am concerned that my request or complaint at the accommodation may not be handled promptly when using sharing accommodation

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**PI Purchase intention**

I would like to use sharing accommodation when I need to sleep outside.

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## 5. LOCAL FESTIVAL VOLUNTEERS' MOTIVATION AND SATISFACTION THROUGH IMPORTANCE-RANGE PERFORMANCE ANALYSIS AND IMPACT ASYMMETRY ANALYSIS (F)

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**ABSTRACT:** Festivals are special events that create entertaining experiences for the local community. Given the growing importance of festivals in community development, festival volunteers play a critical role in supporting the success of festivals, thus community development. Therefore, it is essential to understand volunteers' behaviors – motivation and satisfaction in order to retain them as a salient stakeholder in festivals. The study identified the gaps between festival volunteers' satisfaction based on motivation attributes - value, understanding, social, career, protective, and enhancement - and their overall satisfaction through an integrative model based on impact-range performance analysis (IRPA) and impact asymmetry analysis (IAA). 376 rural festival volunteers in Iowa, Kansas, and Michigan participated in this study. Data analysis revealed that value attribute had a medium priority which is a second most important attribute to consider that needs improvement to create more satisfaction. On the other hand, volunteers reported social, understanding, and enhancement attributes should consider later as a low priority. Moreover, in IAA, value and enhancement has high potential to generate dissatisfaction which need particular attention. By employing the IRPA and IAA, findings provided an advanced approach to evaluate festival volunteers' motivation and satisfaction, which expands the literature on the festivals and volunteers. Findings will help festival organizers develop an effective volunteer program, concerning volunteers' motivational attributes. This study further suggests evaluating volunteers' satisfaction with those motivational factors on a regular basis, which will help them to recognize gaps and to identify specific areas to be improved to better meet volunteers' motivations and needs.

**Keywords:** Festival volunteers, motivation, satisfaction, Importance-Range Performance Analysis (IRPA), Impact Asymmetry Analysis (IAA)

## 6. INVESTIGATING INTERCULTURAL LEARNING IN CURRICULUM DESIGN OF HOSPITALITY AND TOURISM PROGRAMS—A CASE STUDY (F)

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**ABSTRACT:** In today's ever-growing multicultural and complex environment, intercultural competence is of extreme importance to the hospitality and tourism field, which not only serves people from all over the world, but also employs a diverse group of people. Intercultural learning is essential yet there have not been studies into how effective hospitality and tourism programs are at teaching it. The study is conducted as a case study in a hospitality and tourism undergraduate program of a large midwestern land-grant university in the United States to investigate if and how intercultural learning is embedded in the present curriculum design. The case program's undergraduate course syllabi, particularly the course descriptions and learning objectives, were analyzed by the method of text-mining. The results demonstrated a lack of clear and direct statements on intercultural learning in the course syllabi, while relevant clusters centered at "culture", "diversity", and "global" indicated the significance of intercultural learning in hospitality and tourism higher education. On this basis, future studies can explore how to infuse intercultural knowledge and topics into existing courses or design specific intercultural courses for hospitality and tourism undergraduate students to facilitate their intercultural learning and enhance their intercultural competence.

**Keywords:** Intercultural learning, Hospitality and tourism, Curriculum design, Case study

## **7. RURAL FESTIVAL VOLUNTEERING: INVESTIGATING THE MODERATING EFFECT OF PSYCHOLOGICAL OWNERSHIP ON FESTIVAL ATTACHMENT, COMMUNITY SUPPORT AND ATTACHMENT (F)**

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**ABSTRACT:** Many rural festivals across the U.S. rely on help from local volunteers. However, there has been scant exploration of the impact of rural festival volunteers' psychological ownership at the community level. To address this issue, the present study investigated the moderating effect of psychological ownership on the structural relationships among festival attachment, community attachment and community support. Data consisted of 364 rural festival volunteers across a Midwestern state. Results showed a good-fitting structural model with the latent variables. Festival attachment was a significant predictor of community attachment, which leads to community support. The relationships were further moderated by psychological

ownership. At the dimensional level of psychological ownership, self-efficacy had a significant positive interaction effect with festival attachment on community attachment, and with community attachment on community support. Belonging had a significant positive interaction effect with community attachment on community support. However, self-identity had no moderating effect. This study illustrated significant relationships among the volunteers' attachment to festival and community and their support for community support. With the introduction of psychological ownership as the moderator in the model, the results showed how the volunteers' sense of psychological ownership can strengthen the relationships between their festival, community attachment and community support. Furthermore, the dimensional analysis reveals a distinctive role of each dimension of psychological ownership in moderating the relationships. Overall, the findings underscore the important role that rural festivals play in enhancing volunteers' emotional connection to the event and support for their communities. Implications for future research and practice are discussed.

**Keywords:** Volunteering, Festival, Psychological ownership, Attachment, Community support,

## **8. PSYCHOLOGICAL CONSTRUAL OF SOCIAL DISTANCE FOR AFFECTIVE IMAGE, DESIRE, AND VISIT INTENTION (NEAR VS. FAR) (F)**

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**ABSTRACT:** Social distance is a useful indicator of tourists' engagement with residents of a destination as part of their destination image. The tourist's representation of destination residents can be examined at construal level (high vs. low) when they are perceived as socially distant vs. near. Grounded in Construal Level Theory (CLT), this study investigated the moderating effect of the tourist's social distance on structural relationships among affective destination image (positive and negative), desire and visit intention (near and far). Using the sample of 693 U.S. tourists, the results found that the structural model displayed a satisfactory fit to the data. Positive affective image has a strong positive impact on desire, which in turn exerts a stronger influence on a far future visit intention than a near one. Desire was a partial mediator between positive image and the near visit intention while it was a full mediator between positive image and the far future intention. That is, desire had a closer relationship with far future than near future. Furthermore, social distance revealed a negative interaction effect with positive affective image on desire to visit destinations. The negative interaction implies that social distance influences desire more than affective image does especially when the residents are perceived as socially closer. The findings of this study demonstrate that CLT is a useful lens that explains the complicated relationships between destination image, desire, future intention, and social distance, thereby offering new insights to understanding tourists' psychological assessments. Practical implications are offered for destination marketing entities.

**Keywords:** Construal Level Theory, Social distance, Affective image, Desire, Visit intention

## 9. URBAN EXPLORATION IN DIGITAL NEWS MEDIA: A HYBRID TEXT-MINING APPROACH (F)

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**ABSTRACT:** As an emerging form of urban tourism practice, urban exploration has become a rising phenomenon among young adults in the past decade. Digital news media plays a vital role in guiding the formation of public opinion in the Information Age. This study is designed to explore the themes and attitudes toward urban exploration as reflected in the digital news environment through a hybrid text-mining approach. The results show a significant increase in the amount of discussion of urban exploration in the digital news content in the past decade. Despite the unresolved safety and legal concerns, the attitude of the online news media towards urban exploration has witnessed a slight positive change. With the potential to bring people back to the hidden and forgotten parts of a city, urban exploration can be interpreted as a form of urban revitalization to address urban decay issues.

**Keywords:** Urban exploration, Urban tourism, Digital news media, Hybrid text-mining

## 10. RECOVERY FOR THE FULL-SERVICE RESTAURANT INDUSTRY: WHAT WILL IT TAKE TO GET CUSTOMERS TO RETURN (W)

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**ABSTRACT:** The restaurant industry has suffered unprecedented sales declines and job losses due to the COVID-19 crisis. The full-service segments (family dining, casual dining, and fine dining) are among the most impacted restaurant segments and have reported sales losses of more than 80% in April 2020. This study aims to evaluate consumers' perceived importance of various strategies that independent full-service restaurants could implement to increase sales as all 50

states begin to reopen. Findings of this study will help independent full-service restaurants better understand consumers' changing behaviors and evolving expectations, and potentially identify strategies to adapt to these changes.

**Keywords:** COVID-19, Independent full-service restaurants, Foodservice, Consumer behavior

## **11. STRESSORS AND COPING STRATEGIES IN THE COVID-19 PANDEMIC: PERSPECTIVES OF US COLLEGE STUDENTS MAJORING IN HOSPITALITY (W)**

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**ABSTRACT:** This study investigates how the COVID-19 pandemic impacts the life of US college students majoring in hospitality and their coping strategies. The research questions include: (1) What are the COVID-19 related stressors that those hospitality students are facing? (2) How do students cope with the stressors? And (3) What kind of support students expect to receive from the school? A total of 54 college undergraduate students at a US public university were recruited to participate in this study during the first week of May 2020. Online focus groups were conducted through Canvas (<https://canvas.instructure.com>) to collect qualitative data. The findings identify major stressors in their college life amid the COVID-19 pandemic, including academic study, family, financial situation, social relationships, career development, and health concerns. The emotions reported by the respondents are mixed. On the one hand, they felt sad and frustrated about the whole situation at the beginning of the pandemic outbreak. On the other hand, some respondents gradually calmed down and started to reflect the situation more in-depth. The respondents indicated that they hope schools could improve online teaching quality and provide more resources for online learning. They hope schools would either waive the requirement of internship or offer more assistance to help them to find an internship or job. This study provides useful insights for hospitality program educators to understand students' psychological status and needs in the COVID-19 pandemic. Measures for supporting students in the hospitality program are proposed.

**Keywords:** Hospitality students, COVID-19 pandemic, Stressors, Coping strategy

## **12. EFFECTIVENESS OF E-LEARNING AS SEEN BY MEETING PLANNERS (F)**

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**ABSTRACT:** This exploratory study evaluates meeting planners' self-efficacy and self-reported behaviors concerning continuing education through online learning, specifically massive open online courses (MOOC's). It explores self-efficacy and self-reported behaviors toward e-learning in relation to preferred educational options for continuing education. It also identifies significant differences in meeting planners' self-efficacy and self-reported behaviors about online education based upon they consider their current job to be a means in achieving their ultimate career goals. The researchers surveyed meeting planners globally through an online survey. In general, meeting planners preferred synchronous instructor-led courses but indicated a high level of motivation toward e-learning. Those who considered their job as one that can help them achieve their career goals indicated positive self-efficacy toward continuing education.

**Keywords:** Meeting planner, MOOC, E-learning, Self-efficacy, Self-reported behavior

### 13. WHAT'S EMPATHY GOT TO DO WITH IT? (P)

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Journal of Teaching in Travel and Tourism

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**ABSTRACT:** Employers have a high desire for recent graduates entering the workforce to have the ability to relate to others, demonstrated through what has been termed, "soft-skills". These skills have been identified as early as 1955 (Katz) and are found to be embedded in several studies, identified as different constructs. Emotional Intelligence is one such construct, and the use of the Bar-On EQ-i was utilized to measure students' level of empathy in two midwestern universities. Findings demonstrated that hospitality students score significantly higher in empathy and interpersonal relations than students in other majors.

**Keywords:** People skills, Emotional intelligence, Empathy

### 14. DESIGNING EXPERIENTIAL CULINARY TOURISM LEARNING OPPORTUNITIES WITH COMMUNITY COLLABORATIVE PARTNERS (P)

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**ABSTRACT:** Culinary Tourism is not necessarily about fine dining, but more about eating adventurously to seek out new culinary experiences. It includes any tourism experience in which a person learns about, appreciates, and indulges in food and drink that reflects the cuisine, heritage, or culture of the local place (Tan, 2016). Culinary tourists represent about 50% of leisure travelers in both the U.S. and Canada. They enjoy outdoor activities, meeting other tourists, botanical gardens, cultural events, and entertainment. Eating has recently become more of a hobby rather than a necessity, thus placing more value on premium foods and unique culinary experiences (Culinary Tourism, n.d.).

Culinary Tourism in Nacogdoches, TX is a segment of the overall heritage tourism market. Destination marketing organizations in Nacogdoches annually host the Blueberry Festival (Nacogdoches Chamber of Commerce), Wine Swirl (Nacogdoches Main Street) and Wine, Whiskey, and Brew Tours (Nacogdoches CVB). These culinary opportunities boost the economy of Nacogdoches by attracting visitors into the Piney Woods and allows visitors to experience the culinary heritage of the region.

In fall 2019, the Nacogdoches Public Library received a \$13,800 grant to host “The Big Read”. The purpose of this initiative of the National Endowment from the Art was to “broaden our understanding of the world, our communities and ourselves through the joy of sharing a good book.” (Nacogdoches Public Library, n.d.). SFA Hospitality Administration faculty presented culinary students with an opportunity to connect to this community wide program by planning and presenting a themed menu inspired by the Big Read book – Into the Beautiful North, by Luis Alberto Urrea.

**Keywords:** Culinary, Tourism, Community Collaboration

## 15. COVID-19: TOURISM RECOVERY EFFORTS IN NEW ORLEANS (P)

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Valerie Salter  
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SoJung Lee  
Iowa State University

**ABSTRACT:** Coronavirus (COVID-19) has impacted the tourism industry in New Orleans. However, little research exists examining perceived risk and tourists' intent to visit destination post-COVID-19. The purpose of this study is to identify perceived risk and tourists' intent to visit New Orleans post-COVID-19 by developing a conceptual model, grounded in the Model of Goal-directed Behavior (MGB). A sample will include domestic tourists in the U.S. and an online survey will be conducted, using Qualtrics. The proposed model will be tested using structural equation modeling (SEM). Findings are expected to provide a comprehensive understanding of the impact of COVID-19 on perceived risk and intent to visit New Orleans.

**Keywords:** COVID-19, perceived risk, intent to visit, Model of Goal-directed Behavior

#### **16. PROVIDING EMPLOYEES PAID SICK LEAVE: MOTIVATORS AND BARRIERS OF RESTAURANT EMPLOYERS DURING COVID-19 (P)**

Nelson M. Placa  
Iowa State University

Anirudh Naig.  
Iowa State University

**ABSTRACT:** This study will evaluate the motivators and barriers of paid sick leave for restaurant employees. Providing paid sick leave not only benefits employees but may also benefit employers. These benefits also enable employees to recover from illness, regain optimum productivity, and avoid spreading illness to co-workers. In the U.S., it is not mandatory for employers to offer paid sick leave. To reduce the spread of illness, including (COVID-19), employers should consider providing employees with paid sick leave. Unpaid sick leave can create an economic impact, including revenue loss, lawsuits, legal fees, and fines to restaurant operations due to the effect of COVID-19 (Bartsch et al., 2018).

**Keywords:** paid sick leave, employee paid sick leave, restaurant operation, restaurant owner, sick leave, food worker working, restaurant industry, restaurant employee, paying employee

#### **17. ETHICAL PRACTICES AND PSYCHOLOGICAL WELL-BEING: A CASE OF ETHICAL TOURISM (F)**

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Iowa State University

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University of Hawaii

Jewoo Kim  
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Zhenhao Mark Meng  
Indiana University Kokomo

**ABSTRACT:** Ethical tourism focuses on “ethical values” common to tourism stakeholders – both providers and tourists. While ethical tourism can influence travelers’ psychological well-being, little research has empirically explored the benefit of ethical tourism to travelers’ psychological experiences. Therefore, this study investigated if tourists who engaged in ethical tourism experience psychological well-being. By employing bi-gram topic modeling and sentiment analysis, this study analyzed tourist online reviews in the two types of elephant-based tourism entities: Elephant Nature Park (ENP), a rescue center for elephants and 2) other elephant-based tourist attractions (OTHER) in Thailand. This study extracted distinctive topics and identified three underlying themes: general tours, ethical practices, and psychological well-being. The topic modeling showed that ENP tourists shared tourists’ experiences with ethical practices, emotional responses and psychological well-being more than OTHER tourists. The sentence sentiment analysis further revealed that both ethical practices and psychological well-being themes were highly discussed among ENP tourists than OTHER tourists. The findings of this study provide a fundamental foundation to further study ethical tourism and psychological well-being from the perspectives of various stakeholders (e.g., residents, operators, and consumers). Findings will help destination marketing managers to develop a sustainable business model that could attract more tourists and enhance their psychological well-being in a long run.

**Keywords:** ethical tourism, psychological well-being, elephant-based tourism, bi-gram topic modeling, sentiment analysis

## 18. VIDEO GAME-INDUCED TOURISM: GAME USERS’ PERSPECTIVES AND BEHAVIORS (F)

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SoJung Lee  
Iowa State University, USA

**ABSTRACT:** A video game is a popular media designed mainly for entertainment purposes using video display devices, providing maximal virtual environments close to the real world. Presence is a crucial concept in explaining players’ psychological state in the relationship with flow and experiences, further developing place attachment by bridging them to the place where the game is featured. This study investigated if video games can play a potential channel in connecting players to the destination. A conceptual framework was developed and latent

moderated structural equation analysis was employed to examine the moderating effect of presence in casual relationships among flow, destination experience, and place attachment. Data analysis with 469 Assassin Creed's Odyssey players revealed the flow state had a significant effect on experience with the destination, which further influenced game players' place attachment. Moreover, presence experience had a significant moderating effect on the relationship between destination experience and place attachment. The result implies that game players who found an opportunity to learn about Ancient Greece through historical figures in the game exhibited place attachment to Greece. Furthermore, game players' sense of presence positively strengthened the impact of experiences on place attachment. The findings expand the literature in the game-induced tourism, by highlighting the importance of presence in the progressive mechanism from the game flow to destination experience and attachment. The findings of this research will assist DMO and game developers in recognizing video games as a potential media tool for destination marketing.

**Keywords:** Video Games, game-induced tourism, flow, experience, presence, place attachment.

## **19. EXPERIENCE CO-CREATION BY MOTIVATION, INTERACTION, AND EMOTIONAL SOLIDARITY: A CASE OF KOREAN DMZ TOURISTS (F)**

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Dongoh Joo  
University of Tennessee at Chattanooga

Choong-Ki Lee  
Kyung Hee University

**ABSTRACT:** The Korean Demilitarized Zone (DMZ) is one of the world's most heavily militarized areas, but it welcomes more than 1.2 million travelers each year. Tourists who have similar motivations may actively interact with one another and develop a sense of emotional solidarity among them, which further leads to creating together the value of their travel experiences. Given the importance of experience co-creation in tourism, this study examined if tourists' motivation, interaction, and emotional solidarity each, which in turn directly or indirectly influence tourists' experience co-creation in the DMZ. Data analysis with 409 DMZ tourists revealed that political reasons and curiosity motivation were the only significant factors that influenced interaction while knowledge and war-related motivations only influenced emotional solidarity. Moreover, only emotional solidarity had a significant direct impact on experience co-creation while interaction influenced it through emotional solidarity. The findings highlight that emotional solidarity plays a significant role in developing experience co-creation. Therefore, the study provides a significant insight in understanding tourists' experience co-creation in the relationship with their motivation, interaction, and emotional solidarity. This study expands the literature on DMZ tourism and further expands research on experience co-creation from tourists' perspectives. The findings of the study provide central and local governments with useful implications in further developing and promoting the DMZ as a tourism destination.

**Keywords:** Korean Demilitarized Zone (DMZ), motivation, interaction, and emotional solidarity, experience co-creation

## 20. STUDY ON THE FINANCING MODEL OF SKI RESORTS IN CHINA (F)

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**ABSTRACT:** The development of ski industry must rely on ski resort. Ski tourist resort is the advanced form of ski resort, which forms the power and guarantee for the development of ski industry. Since Yabuli Windmill resort, the first ski tourist resort in China, was officially opened to the public in 1996, more than 20 ski tourist resorts have been built in China. Although ski tourism industry in China in the rapidly rising stage and have broad prospects for development, there is a big gap between the existing domestic ski tourism resorts and foreign countries. In order to improve the quality of Chinese ski tourist resorts, the scale structure of ski tourist resorts has been adjusted so that China has a world-renowned ski tourist resort. Compared with the new ski tourist resort, the transformation of the existing ski tourist resort has more advantages, including upgrading the existing ski tourist resort and upgrading the intermediate ski tourist resort.

Financing is an important problem which need to be solved in the upgrading and reconstruction of ski tourist resorts in China. Therefore, this paper studies the financing mode of ski tourist resorts in China and concludes that: the preferred financing model for ski travel resorts is endogenous financing, bank loan, financial leasing, direct absorption of investment, asset securitization financing; for sports ski resort financing priority is bank loan, internal financing, financial leasing, private equity financing; For medium-sized ski resort financing priority is internal financing, absorption of direct investment, financial leasing, bank loans, private financing.

**Keywords:** China, Ski Resorts, Financing Mode, Financial Sequence

### Research Background

China's annual ski population grew from 5.5 million to 20.9 million in the decade from 2009 to 2019, with an average annual growth rate of 28%, and the ski consumer market is growing rapidly. There were 770 ski tourist resorts in China in 2019, and the number of ski tourist resorts in China 770 ski resorts, grown from 270 to 770 in the decade from 2009 to 2019, with an average annual growth rate of 18.52%. The ski slopes are also in a period of rapid development.

The development of the ski industry must rely on the ski resort, the ski resort is the advanced form of the ski slopes, which through the integration of other modes of operation, to form the development of the driving force and guarantee of the ski industry.

China's ski tourist resorts mainly small and medium-sized snow fields, the size of the ski resort structure is unreasonable, large-scale snow field compared with foreign snow fields there is a large gap and other problems, in order to meet the needs of the rapid growth of the ski tourism consumption market, China's ski tourist resorts need to develop and upgrade. Ski resort is a heavy asset investment project, upgrade and development needs adequate financial security, China has multiple large ski resorts with total investment exceeding 10 billion yuan, Wanda Changbai mountain resort total investment of 23 billion yuan, Wanke Songhua Lake ski resort total investment of 40 billion yuan, Taidance ski town total investment of more than 20 billion yuan, The total investment of The yuan Genting Park 180 billion yuan. For the ski resort this heavy asset investment project, financing is particularly important, if the ski resort is the locomotive of the development of the ski industry, then the scientific financing strategy is the engine, the funds are the fuel for the locomotive forward.

How to grasp the financing law of ski tourism sort, how to effectively integrate and utilize the funds needed for the development of ski tourism resort is an important problem that needs to be solved in the development of ski tourism resort in China. The purpose of this paper is to grasp the development law, current situation and characteristics of financing of ski tourism resort, and to provide a targeted theoretical basis for financing decisions of different types of ski tourism resorts, taking into account the impact of differences in resort sizes, conditions and characteristics on financing needs and financing strategies. Improve the scientific and reasonable financing decision.

The purpose of this paper is embodied in the following aspects:

(1) Distinguish the types of ski tourism resorts and identify the characteristics of each type of ski tourism resort, financing needs, and applicable financing methods. The financing strategy of ski tourism resort should be analyzed the difference of financing strategy of ski tourism resorts which have different sizes and conditions.

(2) Determine the optimal financing sequence for different types of ski tourism resorts to guide financing decisions in ski tourism resorts

## **Literature Review**

Wang Fei(2017)proposed that the ski tourism resort is to meet certain standards from the scale of operation, in the mode of operation set skiing, tourism, vacation, outdoor leisure, ski training, exhibition economy, real estate development and other modes of operation as one of the integrated four-season ski tourism resort. Huang Mengxin(2018) thinks that the ski tourism resort refers to a comprehensive destination with a certain scale, a certain space scale and a variety of functions, based on a good ecological environment and natural mountain resources, with complete snow track facilities and recreational facilities such as leisure and recreation, accommodation, catering, tourism and vacation, etc.

Ma Fuying(2012)studied the financing strategies of different stages of scenic tourism enterprises. The excellent-order financing strategy suitable for the initial stage of scenic tourism enterprises

is its own capital, government investment, tourism industry development fund, friends or relatives borrowing; Hu Hao(2005) believes that China's tourism investment has formed a diversified investment and financing system guided by government investment, with social investment as the main body and foreign investment as an important component. Huang Mengxin(2018)believes that the ski tourism resort complex project investment scale, long return cycle, generally led by the powerful large capital group, large-capital group resistance to investment risk soldering, so that the operation of the ski resort more stable. Wang Fei(2017)believes that the investment body of large-scale ski resorts should focus on private capital and foreign capital injection, the mode of operation should highlight the development goals of multi-industry four-season operation, characteristic core competitiveness and 'Win-win cooperation' development, the natural environment should pay attention to the integration and utilization of mountain resources, climatic conditions and natural landscapes, and the human environment should pay attention to the optimal experience, skill enhancement, and the cultivation of the concept of ski tourism vacation and consumption habits.

The research on ski tourism resorts in China focuses on current situation, problems and countermeasures of the development of national, local regions and specific ski tourism resorts; Foreign scholars pay main attention to the consumer analysis of ski tourism resorts, the improvement of management efficiency, marketing and the study of the relationship between ski tourism resorts and natural ecology. In summary, due to the late start of China's ski tourism industry, there is a lack of micro-analysis of specific problems in the construction, operation and management of ski resorts. However, there is very little literature on investment and financing of ski resorts at home and abroad.

## **Methodology**

This paper takes the theory of excellent order financing put forward by the American scholar Mayers in 1984 as a methodology. Because the separation of enterprise ownership and management right leads to the asymmetry of information held by investors and the actual managers of enterprises, internal managers know the real situation of income, cost, profit and risk of enterprises more than external investors, and the external investors of enterprises make decision-making judgments on enterprise investment according to the information provided by internal managers, such as financing decision-making, dividend distribution policy. If the enterprise raises funds by issuing new shares, the external investor will sit the enterprise's equity financing behavior into a crisis of cash flow, which reduces the valuation of the enterprise. If a company is financed through an internal surplus, it will not convey information about the cash flow crisis to the outside world and avoids negative impact on the valuation of the business. Therefore, it is safer for enterprises to adopt internal financing than to adopt external financing, and at the same time to avoid equity financing affecting the rights and interests of the original shareholders. But when internal financing cannot meet the capital needs of the enterprise, the enterprise will give priority to debt financing over equity financing, because debt financing only needs to pay the creditor fixed interest as the cost of capital use, and through equity sharing requires sharing most of the profits with the new shareholders, reducing the original shareholders' returns. Debt financing requires the assets of the mortgage dis-mortgaging enterprise, but this does not affect the overall value of the enterprise. Therefore, when enterprise financing decision-making, internal financing is better than external financing, debt financing is

better than equity financing, that is, in accordance with the order of internal financing, debt financing and equity financing.

### **China's ski tourism resorts can learn from the financing model**

The main financing methods of China Ski Resort are endogenous financing, absorption of direct investment, bank deposits and financial leasing, some small and medium-sized ski resorts will adopt private financing, asset securitization is a successful practice case applicable to the ski tourism resort of new financing methods, complementary advantages in a variety of ways, for financing of the ski tourism resort to provide a variety of options.

#### **Endogenous financing**

Endogenous financing refers to the enterprise in the process of production and operation from the enterprise's after-tax profits, so the strength of the enterprise's profitability directly determines the amount of retained earnings, the profitability of enterprises retained earnings, the scale of endogenous financing is large, the profitability is weak enterprise retained earnings, the endogenous financing scale is small or even cannot obtain endogenous financing. Endogenous financing has the advantage of lower financing costs, will not dilute the earnings per share and control of the original shareholders, increase the company's net assets, and support the company to expand other forms of financing advantages. However, the internal financing is affected by the profitability and accumulation of the company, and the scale of financing is greatly restricted.

#### **Absorption of direct investment**

Absorption of direct investment refers to a way of financing for an enterprise to absorb the funds invested by the state, legal person, individual and foreign investor, and the enterprise distributes shares to investors according to the proportion of the capital contribution. Ski tourism resorts can absorb the original investors to increase investment and can also introduce new share holders investment two forms, although the capital enterprises obtained through the absorption of direct investment do not need to repay, and financing costs are less than creditor's rights financing, but by the introduction of new investors, dilute the original shareholder control, the original shareholders also need to share the profits of the enterprise with the new shareholders. In 2016, Vanke Group invested in Beijing Shijinglong Ski Tourism Resort to expand its snow and ice business, Vanke Group upgraded the hardware facilities, software services and management of Shijinglong Ski Tourism Resort, and renamed the Wanke Shijinglong Ski Tourism Resort.

#### **Bank loans**

When banks lend abroad, they mainly provide financial information for the previous year, so when lending to commercial lenders such as banks, they must provide proof of the assets of the enterprise, long-term loans require qualified mortgageable assets, and the loans provided by banks to ski tourism resorts are mainly fixed asset loans and real estate development loans. It is worth mentioning that the ski resort can mortgage hotels, apartments and other self-held properties and higher-value equipment such as cableway to obtain loans from banks, it is worth mentioning that the snow track cannot be used as a fixed asset to the bank mortgage.

Bank loans have the advantages of simple procedures, higher financing amount, low financing costs, and the scale of investment in ski resorts is large, operators will choose to use bank loans to obtain financing. Enterprises applying for bank loans need to disclose business information to banks, and banks will also restrict the enterprise's risk behavior, which will affect the independent operation of enterprises to a certain extent. Asset collateral to banks will reduce the ability of enterprises to refinance, high ratio of assets and liabilities will increase the financial risk of enterprises, and even lead to bankruptcy. When applying for a bank loan, it takes a long time for approval, and various investigation reports, evaluation reports and approval reports need to be submitted to the bank, and these reports need to be reviewed by relevant personnel and supervisors.

### **Financial leases**

Financial leasing refers to the purchase of equipment designated by the financial leasing company for the ski resort and then sublet to the resort area, the enterprise shall pay the rent according to the agreement, and after the expiration of the term the resort shall own the equipment. Ski tourism resorts can also sell existing equipment to a financial leasing company and then lease back the equipment to the financial leasing company, i.e. after-sale leaseback. Financing leasing has the advantages of low financing threshold, wide applicability, fast financing speed, high efficiency, long financing period, flexible rental payment method. Financial leases are typically 3 to 5 years, some for up to 7 years or 7 more, and can be paid on a monthly, quarterly, semi-annual or annual basis based on the lessee's financial position, operating efficiency and industry seasonal flexibility. Unlike the general tourist attractions, the asset structure of the ski resort accounts for the proportion of fixed assets, the snow-making system of the snow farm, the high value of the equipment, suitable for financing through financial leasing.

### **Securitization of assets**

Asset securitization refers to a structured financing that packages and forms new pools of assets for illiquid assets with predictable income, such as loans, fixed assets and income rights, and then tiers assets to be sold by issuing priority, subprime, different capital-structured securities in the capital markets to obtain financing to maximize the liquidity of assets. In 2018, Vanke Songhua Lake Resort successfully issued a special plan for the support of trust income equity assets on the Shenzhen Stock Exchange, with a total product size of RMB 1,065 million, of which RMB 10.06 billion was priority, RMB 0.59 billion was the size of the secondary product, and the term was 8 years (3 years for some priority products), with a weighted issuance rate of 5.26%, with Vanke Group as the original equity holder, the credit rating is AAA. The original equity holder is the original owner of the securitized underlying assets, usually a financial institution or a large industrial and commercial enterprise, and the original equity holder has the obligation to make up the difference and the asset repurchase. This Songhua Lake Resort ABS to Vanke Group as the original rights and interests, precisely because of Vanke Group's internal control system is sound, financial strength, good development trends, performance capacity and credit level is high, can improve the credit rating of special program products, to meet the requirements of product distribution. The successful issuance of the Wanke

Songhua Lake Resort Product Trust Benefit Asset Support Program has opened up a way for the ski tourism resort to securitize its assets.

## **Private Finance**

Private financing refers to the non-legal financial institutions of the state, the demand side of funds and the supply side directly to carry out financing activities, such as private lending, social fund-raising, private bill financing and other forms, the interest rate of private financing is often higher than indirect financing. Compared with large-scale ski resorts, small and medium-sized ski resorts, due to the limitations of size and qualification and the uncertainty of their own development, it is difficult to obtain loans from statutory financial institutions, loan satisfaction rate is low, and the flexible and diverse mode of private lending, simple and fast procedures, low risk of funds in place has become an important way for small and medium-sized ski tourism resort financing.

Although private financing is a rich resource-rich and relatively simple mode of financing, but also has obvious limitations: First, the legal system of private financing is not sound, when the two sides of the loan dispute, it is difficult to defend their interests through the law;

## **References of financing model for China's ski tourism resorts**

In China, there are three types of ski tourism resorts: resort-based ski tourism resorts, sports-based ski tourism resorts, and medium-sized ski tourism resorts. Different types have their own unique characteristics for financing model.

### **Choice of financing for resort-based ski tourism resorts**

Resort-type ski tourism resort for integrated operation and management capacity requirements are high and belong to heavy asset investment, suitable for the strength of private capital to enter, its original shareholders are often composed of powerful large enterprises, such as Changbaishan Ski Tourism Resort is led by Wanda Group, Panhai Group, One Party Group, Yili Group, Lenovo Group and Youyou Software Investment; Group companies can rely on their own deep financial resources to invest in ski resorts. Resort-type ski resort has broad prospects for development, the number of ski tourists received has been increasing year after year. As an emerging ski tourism market, the number of ski tourists in China is growing at an annual rate, with the number of ski stakes per capita rising from 1.28 in 2014 to 1.49 in 2018, and the growth of skiers and the increase of the number of skis per capita provide ample impetus for the growth of the number of tourists in large ski resorts. The prospect of a good company will attract more investors, so resort ski resorts can also be financed by bringing in new investors.

Bank loans are generally applicable to ski tourism resorts, which can borrow from banks through equipment mortgages, land mortgages, home mortgages, etc. Banks and other financial institutions lend to enterprises to assess the cash flow, financial position and the quality of pledged assets. Resort-based ski tourism resorts have a steady source of visitors, and skiing, accommodation, catering and other consumption in the snow range provide a steady flow of cash for the snow. During the 2015-2016 snow season, Wanda ChangbaiShan Resort received 300,000 visitors, achieving revenue of 35 million yuan, And Wanke Songhua Lake Resort

received 200,000 visitors, achieving operating income of 81.41 million yuan. In addition, large enterprises have financial management norms, high accuracy and authenticity of financial information and transparency, and the ability of enterprises to obtain loans from financial institutions is stronger than sports ski resorts and medium-sized ski resorts.

Ski resort has more fixed assets, a large one-time investment, the use of financial leasing to obtain the use of snow-making machines, ropeways, magic carpets, snowmobiles and other high-value, long-term service life of large-scale equipment, and then use operating income installments to pay rent, do not occupy the cash flow of enterprises, greatly improve the efficiency of the use of funds, Therefore, the financing lease is widely used in the financing activities of ski resorts, and is suitable for all types of ski tourism resorts.

Resort-based ski resorts generate revenue by hosting ski tourists, while also developing real estate projects, through the sale of real estate to quickly withdraw funds, for the development of new projects to provide endogenous funds. Some resorts and ski resorts have good business conditions. Higher asset quality and larger parent company groups can improve asset credit ratings, so asset endorsements can be used to raise funds through asset securitization. In summary, the financing methods suitable for resort-type ski resorts are direct absorption of investment, bank deposits, financial leasing, endogenous financing, and asset securitization financing.

### **Selection of financing options for sports-based ski tourism resorts**

Sport-based ski tourism resorts attract a group of skiers with professional slopes and a good ski experience, combined with ski club activities and sports team training, ski source is relatively stable, providing cash flow protection, and providing the basis for the resort to lend from banks and other financial institutions. The main financing needs of large sports ski resorts are the development of hotels, shopping centers, apartments, villas and other real estate projects to improve tourism reception capacity, commercial housing and housing development can apply to banks for medium- and long-term development loans, interest rates and risks are relatively low. Sports ski tourism resorts need to invest a lot of money to improve their tourism reception capacity and enrich the transformation of their business, endogenous financing cannot meet a large amount of capital needs, if only rely on debt financing enterprises' asset-liability ratio is too high, financial risk is greater, the absorption of direct investment without debt service can effectively alleviate the debt pressure of enterprises, Reduce financial risk. The long term of use of direct investment funds by investors can guarantee the stability of the funds of the resort.

Financing lease in the financing of ski tourism resorts is widely applicable, also applies to sports ski tourism resorts, the acquisition of large-scale equipment can be applied to financial leasing financing, existing equipment assets can also be financed through after-sale leaseback. Sports ski tourism resorts with better operating efficiencies can obtain endogenous financing from retained earnings. In summary, the financing methods suitable for sports ski tourism resorts are endogenous financing, bank deposits, financial leasing, and direct investment absorption.

## **Selection of financing options for medium-sized ski resorts**

Compared to large ski tourism resorts, medium-sized resorts are more profitable with lower initial input costs, low volume, low operating costs and internal retained earnings, so they can be financed through endogenous funds. Since Shi Jinglong was staked in Vanke Group in 2016, each snow season has generated revenue of tens of millions of yuan, profits of several millions Yuan, profit margin of about 10%.

Bank loans are an important way for enterprises to finance, medium-sized regional snow fields will also be financed through bank loans, but medium-sized regional snow farms are far smaller than large ski tourism resorts, mortgageable tangible assets than large snow fields less, financial system soundness, Transparency in financial information and the standardization of financial statements are not as large snow fields from banks and other financial institutions to obtain a much smaller number of loans, from bank loans more difficult. Financing lease financing than bank deposit financing is more feasible, the financing leasing company mainly assesses the tenant's integrity degree, business development speed, market prospects, etc. to assess whether the financing project is worth, for the past financial situation of enterprises do not make an assessment, credit requirements are not high, more suitable for medium-sized ski resorts, resort slots can be directly leased, After-sale lease back and other means of financial leasing.

Due to the small size of the medium-sized ski resort, the process of upgrading and upgrading the resort can be accelerated by attracting investors with strong capital. When financing is difficult, medium-sized ski resorts use direct financing to finance companies, individuals, microfinance companies and other entities. When the financing threshold is low, the funds are fast, and the financing efficiency is high, it is important to attract investment and solve the financing problems of financial institutions opportunity.

In summary, the financing methods suitable for medium-sized ski tourism resorts are bank deposits, endogenous financing, financial leasing, direct absorption of investment and private financing.

## **Conclusion and Discussion**

Taking the ski tourism resort as the research object, this paper analyzes the development course, current situation and characteristics of ski tourism resort financing, and uses the financing theory and fuzzy level analysis to arrange the financing mode of resort-type ski tourism resort, sports ski tourism resort and medium-sized ski tourism resort. The conclusion of this paper is mainly reflected in the following aspects:

First, the development course of China's ski tourism resort financing model is divided into the leading stage of government and state-owned capital, the stage of rapid expansion of market capital and the diversified stage of financing model. At present, China's ski tourism resort financing presents the development status quo of private enterprise-based, multi-tiered investment subjects coexisting, and the combination of multi-financing methods. This paper summarizes the characteristics of the financing of ski tourism resorts, including large capital investment, long

output cycle, large investment risk, application of market-oriented financing strategy, and high proportion of tangible assets.

Second, from the two criteria of snow track area and tourist resort reception facilities, China's ski tourism resort can be divided into three types, namely: the snow track area is greater than 50 hectares, the tourist resort reception capacity is higher resort-type ski resort; and the tourist resort reception capacity is insufficient medium-sized ski tourism resort. The financing needs of resort-type ski tourism resorts are mainly reflected in the rich business model, to create a mature winter sports-themed resort, the development of summer tourism projects, to achieve four-season operation. The financing needs of sports ski tourism resorts include improving the capacity of tourism reception, enriching the business, developing characteristic four-season operation projects, and continuously improving the construction of ski facilities. The financing needs of medium-sized ski tourism resorts include the construction of ski facilities, upgrading the level of accommodation and catering reception, and building shopping places of a certain scale.

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## **21. FOSTERING HIGHER LEVEL CULTURAL LEARNING AMONGST TOURISM STUDENTS THROUGH VIRTUAL INTERACTION (F)**

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**ABSTRACT:** This paper presents a joint project between Texas A&M and CBS International Business School designed to bring awareness to students' understandings for other people,

cultures, feelings and behaviors. While both explicit and implicit cultural knowledge helps shape our interactions with others, it is the deeper level understanding that creates cultural competence, allowing one to work and communicate effectively with varying cultures. Applying the Iceberg Concept of Culture and Deardroff's understanding of intercultural competence we show the effect direct virtual interaction can have on higher level cultural learning amongst tourism management students. Through interactions knowledge was co-constructed organically and caused a frame of reference shift. Pre and post interaction culture themes demonstrate a start to understanding cultural competence, and a development from surface level cultural knowledge to deeper level cultural competency. This study shows the value of human interaction and importance of education by offering face-to-face cultural exchanges through virtual discussion. Implications for educators and the potential of virtual travel experiences are discussed.

**Keywords:** Globalization, Social Media, Tourism and Hospitality Education, Culture, Virtual Interactions

## 22. RESEARCH ON THE INTEGRATION AND DEVELOPMENT OF SKI RESORTS (F)

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**ABSTRACT:** The development of the ski industry is inseparable from the construction and operation of ski resorts. At present, the sustainable operation of ski resorts in China is facing severe challenges. For example, with the continuous release of diversified demand of skiing population, the supply of ski resort products has spawned multi-modal operation of ski resorts. Taking the operation of ski resorts in multiple formats as the research object, this paper explores the multiple needs of ski leisure tourists by using the methods of network ethnography and questionnaire survey, explores the factors that hinder the experience of skiers to continue to ski leisure tourism in ski resorts and the preferences of non-snow season leisure tourism and entertainment projects of skiers, and analyzes the multiple formats of ski resorts in China. Based on the current situation and existing problems of the operation, this paper makes a few suggestions for the upgrading of ski leisure tourism service and supporting facilities, marketing strategy, market cultivation and potential market mining, and non-snow season development and operation. According to the status quo and existing problems of the company's operation, this paper puts forward multi-format operation approaches from four aspects: technology, product, market, and enterprise. The conclusion of this paper can be used as a guide for ski resorts to innovate their business forms which is based on the diversified needs of ski people, and make ski

resorts have the ability to operate in four seasons, so as to promote the sustainable development of ski resorts.

**Keywords:** Industrial Integration, Multi Industry, Ski Resort Operation, Ski Resort Development

## Research Background

[According to the annual report of the China Ski White Paper 2019, China is an emerging market for ski tourism. In 2018, the number of ski tourists increased by 6.09% over 2017, and the total number of ski tourists reached 22.02 million.](#) Nowadays, more and more skiers no longer simply pursuing skiing, and the demand for leisure tourism services and supporting facilities is also increasing. Based on the big data of Meituan team, the Research Report on China's Ski Industry Development (2019) analyzed the characteristics of skiers and found that the users of Meituan team are more attractive when choosing ski products. In addition, ski resorts equipped with hot springs, pan-theme parks, botanical gardens and other related facilities are more likely to become users' first choice

## Literature Review

Cockerell N. (1994) points out that ski enthusiasts' need are not limited to skiing, but also include catering, accommodation, rental and related entertainment and leisure products, and are becoming increasingly popular with consumers, such as skating, skiing, dog sledding, helicopter skiing, and golf and mountain biking in the non-snow season. This trend requires ski resorts continuous improvement and improvement of the ski supply and the ability to meet changing market demands through innovative products and services. Marc Chevallier (1996) found that in the Alps, France was the first to create a "comprehensive station" to meet every need of skiers in Gausville. These resorts usually have a small "footprint" on the ground and are built vertically, with plenty of hotel towers embedded in mountain views. Such a complex offers everything a skier needs: sports, live restaurants, shopping and entertainment. Wu Xiaohua believes that the development of Beijing's ski resorts should learn from the development models of other countries, promote its transformation into a super ski resort, and make full use of idle facilities to further develop the four-season operation mode, strengthen ecological and environmental protection construction, and strengthen the scientific layout. Based on the single status quo of ski tourism products provided by ski resorts, Zhang Yufeng (2009) suggests that ski resorts should maximize the use of resources and seek maximum benefits by integrating skiing and related entertainment resources. Also, Zhang put forward suggestions to incorporate regional traditional folk culture into ski tourism and strengthen the use of idle resources in non-snow season. Zhang Ying (2016) selected Chongli's four ski resorts for operational analysis, found that these four ski resorts develop related ski tourism industries according to the target population and have a clear development positioning for themselves. Wanlong's market positioning is mainly aimed at skiers. Genting's goal is to strengthen supporting construction to deal with high-end events, conferences and other events. Doleme is focused on parent-child and children's vacations. Great Wall Ridge provides training grounds for official government officials such as the Sports Bureau. Scott D (2008) points out that the impact of climate change on ski resorts will vary depending on multiple elements, such as altitude and business model, and that ski resorts with rich projects and multi-modal operations are less affected than the single snowfield operating projects. Research

by Anja Soboll et al. (2012) show that some ski resorts, particularly those at low altitude areas susceptible to weather, will develop winter or summer tourism security services that are not related to skiing.

Research by Kinga Krzesiwo (2018) et al. has found that the availability of ski resorts has increased the choice and expectations of skiers for product quality, and therefore ski resorts have become more competitive. Yohann Rech (2019) researched the dynamic evolution of French ski resorts and the Internet, and found that because the financial and well-known ski resorts are too competitive, new ski resorts are almost no longer built. Also, Rech has shown that China's ice and snow tourism industry develops industrial clusters through tourism, catering, accommodation, transportation, entertainment, shopping, manufacturing, wholesale and retail, as well as insurance, communications, and finance.

## **Methodology**

The main methods used in this paper are network ethnography and questionnaire:

### **Network Ethnography Law**

Network ethnography is based on the network virtual environment as the main research background and environment, the use of the Internet expression platform and interactive tools to collect data in the virtual environment of the network, the Internet and its related social culture or phenomenon to explore and explain the method.

This paper begins with a participatory observation of the ski community in Goski, Skier, and Skiing, and summarizes the needs of the ski population for the first time by collecting and analyzing the online comment text download for a full year from November 2018 to November 2019.

Then, based on the observations of three online ski communities and the results of text data analysis, the outline of the interview was designed to conduct in-depth interviews with skiers and skiers. This paper organizes and analyzes the interview information to obtain more comprehensive and detailed information.

### **Online Survey method**

The questionnaire method is a research method for researchers to collect data from the subjects using a unified and strictly designed questionnaire.

This paper combines the conclusion information obtained from the online ethnography method with the results of field research observations and literature analysis, and designs online questionnaires for skiers and experienced skiers. Descriptive statistical analysis, correlation analysis, and exploratory factor analysis of questionnaire data with EXCEL software, SPSS 24.0 statistical software.

## **Data Collection and Processing**

First of all, the author discussed the construction of ski groups by participating in the interaction of three online platforms GOSKI, ski, and ski family. The analysis of high-frequency words in community texts verifies the author's long-term observation results and reflects the high-frequency hot topics in the skiing world, thus understanding the community's cultural and social common population.

### **Selection of online communities**

"Skiing" is a social APP for skiing using powder snow technology, which is an application for dating and video service for ski enthusiasts based on geographical location, and a leading mobile social platform for ski verticals to record their ski tracks and ski videos. This APP has developed online activities, online teaching, travel strategies, online shopping malls, outdoor insurance and other services, and has been favored by skiers. In the past four years, it has accumulated more than 750,000 high-viscosity customer groups and has maintained rapid growth.

GOSKI is an APP developed by Beijing Natural Power Technology Trading Development Co., Ltd. for skiers. It is positioned as a one-stop multi-functional mobile application platform that addresses the needs of skiers. With social and service-centric approach, the product has established a picture social community and mobile service platform focused on information, teaching videos, and activities. The application was released on the IOS platform on September 26, 2015 and on the Android platform on October 12, 2015.

HIGHSNOW Ski Family, established in 2014, is a brand of Snow Technology, the earliest vertical snow and ice media and social services platform. Skiers have become a forward companion for skiers and pan-extreme sports enthusiasts. Skiers rely on their own powerful platform channels and community resources to create a content-scene, opinion leader, user-socialized experience marketing closed loop. Snow friends will be their own experience anecdotes in graphic or video way to record and share with the vast number of snow friends, exchange experience, share snow skills, improve ski awareness.

Online interactive comments in the community of GOSKI, Skier, Ski and Ski three ski professional mobile social platforms were collected, collecting 8438 online reviews in a full year from November 2018 to November 2019, using ROST CM6 the software processes and analyzes the collected and organized text data.

### **Analysis process and results**

In view of the three ski social platforms located on the mobile side of the mobile phone, this paper mainly uses manual operation, GOSKI, ski, ski group three social platforms in November 2018 to November 2019 between the user posts, replies and comments to collect content, through manual mobile phone screenshots, a total of 1531 pictures and coding, FineReader software is then used to extract encoded picture text, organize into 3 word documents of different sizes, to

facilitate the extraction of late high-frequency words, all Word files are merged, and TXT files are displayed in TXT file.

Comments are expressed as long sentences, and all the longer statements in the text need to be broken down into phrases. This paper uses the word-breaking function in ROST CM6 software to break words for the entire summary comment, and inputs industry-specific phrases, such as rough slips, housebuilding, etc., in the user.txt file, to output a txt file after the operation is completed. By using the high-frequency word extraction function in ROST CM6 software, the high-frequency word is extracted from the comment summary file after word-breakout. In software ROST CM6 there is a filter word table highfreinvalid.txt file, in which you add useless words that need to be filtered, such as many, then, etc. At the same time, the development of a TXT file integration of words table, will have the same meaning of vocabulary, induction and consolidation, such as friends, friends and so on. Using the Chinese word frequency statistics function in ROST CM6 software, to choose enable filtered word lists, enable the sum-up list, enable reserved word list groups, and do not output single words for the final word frequency statistics. Based on the results of word frequency statistics, the ROST CM6 software displays the top 300 high-frequency words and 120 filtered and filtered high-frequency words, arranged in order of frequency distribution from high to low.

Ski Enthusiast Sq.: The first part is the demographic information of skiers, the topic sits on the gender, age, education, occupation, income, place of residence, ski level (self-assessment) and so on.

The second part of the consumption behavior and motivation of ski enthusiasts, including the number of ski ingress in the 2018-2019 ski season, the time spent on skiing, the time to choose ski, the ski travel partners, the pre-trip information decision-making, the information access, the information content of concern, the way of purchase, the mode of transportation, the accommodation mode, the motivation of ski ingress.

The third part analyzes the Chinese skiers' considerations for the selection of ski resorts and the degree of recognition of the need for services other than skiing obtained by the previous text analysis and interviews by using the Licht 5 scale (1 is very unimportant and 5 is very important). Among them, the considerations include the four dimensions of the ice and snow leisure service system, namely, the demand of supporting equipment facilities, the demand for auxiliary items, the demand of explicit services and the demand for hidden services. Support equipment and facilities needs include facilities, equipment and equipment rental, medical treatment, transportation, reservation system, etc. , auxiliary items include accommodation, catering, shopping, etc. , the demand for appearance services include ski sports development and management, ski sports guidance, etc. , the demand for hidden services includes the atmosphere of ski sports venues, service awareness and so on. And the demand for special services for the ski slopes.

The fourth part is the skier's non-ski season leisure tourism preferences project research. There are four topics: non-ski season, skier sports and recreational preferences, skiers' leisure and entertainment preferences, and non-ski season, if the ski resort offers the corresponding leisure

tourism and products, skiers are willing to return to the sports and recreation programs, leisure and entertainment.

Experience Skier Questionnaire: The first part is the skier's demographic information, the topic relates to the subject of the study of gender, age, education, occupation, income, place of residence and other information.

The second part is about the obstacles of experiencing skier skating, which consists of five dimensions: venue experience, product price-performance experience, service management factors, personal factors, psychological factors.

The third part is the skier's non-ski season leisure tourism preference stoic sitority and the study of the willingness to return to travel. There are four topics: non-ski season, skier's favorite sports and recreation programs, leisure and entertainment, non-ski season, if the ski resort provides the corresponding leisure tourism and products, skiers are willing to return to the sports and recreation programs.

The way to collect the questionnaires is the Wechat circle of friends and QQ ski group. In order to avoid the limitation of the circle of friends, the author entrusts the staff of Taiwu and Genting and Yabuli Snow Resort to help forward the questionnaire. The questionnaire was collected over a period of 7 days and a total of 1,068 questionnaires were collected. Through manual judgment, the IP is duplicated, the information is complete, the filling time is too short, and the unintentional questionnaire is filled to determine whether it is an invalid questionnaire. The above type of questionnaire was excluded, and 309 questionnaires were excluded from the group without ski ingress, 321 were valid questionnaires in the ski enthusiast questionnaire, and 296 were valid questionnaires for experience skiers. Finally, according to the provincial structure of the respondents in the questionnaire, in order to ensure the validity and representation of the data, the Beijing-Tianjin-Hebei area ski enthusiasts' questionnaire and the Beijing-Tianjin-Hebei area experience skier questionnaire as research data.

## **Results**

### **Summary of the results**

#### **(i)Ski enthusiast survey summary**

The basic characteristics of the group of skiers in this survey are: female skiers are the majority, the majority of people with high education accounted for 70%, mainly rich, idle young and middle-aged groups, of which, the proportion of student groups cannot be ignored, but overall, skiing to reach the professional level of skiers accounted for a minority.

The study of ski consumption behavior and motivation of the group of skiers found that the proportion of self-driving to the ski resort is significantly higher than other means, weekends and holidays are the main choice for skiers to ski consumption, mainly with friends and family travel, but only a quarter of the enthusiasts in the snow season many times to the ski resort consumption, spend time to reach the whole day, in the ski resort does not stay in the proportion of nearly half of the population. Overall, 80% of skiers gather information about snow field

dynamics before setting off. Usually, ski enthusiasts pay attention to the content of ski information, information about the ski ingestion is the core of its concern, including ski equipment and ski technology-related information. Ski basics and ski tourism are also hot spots for skiers. Through the comparative analysis of individual factors, it can be seen that the top ten individual factors are good safety measures, quality service, beautiful scenery, good quality of snow (snowmaking), good snow field atmosphere (social, sharing), slope/quantity/grade of snow track, easy/quality of ski rental, enough overhead ropeway/magic carpet, transportation accessibility, ski instructor skilled.

### **(ii) Experience the skier survey summary**

The study of the factors hindering skiing in the experience of skiers found that the intensity of the factors that hinder the experience skier was the individual factor, the management and service factor, the place experience factor, the price-performance factor and the product experience factor.

By comparing and analyzing the individual factors, the individual factors are "fear of injury" and "not having enough leisure time". The older the experience skier is relatively, will not buy snow tickets, will not rent snow equipment obstacles, so the more clear information signs and timely guide service, the higher the degree of dissatisfaction with "snow congestion", the higher the monthly income of the experience skiers, the clearer identification of the snow field and the more timely service guide, the higher the snow capacity requirements.

### **(iii) Survey summary of the preference spree and willingness to return to tourism for the ski population**

Ski groups like more similar items: including sports, such as "swimming", "basketball", "tennis" and so on; The crowd of skiers and the experienced ski crowd tend to return to the tour in various leisure tourism projects tend to be consistent, but the overall re-visit rate of the ski enthusiast's population is higher than that of the experienced ski group, compared to the experience of the ski group has a higher loyalty and stickiness.

## **Analysis of the results**

Comprehensive above demographic analysis can be seen, at present in China's Beijing-Tianjin-Hebei region, skiing can still be counted as a "rich and idle" people's leisure sports choice, the main group of ski groups is from the Beijing area of the young and middle-income groups, it can be seen that the trend of skiing leisure tourism is obvious, And the ski crowd to junior level ski level of skiers in the majority, this part of the population than professional skiers, the demand is more abundant.

According to the survey, ski crowd in ski leisure tourism services and supporting services and other aspects still exist different degrees of demand, in general, the future of ski resort in the ski leisure tourism services and supporting promotion and other aspects, still need to work hard, through industrial integration, the development of derivative corresponding industry to meet the diverse needs of the ski population.

## **Ski and leisure tourism services and supporting upgrading**

Support ingesting equipment facilities, snow quality improvement is still the focus, the future through technology integration, product integration or enterprise integration, the introduction of foreign advanced equipment, technology and professional teams, to guide and enhance domestic snow-making technology; Enterprise integration and other different routes, through the "skiing and culture" to give the unique cultural characteristics of the ski field, to create a ski brand with regional or even Chinese characteristics; Different brands of equipment and equipment, which has a precedent in foreign snow fields, such as specially set for junior ski enthusiasts snow, cable car tickets, snow equipment and other services, and taking into account the self-driving crowd accounted for more, self-driving tour has become a major trend of tourism characteristics, parking spaces, traffic sign building, traffic diversion, safety management and other equipment measures should be in place, And the management services to the implementation of the ground, according to the ski population demand survey, ski resorts should consider the future through technology integration, enterprise integration path, to create an integrated service platform on-line, online and offline ticketing methods gradually into online ticketing, to achieve one-stop service on-line; The snow field should build a perfect safety rescue system in a timely manner, build an integrated management platform for ski tourism through technology fusion, make use of big data and other high-tech, realize the digitalization of management, complete operational management measures such as popularization of safety knowledge, safety management, safety behavior intervention, and drainage of snow-track people, and carry out the safety of skiing. Solve the worries of the ski crowd.

Auxiliary items, based on the diverse needs of ski enthusiasts for accommodation and catering, through enterprise integration, product integration and other paths, to achieve supporting low, medium and high various types of accommodation and catering, in order to meet the needs of different groups of people. In the snow field shopping, snow equipment sales, should be based on the ski ingress ski ingress and income structure of the ski crowd, positioning supporting different levels of snow equipment, large-scale snow fields can consider the development of their own brands through technology fusion, small and medium-sized snow fields can be through enterprise integration and product integration and other ways to support the corresponding equipment. And the development of cultural products or souvenirs, should also be part of the future should consider the development of the content of the snow field, especially in the integration of local characteristics, the formation of a regional ski brand, the creation of cultural integration derived from the creative products.

In terms of appearance services, in the development of ski resort activities, different positioning of the snow field, should be added to develop activities in line with the needs of their own market crowd, such as suburban snow fields, according to the needs of the ski crowd, transportation support, etc. , in the daytime more leisure working days, open night farms, not only to ensure the quality of snow production, but also to meet the needs of skiers want to ski many times and increase profitability. Suburban resort-type snow fields, may, as appropriate, consider the imbalance between work days and weekend traffic, through the development of events, activities, free workers, individuals, students, to the work day to ski, reduce the burden for the weekend, while improving the overall satisfaction of the ski population; Consider adding

leisure and entertainment items that are in line with their own positioning, such as the unique culture of the ski circle - single-board graffiti painting board, which can be achieved by ski ingresses by art, skiing and painting, skiing and DIY, and through technology fusion, enterprise fusion, product fusion and other paths, The introduction of domestic and foreign professional ski coach team or technology, while focusing on the cultivation of local professionals.

In terms of hidden services, skiers have high demand for hidden services, which is closely related to the characteristics of the ski enthusiasts, skiers think that the ski area atmosphere, social, etc. is the most important, which shows that ski enthusiasts focus, has not only ski support facilities, skiers demand level has been improved, This should also be a focus for ski resorts. Through the introduction of clubs, events, the construction of social venues and other ways to create a good social atmosphere and environment to meet the social needs of the ski crowd.

### **Non-snow season development operations**

Through the survey, it can be seen that the demand of the ski population is diversified, whether it is the demand for supporting facilities in the ski resort, or the demand for ancillary items such as accommodation, catering, and so on, with the occurrence of the ski population layering, the demand also appears layered.

Skiing in China belongs to the emerging high-consumption sports and entertainment, as a new sport to experience the charm of ice and snow, most ski enthusiasts will be leisure and entertainment, exercise as the main demand factors, professional participation in the competition is relatively few. Therefore, the ski resort should properly introduce leisure and entertainment support and fitness support industry, one is to meet the needs of the ski population during the snow season, and the other is the development of non-snow season operation.

According to the investigation and research, the leisure tourism items of the ski crowd in the non-snow season are not exactly the same as the leisure tourism items they are willing to visit the ski resort, which should be affected by the geographical location of the ski resort, resource environment and other factors, the author thinks that the ski resort should be based on different volume, resource characteristics, market positioning, geographical environment, Combined with the different needs of the ski population, common needs, the introduction of high return rate of sports and recreational activities, for example, the experience ski resort is small, but has the advantages of geographical transportation, can introduce "movies", "KTV", "electric competition", "fitness", "basketball", "table tennis" and other popular favorite leisure tourism projects Suburban ski resort is not far from the suburbs, with a certain size of the venue, can be introduced "water park", "trampoline", "shooting", "yoga" and other leisure tourism projects; Can also introduce "swimming" "surfing" and so on, and then according to the positioning of the snow field, the introduction of different classes of people's preferences of leisure tourism projects. Increase the diversity and fun of leisure and entertainment, enrich and enrich the leisure tourism experience of different groups in the ski slopes.

### **Conclusion**

#### **(1) Ski enthusiasts' demand for ski leisure tourism services**

Half of skiers choose to exercise for leisure, on weekends or holidays, with friends or family, and to drive to the slopes. Follow snow molt information on online or mobile media before departure and buy tickets online. Usually pay attention to the ski sports related information and ski tourism information.

The rising demand level of ski enthusiasts is not limited to the demand for ski facilities support facility, but the core demand is still ski-related facilities services, such as: snow quality, snow safety, medical care, etc.; Income levels, age, etc. appear ratification.

Based on gender differences, the number of times men ski, the time they spend and spend entertaining in the ski slopes and the frequency of skiing are higher than women's, the more demanding women are on the dominant service than for men, the more free and idle skiers pay more attention to ski-resort-aided items and appearance services, and the higher the monthly income is on the income difference. The higher the supporting requirements for the various services of the snow field, and the more information is collected before the trip, the ski motivation is more to enjoy the unknown and adventure, participate in the competition and self-challenge.

## **(2) Experience the obstacle of skier skating**

The study of the factors hindering skiing in the experience of skiers found that the intensity of the factors that hinder the experience skier was the individual factor, the management and service factor, the place experience factor, the price-performance factor and the product experience factor.

The top 10 individual factors were "fear of injury", "not enough leisure time", "there are no suitable ski resorts near your place of residence," "low product knowledge", "lack of guides in label confusion", "snow lanes are too crowded", "I don't like the cold", "Higher accommodation and dining costs", "Less kinds of ski tourism products" , "Less entertainment around the snowy field".

According to age difference, the older the experience skier will not buy snow tickets, will not rent snow equipment obstacles, the more need for clear information and timely guide service, the higher the degree of dissatisfaction with the "snow congestion"; The higher the snow field capacity requirement.

## **(3) Non-Snow Season Leisure and Entertainment Preference Research and Revisiting Intentions**

Skiers and experience skiers have the most similar preferences for sports such as swimming, badminton, fitness, mountain climbing, yoga, trampoline, table tennis, tennis, etc., and most similar in recreational sports such as "movies", "KTV", "electric competition" ,"water park", "bar". Overall, the group of skiers and the experienced ski crowd tend to agree on the level of preference in various leisure tourism projects.

Skiers and experience skiers are most similar to those who are willing to return to the sport, such as swimming, fitness, badminton, trampoline, shooting, table tennis, surfing, and yoga, and most similar in leisure and recreational events such as "movies", "KTV", "electric competition", "water park" and "bar". Overall, the crowd of skiers and the experience of the ski crowd in various leisure tourism projects tend to return to the same, but the overall rate of ski enthusiasts than the experience of ski groups, compared to the experience of the ski crowd has a higher loyalty and stickiness.

Finally, the conclusion of this paper confirms the previous research results, including the diversified demand of the ski population, the existing service supply of ski resorts cannot meet the demand of ski leisure tourism services of the ski population.

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## 23. HOW TRAVELERS USE ONLINE INFORMATION: BEHAVIORS AND IMPLICATIONS

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**ABSTRACT:** It has been well documented that travelers are increasingly using the Internet for their travel information needs from planning, decision-making to purchasing. This paper is part of an international longitudinal study with data collected from three geographical areas (China,

Europe and North America) from 2014 to 2019. The study utilizes an online survey with 28 questions. The complete set of data has not been analyzed and reported. This paper only reports some of the preliminary findings of European data collected in the fall of 2019. The study was designed to collect data that allows for more complicated statistical analysis. However, this paper only reports some of the basic statistics of the research.

**Keywords:** Travel, Online travel information, Online information use, Online information usage, Longitudinal study