

ADVANCES IN HOSPITALITY AND
LEISURE

ADVANCES IN HOSPITALITY AND LEISURE

Series Editor: Joseph S. Chen

Recent Volumes:

Volumes 1–11: Advances in Hospitality and Leisure – Edited by
Joseph S. Chen

ADVANCES IN HOSPITALITY AND LEISURE VOLUME 12

ADVANCES IN HOSPITALITY AND LEISURE

EDITED BY

JOSEPH S. CHEN

Indiana University, Bloomington, IN, USA



United Kingdom – North America – Japan
India – Malaysia – China

Emerald Group Publishing Limited
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2017

Copyright © 2017 Emerald Group Publishing Limited

Reprints and permissions service

Contact: permissions@emeraldinsight.com

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-78635-616-1

ISSN: 1745-3542 (Series)



Certificate Number 1985
ISO 14001

ISOQAR certified
Management System,
awarded to Emerald
for adherence to
Environmental
standard
ISO 14001:2004.



INVESTOR IN PEOPLE

LIST OF CONTRIBUTORS

- Robert J. Blomme* Nyenrode Business Universiteit, Breukelen
and Open Universiteit, Heerlen,
The Netherlands
- Joseph S. Chen* Department of Recreation, Park and
Tourism Studies, Indiana University,
Bloomington, IN, USA
- Jeen Filz* Hotelschool The Hague, Amsterdam,
The Netherlands
- Yvette N. J. Green* Lester E. Kabacoff School of Hotel,
Restaurant and Tourism Administration,
University of New Orleans, New Orleans,
LA, USA
- Zulhazman Hamzah* Faculty of Earth Science, Universiti
Malaysia Kelantan, Kelantan, Malaysia
- Jue Huang* College of Humanities and Social Sciences,
United Arab Emirates University,
Al-Ain, UAE
- Mei-Ling Huang* School of Tourism Development,
Maejo University Sansai, Chiang Mai
Province, Thailand
- Henry G. Iroegbu* School of Business and Public
Administration, University of the District
of Columbia, Washington, DC, USA
- Min-Seong Kim* Department of Tourism, Recreation &
Sport Management, University of Florida,
Gainesville, FL, USA
- Soon-Ho Kim* J. Mack Robinson College of Business,
Georgia State University, Atlanta,
GA, USA

- Sonja Kinski* School of Business and Management,
International University of Applied
Sciences, Bad Honnef, Germany
- Christoffer
Wanga Krag* School of Business and Economics,
The Arctic University of Norway,
Tromsø, Norway
- Dong Hun Lee* College of Health and Human
Performance, University of Houston,
Houston, TX, USA
- Winitra Leelapattana* School of Tourism Development,
Maejo University Sansai, Chiang Mai
Province, Thailand
- Willy Legrand* School of Business and Management,
International University of Applied
Sciences, Bad Honnef, Germany
- Maryati Mohamed* Department of Technology and Heritage,
Faculty of Science, Technology and
Human Development, Universiti Tun
Hussein Onn Malaysia, Johor, Malaysia
- Uysal Muzaffer* Department of Hospitality and Tourism
Management, University of Massachusetts,
Amherst, MA, USA
- Nina K. Prebensen* UiT, The Arctic University of Norway,
Tromsø, Norway
- Bruce Prideaux* School of Business and Law, Central
Queensland University, Cairns, Australia
- Fifty Hanisdah Saikim* Institute for Tropical Biology and
Conservation, Universiti Malaysia Sabah,
Sabah, Malaysia
- Philip Sloan* School of Business and Management,
International University of Applied
Sciences, Bad Honnef, Germany

- Weerapon Thongma* School of Tourism Development,
Maejo University Sansai, Chiang Mai
Province, Thailand
- Arjan van Rheede* Hotelschool The Hague, The Hague,
The Netherlands
- John A. Williams* College of Business Administration,
University of New Orleans, New Orleans,
LA, USA
- Ming-Hsuan Wu* Department of International Business
Studies, National Chi Nan University,
Nantou County, Taiwan
- Chunyu Yang* School of Business Administration,
Guizhou University of Finance and
Economics, Guiyang, China

AIMS AND SUBMISSION GUIDELINES

Advances in Hospitality and Leisure (AHL), published annually since 2004, attempts to promote seminal and innovative research outputs pertaining to hospitality, leisure, tourism, and lifestyle. Specifically, this journal will encourage researchers to investigate new research issues and problems that are critical but have been largely ignored while providing a forum that will disseminate singular thoughts advancing empirical undertakings both theoretically and methodologically.

This 12th volume includes eight full papers and two research notes. As for data collection, all papers deploy either a quantitative or qualitative approach. The contributors to the present issue come from eight nations/regions entailing Australia, China, Germany, the Netherlands, Norway, South Korea, Taiwan, Thailand and the United States.

For submission to future issues, please review the following guidelines.

Originality of Manuscript: The manuscript should represent an original work that has never been published elsewhere nor is being considered for publication elsewhere.

Style and Length of Manuscript: 12 pt Times Roman font; double spacing; APA; 7,000 words (Full Paper) or 4,000 words (Research Note).

Layout of Manuscript: First page: title of paper and author contact information; second page: title of paper, an abstract of 120–140 words, and keywords; third page and beyond: main text, appendix, references, figures, and tables.

Text of Manuscript: For literature review articles, please include introduction, critical literature review, problems in past research, and suggestions for future research. For empirical research papers, please include introduction, methods, findings and discussions, and conclusion.

AHL requires electronic submission. Please send an email attachment with a Word format to the editor Dr. Joseph Chen (joechen@indiana.edu) or send a CD to Tourism, Hospitality and Event Management, Department of Recreation Park and Tourism Studies, School of Public Health Building #133, Indiana University, Bloomington, IN 47405-7109, USA.

EDITORIAL BOARD

EDITOR-IN-CHIEF

JOSEPH S. CHEN
Indiana University (Bloomington), USA

REGIONAL EDITORS

Tzung-Cheng Huan (Asia)
*National Chia-Yi University,
Taiwan, ROC*

Nina K. Prebensen (Europe)
*Buskerud and Vestfold University
College, Norway*

EDITORIAL REVIEW BOARD

North America

Rachel Chen
University of Tennessee, USA

Dogen Gursoy
*Washington State University,
USA*

Colin Johnson
*San Francisco State
University, USA*

H. G. Parsa
University of Denver, USA

Arun Upneja
Boston University, USA

John Williams
*University of New Orleans,
USA*

Europe

Marcjanna Augustyn
University of Hull, UK

Arimin Brysch
*University of Applied Sciences,
Kempten, Germany*

Frédéric Dimanche
*European School of
Business, France*

Yuksel Ekinci
University of Reading, UK

Metin Kozak
*Dokuz Eylul University,
Turkey*

Álvaro Matias
University of Evora, Portugal

Helmut Wachowiak
*International University of Applied
Sciences, Bad Honnef, Germany*

Asia/Pacific
Shen Han
Fudan University, China

Tak-Kee Hui
*National University of
Singapore, Singapore*

Bruce Prideaux
*Central Queensland
University, Australia*

Marianna Sigala
*University of South
Australia, Australia*

Kuo-Ching Wang
*National Taiwan Normal
University, Taiwan*