

**แบบฟอร์มการขอเสนอวาระเข้าที่ประชุม**  
**คณะกรรมการประจำคณะกรรมการบริการและการท่องเที่ยว**  
**เรื่อง อนุมัติเบิกจ่ายเงินรางวัลโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและ**  
**การรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะกรรมการบริการและการท่องเที่ยว ปี 2565 – 2567**

**ความเป็นมา**

ตามที่ คณะกรรมการบริการและการท่องเที่ยว จัดอนุมัติโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและการรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะกรรมการบริการและการท่องเที่ยว ปี 2565 – 2567 เพื่อสร้างแรงจูงใจให้อาจารย์/นักวิจัยในคณะฯ ในการผลิตงานวิจัยให้ประสบผลสำเร็จและสามารถตีพิมพ์ในวารสารวิชาการที่มีคุณภาพในปริมาณที่เพิ่มขึ้นอย่างรวดเร็วและเพิ่มการรับทุนโครงการวิจัยจากแหล่งทุนภายนอก ซึ่งสอดคล้องกับวัตถุประสงค์ข้อ 2.4 สนับสนุนรางวัลให้งานวิจัยที่ประสบผลสำเร็จ ของประกาศกองทุนวิจัยของคณะกรรมการบริการและการท่องเที่ยว ความละเอียดแจ้งแล้วนั้น

**ขั้นตอนที่ได้ดำเนินการไปแล้ว**

นำเข้าประชุมคณะกรรมการบริหารกองทุนวิจัยคณะกรรมการบริการและการท่องเที่ยว ในคราวการประชุมครั้งที่ 2/2567 เมื่อวันที่ 14 กุมภาพันธ์ 2567

**ข้อมูลประกอบการพิจารณา**

นำเข้าประชุมคณะกรรมการบริหารกองทุนวิจัยคณะกรรมการบริการและการท่องเที่ยว ในคราวการประชุมครั้งที่ 2/2567 เมื่อวันที่ 14 กุมภาพันธ์ 2567

ที่ประชุมพิจารณาอนุมัติแก่นักวิจัย จำนวน 8 คน เป็นเงินทั้งสิ้น 900,000 บาท (เก้าแสนบาทถ้วน) จากเงินอุดหนุนกองทุนวิจัยคณะกรรมการบริการและการท่องเที่ยว

**ประเด็นพิจารณา**

ข้อมูลแจ้งเพื่อทราบ

ข้อมูลสรุปอนุมัติเบิกจ่ายเงินรางวัลโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและ  
การรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะกรรมการบริการและการท่องเที่ยว ปี 2565 - 2567

| ที่                 | ชื่อ-สกุล                   | คะแนนที่ได้รับ | เงินรางวัล  |
|---------------------|-----------------------------|----------------|-------------|
| 1.                  | Kevin Fuchs                 | 7              | 140,000 บาท |
| 2.                  | Md Rabiul Karim             | 7              | 140,000 บาท |
| 3.                  | Mohsin Raza, Ph.D.          | 7              | 140,000 บาท |
| 4.                  | ผศ.ดร. ชยานนท์ ภูเจริญ      | 6              | 120,000 บาท |
| 5.                  | Rimsha Khalid, Ph.D.        | 6              | 120,000 บาท |
| 6.                  | ผศ.ดร. ตติยาพร จารุมณีรัตน์ | 4              | 80,000 บาท  |
| 7.                  | รศ.ดร. ภาณุวัฒน์ รักดีอักษร | 4              | 80,000 บาท  |
| 8.                  | นางสาวณิชพัชร สังข์แก้ว     | 4              | 80,000 บาท  |
| รวมเป็นเงินทั้งสิ้น |                             |                | 900,000 บาท |

รางวัลโครงการเงินรางวัลพิเศษสำหรับการตีพิมพ์บทความวิจัยและ  
การรับทุนโครงการวิจัยจากหน่วยงานภายนอก คณะกรรมการบริการและการท่องเที่ยว ปี 2565 – 2567

1. Kevin Fuchs

| ที่      | ชื่อบทความ/โครงการวิจัย                                                                                                                           | DOI or Research Grant/Contract no.                                                                              | Scopus Quartile          | สถานะ                          | คะแนน |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------------|-------|
| 1        | The Development of Recreational Scuba Diving Amid (COVID)-19: An Exploratory Interview Study About How Dive Tourism is Adapting to the New Normal | <a href="https://doi.org/10.3727/154427323X16726591317632">https://doi.org/10.3727/154427323X16726591317632</a> | 3 <sup>rd</sup> quartile | Corresponding author           | 2     |
| 2        | The Development of Sustainable Tourism on Phuket Island: Reflections from Small Businesses in the Hospitality and Tourism Industry                | <a href="https://doi.org/10.3727/109830423X16751797985898">https://doi.org/10.3727/109830423X16751797985898</a> | 3 <sup>rd</sup> quartile | First and Corresponding author | 2     |
| 3        | Navigating the Fine Line of Sustainable Tourism: A Critical Analysis with Implications for Tourism Planning                                       | <a href="https://doi.org/10.14505/jemt.v14.4(68).02">https://doi.org/10.14505/jemt.v14.4(68).02</a>             | 4 <sup>th</sup> quartile | First and Corresponding author | 2     |
| 4        | The Barriers to Accessible Tourism in Phuket: Toward an Exploratory Framework with Implications for Tourism Planning                              | <a href="https://10.0.147.109/t.71.4.10">https://10.0.147.109/t.71.4.10</a>                                     | 3 <sup>rd</sup> quartile | First and Corresponding author | 2     |
| 5        | A Systematic Guide for Conducting Thematic Analysis in Qualitative Tourism Research                                                               | <a href="https://doi.org/10.14505/jemt.v14.6(70).17">https://doi.org/10.14505/jemt.v14.6(70).17</a>             | 4 <sup>th</sup> quartile | First and Corresponding author | 2     |
| คะแนนรวม |                                                                                                                                                   |                                                                                                                 |                          |                                | 10    |



# The Development of Recreational Scuba Diving Amid (COVID)-19: An Exploratory Interview Study About How Dive Tourism is Adapting to the New Normal

Buy Article:

**\$30.00 + tax**

(Refund Policy)

ADD TO CART

BUY NOW

Authors: Tuntipisitkul, Pisit; Fuchs, Kevin

Source: Tourism in Marine Environments, Volume 18, Numbers 1-2, 2023, pp. 19-33(15)

Publisher: Cognizant Communication Corporation

DOI: <https://doi.org/10.3727/154427323X16726591317632>

Abstract



References



Citations



Supplementary Data



Suggestions

The recreational scuba diving industry plays an important role in coastal countries of Southeast Asia with a significant economic contribution toward tourism receipts. Recreational scuba diving is one of the fastest growing tourism industries around the world, although that accelerated growth was largely impaired by the coronavirus outbreak. The study aims to investigate how scuba diving businesses in Thailand are adapting to the new normal. An exploratory framework serves as the basis to collect empirical data through 25 semistructured in-depth interviews with business owners and industry experts. The following themes were identified through the thematic analysis: business model scaling, global competitiveness, environmental sustainability, domestic market and customer behavior, and government measures and support. The article concludes by discussing the results and providing implications for policymakers, tourism researchers, and scuba diving business owners.

**Keywords:** BUSINESS ADAPTATION; COVID-19; EXPLORATORY RESEARCH; RECREATIONAL DIVING; SCUBA DIVING; THAILAND; TOURISM INDUSTRY

**Document Type:** Research Article

**Affiliations:** Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand

**Publication date:** August 9, 2023

## **The Development of Recreational Scuba Diving amid COVID-19: An Exploratory Interview Study about how Dive Tourism is adapting to the New Normal**

Tuntipisitkul, Pisit & Fuchs, Kevin

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand

---

The recreational scuba diving industry plays an important role in coastal countries of South East Asia with a significant economic contribution toward tourism receipts. Recreational scuba diving is one of the fastest-growing tourism industries around the world, although that accelerated growth was largely impaired by the coronavirus outbreak. The study aims to investigate how scuba diving businesses in Thailand are adapting to the new normal. An exploratory framework serves as the basis to collect empirical data through 25 semi-structured in-depth interviews with business owners and industry experts. The following themes were identified through the thematic analysis: business model scaling, global competitiveness, environmental sustainability, domestic market and customer behavior, and government measures and support. The article concludes by discussing the results and providing implications for policymakers, tourism researchers, and scuba diving business owners.

**Keywords:** Scuba diving; recreational diving; tourism industry, business adaptation; COVID-19; exploratory research; Thailand

---

### **Introduction**

#### ***Background of the Study***

As the development and advancement of knowledge and technologies in exploring the underwater world continue to improve significantly, scuba diving activities have become more accessible and recreational since the beginning of the new millennium (Dimmock, & Cummins, 2013). Moreover, recreational scuba diving is a type of diving for leisure and enjoyment that is different from commercial, or scientific diving (Hermoso et al., 2019). Although recreational scuba diving was once considered a niche market, it is now a popular tourist activity offered in many coastal tourism destinations (Giglio, Luiz & Ferreira, 2020). This becomes further evident by the Professional Association of Diving Instructors (PADI), the leading diver certification agency, which has issued over 28 million diver certifications since 1967 (PADI, 2021). Nowadays, scuba diving is a recreational outdoor activity that has become increasingly popular and experiencing growth worldwide (Bentz et al., 2016; Emang et al., 2017). In the context of the Southeast Asian region, the

This article was made available online on January 3, 2023 as a Fast Track article with title: "The Development of Recreational Scuba Diving amid COVID-19: An Exploratory Interview Study about how Dive Tourism is adapting to the New Normal".

More about this publication?

## We recommend

MANAGING RECREATIONAL SCUBA EXPERIENCES: EXPLORING BUSINESS CHALLENGES FOR NEW SOUTH WALES DIVE TOURISM MANAGERS

KAY DIMMOCK, *Tourism Review International*, 2003

The Future of Scuba Diving Tourism: Assessment of Perceived Value and Satisfaction on the Mississippi Gulf Coast

Bradley G. Winton et al., *Tourism in Marine Environments*, 2023

Understanding Motivations and Expectations of Scuba Divers

Carolyn Meisel-Lusby et al., *Tourism in Marine Environments*, 2008

What is wrong with recreational scuba diver databases?

Terrence L. Cummins et al., *Tourism in Marine Environments*, 2021

HOW DO SCUBA DIVING OPERATORS IN VANUATU ATTEMPT TO MINIMIZE THEIR IMPACT ON THE ENVIRONMENT?

Jonathon L. Howard, *Pacific Tourism Review*, 1999

Humoral and cellular immunity against diverse SARS-CoV-2 variants

Changxu Chen et al., *Journal of Genetics and Genomics*, 2023

A highly potent and stable pan-coronavirus fusion inhibitor as a candidate prophylactic and therapeutic for COVID-19 and other coronavirus diseases

Jie Zhou et al., *Acta Pharmaceutica Sinica B*, 2022

Application of microfluidic technologies on COVID-19 diagnosis and drug discovery

Zhun Lin et al., *Acta Pharmaceutica Sinica B*, 2023

Ancient DNA reveals the maternal genetic history of East Asian domestic pigs

Ming Zhang et al., *Journal of Genetics and Genomics*, 2022

Enhancing biomineralization process efficiency with trained bacterial strains: A technical perspective

Chang Zhao et al., *Biogeotechnics*, 2023

Powered by  TREND MD

SJR

Scimago Journal &amp; Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#)[Journal Rankings](#)[Country Rankings](#)[Viz Tools](#)[Help](#)[About Us](#)

## Tourism in Marine Environments

### COUNTRY

United States

 Universities and  
research institutions in  
United States

 Media Ranking in United  
States

### SUBJECT AREA AND CATEGORY

 Business, Management  
and Accounting  
 Tourism, Leisure and  
Hospitality  
 Management

 Social Sciences  
 Geography, Planning  
and Development

### PUBLISHER

Cognizant Communication  
Corporation

### H-INDEX

23

### PUBLICATION TYPE

Journals

### ISSN

1544273X

### COVERAGE

2006-2008, 2010-2022

### INFORMATION

[Homepage](#)[How to publish in this  
journal](#)[mlueck@aut.ac.nz](mailto:mlueck@aut.ac.nz)

### SCOPE

Tourism in Marine Environments, official journal of the International Coastal and Marine Tourism Society (ICMTS), is an interdisciplinary journal dealing with a variety of management issues in coastal and marine settings. It is a scientific journal that draws upon the expertise of academics and practitioners from various disciplines related to the marine environment, including tourism, marine science, geography, social sciences, psychology, environmental studies, economics, marketing, and many more.

 Join the conversation about this journal

 [Quartiles](#)




# The Development of Sustainable Tourism on Phuket Island: Reflections from Small Businesses in the Hospitality and Tourism Industry

Buy Article:

**\$30.00 + tax**  
(Refund Policy)

ADD TO CART

BUY NOW

Author: Fuchs, Kevin

Source: Tourism Culture & Communication, Volume 23, Number 4, 2023, pp. 375-384(10)

Publisher: Cognizant Communication Corporation

DOI: <https://doi.org/10.3727/109830423X16751797985898>



Abstract



References



Citations



Supplementary Data



Suggestions

A major goal of sustainability is to strike a balance between socioeconomic interests and the planet's finite ecological systems. This trend is also affecting the area of tourism with its environmental, social, and economic impacts. To change the relationship between tourism stakeholders and elements that impact sustainable tourism development, it is critical to understand their perspectives. The explorative interview study aims to contribute by critically exploring how small tourism businesses perceive sustainable tourism development in Phuket, Thailand. A series of 18 in-depth semistructured interviews were conducted to explore the phenomena empirically. The findings revealed that insufficient governance and lack of education are the largest obstacles. Furthermore, small tourism businesses perceive environmental sustainability as a synonym for sustainable tourism development. The study concludes by providing theoretical and practical implications.

**Keywords:** ENVIRONMENTAL PROTECTION; EXPLORATORY RESEARCH; SUSTAINABILITY; THAILAND; TOURISM DEVELOPMENT

**Document Type:** Research Article

**Affiliations:** Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand

**Publication date:** December 12, 2023

This article was made available online on February 3, 2023 as a Fast Track article with title: "RESEARCH NOTE: THE DEVELOPMENT OF SUSTAINABLE TOURISM ON PHUKET ISLAND: REFLECTIONS FROM SMALL BUSINESSES IN THE HOSPITALITY AND TOURISM INDUSTRY".

More about this publication?

## Tourism, Culture and Communication

| COUNTRY                                                                                                                                                                                                                                                                                | SUBJECT AREA AND CATEGORY                                                                                                                                                             | PUBLISHER                           | H-INDEX                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| United States<br><br> Universities and research institutions in United States<br><br> Media Ranking in United States | Business, Management and Accounting<br>Tourism, Leisure and Hospitality Management<br><br>Social Sciences<br>Communication<br>Cultural Studies<br>Geography, Planning and Development | Cognizant Communication Corporation | 18                                                                                                                                                           |
| PUBLICATION TYPE                                                                                                                                                                                                                                                                       | ISSN                                                                                                                                                                                  | COVERAGE                            | INFORMATION                                                                                                                                                  |
| Journals                                                                                                                                                                                                                                                                               | 1098304X                                                                                                                                                                              | 2006-2022                           | <a href="#">Homepage</a><br><br><a href="#">How to publish in this journal</a><br><br><a href="mailto:tcc.journal@polyu.edu.hk">tcc.journal@polyu.edu.hk</a> |

### SCOPE

Tourism, Culture & Communication is the longest established international refereed journal that is dedicated to the cultural dimensions of tourism. The editors adopt a purposefully broad scope that welcomes readers and contributors from diverse disciplines and who are receptive in a wide variety of research methods. While potential cultural issues and identities are unlimited, there is a requirement that their consideration should relate to the tourism and hospitality domain. Tourism, Culture & Communication provides readers with multidisciplinary perspectives that consider topics and fields extending beyond national and indigenous cultures as they are traditionally understood and recognized. Coverage may extend to issues such as cultural dimensions of the United Nations' Sustainable Development Goals (SDGs), gender and tourism, managing tourists with disabilities, sport tourism, or age-specific tourism. Contributions that draw upon the communications literature to explain the tourism phenomenon are also particularly welcome. Beyond the focus on culture and communications, the editors recognize the important interrelationships with economies, society, politics, and the environment. The journal publishes high-quality research and applies a double-blind refereeing process. Tourism, Culture & Communication consists of main articles, major thematic reviews, position papers on theory and practice, and substantive case studies. A reports section covers specific initiatives and projects, "hot topics," work-in-progress, and critical reviews.

 Join the conversation about this journal

# Navigating the Fine Line of Sustainable Tourism: A Critical Analysis with Implications for Tourism Planning

Kevin FUCHS

School of Hospitality, Tourism and Events, Taylor's University, Malaysia, Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand

DOI: [https://doi.org/10.14505/jemt.v14.4\(68\).02](https://doi.org/10.14505/jemt.v14.4(68).02)

## Abstract

Sustainable tourism has become a hot topic due to the negative impacts of traditional tourism. The concept is designed to balance economic, social, and environmental objectives, but is complex and multifaceted. It has advantages, including the preservation of the environment and cultural heritage, and economic benefits for local communities. However, it contends that sustainable tourism also presents vast challenges such as being difficult to define and measure, being more expensive than traditional forms of tourism (in part), and potentially having negative impacts on local communities. Another major challenge is the lack of incentives for industry players, which makes it hard for stakeholders to embrace sustainable tourism methods and practices. The article concludes that governments must prioritize sustainable tourism initiatives and provide adequate resources and support to ensure their successful implementation.

## References

- [1] Achmad, W., & Yulianah, Y. 2022. Corporate social responsibility of the hospitality industry in realizing sustainable tourism development. *Enrichment: Journal of Management*, 12(2): 1610-1616. DOI: <https://doi.org/10.35335/enrichment.v12i2.447>
- [2] Bridgewater, P., and Rotherham, I. D. 2019. A critical perspective on the concept of biocultural diversity and its emerging role in nature and heritage conservation. *People and Nature*, 1(3): 291-304. DOI: <https://doi.org/10.1002/pan3.10040>
- [3] Carr, A., Ruhanen, L., and Whitford, M. 2016. Indigenous peoples and tourism: The challenges and opportunities for sustainable tourism. *Journal of Sustainable Tourism*, 24(8-9): 1067-1079. DOI: <https://doi.org/10.1080/09669582.2016.1206112>
- [4] Chambers, D. 2022. Are we all in this together? Gender intersectionality and sustainable tourism. *Journal of Sustainable Tourism*, 30(7): 1586-1601. DOI: <https://doi.org/10.1080/09669582.2021.1903907>
- [5] Coccol-Gant, A., and Gago, A. 2021. Airbnb, buy-to-let investment and tourism-driven displacement: A case study in Lisbon. *Environment and Planning A: Economy and Space*, 53(7): 1671-1688. DOI: <https://doi.org/10.1177/0308518X19869012>
- [6] Delmas, M. A., Lyon, T. P., and Maxwell, J. W. 2019. Understanding the role of the corporation in sustainability transitions. *Organization & Environment*, 32(2): 87-97. DOI: <https://doi.org/10.1177/1086026619848255>
- [7] Dwyer, L. 2020. Tourism development and sustainable well-being: A Beyond GDP perspective. *Journal of Sustainable Tourism*, 1-18. DOI: <https://doi.org/10.1080/09669582.2020.1825457>
- [8] Erol, I., et al. 2022. Improving sustainability in the tourism industry through blockchain technology: Challenges and opportunities. *Tourism Management*, 93: 104628. DOI: <https://doi.org/10.1016/j.tourman.2022.104628>
- [9] Ferreira da Silva, M., et al. 2022. Tourism and coastal & maritime cultural heritage: a dual relation. *Journal of Tourism and Cultural Change*, 20(6): 806-826. DOI: <https://doi.org/10.1080/14766825.2022.2073825>
- [10] Fuchs, K. 2021. How are small businesses adapting to the new normal? Examining tourism development amid COVID-19 in Phuket. *Current Issues in Tourism*, 24(24): 3420-3424. DOI: <https://doi.org/10.1080/13683500.2021.1942439>
- [11] Garg, P., and Pandey, A. 2021. Towards sustainable tourism: an empirical investigation. *Foresight*, 23(2): 188-200. DOI: <https://doi.org/10.1108/FS-04-2020-0042/>
- [12] Geoffrey Deladem, T., et al. 2021. Developing sustainable tourism through public-private partnership to alleviate poverty in Ghana. *Tourist Studies*, 21(2): 317-343. DOI: <https://doi.org/10.1177/146879762095525>
- [13] Gertner, R. K. 2019. The impact of cultural appropriation on destination image, tourism, and hospitality. *Thunderbird International Business Review*, 61(6): 873-877. DOI: <https://doi.org/10.1002/tie.22068>
- [14] Gica, O. A., Coros, M. M., Moisesescu, O. I., and Yallop, A. C. 2021. Transformative rural tourism strategies as tools for sustainable development in Transylvania, Romania: a case study of Săncraiu. *Worldwide Hospitality and Tourism Themes*, 13(1): 124-138. DOI: <https://doi.org/10.1108/WHATT-06-2020-0088>
- [15] Guo, Y., Jiang, J., and Li, S. 2019. A sustainable tourism policy research review. *Sustainability*, 11(11): 3187. DOI: <https://doi.org/10.3390/su11113187>
- [16] Higgins-Desbiolles, F. 2020. The "war over tourism": Challenges to sustainable tourism in the tourism academy after COVID-19. *Journal of Sustainable Tourism*, 29(4): 551-569. DOI: <https://doi.org/10.1080/09669582.2020.1803334>
- [17] Ioannides, D., Gyimóthy, S., and James, L. 2021. From liminal labor to decent work: A human-centered perspective on sustainable tourism employment. *Sustainability*, 13(2): 851. DOI: <https://doi.org/10.3390/su13020851>
- [18] Khazaei, A., Elliot, S., and Joppe, M. 2015. An application of stakeholder theory to advance community participation in tourism planning: The case for engaging immigrants as fringe stakeholders. *Journal of Sustainable Tourism*, 23(7): 1049-1062. DOI: <https://doi.org/10.1080/09669582.2015.1042481>
- [19] Kim, S., Whitford, M., and Arcodia, C. 2019. Development of intangible cultural heritage as a sustainable tourism resource: The intangible cultural heritage practitioners' perspectives. *Journal of Heritage Tourism*, 14(5-6): 422-435. DOI: <https://doi.org/10.1080/1743873X.2018.1561703>
- [20] Licastro, A., and Sergi, B. S. 2021. Drivers and barriers to a green economy: A review of selected balkan countries. *Cleaner Engineering and Technology*, 4, 100228. DOI: <https://doi.org/10.1016/j.clet.2021.100228>
- [21] Martínez, J. M. G., Martín, J. M. M., Fernández, J. A. S., and Mogorrrón-Guerrero, H. 2019. An analysis of the stability of rural tourism as a desired condition for sustainable tourism. *Journal of Business Research*, 100, 165-174. DOI: <https://doi.org/10.1016/j.jbusres.2019.03.033>
- [22] Musavengane, R. 2019. Small hotels and responsible tourism practice: Hoteliers' perspectives. *Journal of Cleaner Production*, 220: 786-799. DOI: <https://doi.org/10.1016/j.jclepro.2019.02.143>
- [23] Nguyen, T. Q. T., Young, T., Johnson, P., and Wearing, S. 2019. Conceptualising networks in sustainable tourism development. *Tourism Management Perspectives*, 32: 100575. DOI: <https://doi.org/10.1016/j.timp.2019.100575>
- [24] Novy, J., and Colomb, C. 2021. Urban tourism as a source of contention and social mobilisations: A critical review. *Travel and Tourism in the Age of Overtourism*, 6-23. DOI: <https://doi.org/10.4324/9781003140610-2/>
- [25] Obeidat, W. 2023. Rural and traditional cafes and restaurants: a new emerging trend in domestic tourism. *Worldwide Hospitality and Tourism Themes*, 15(1): 74-83. DOI: <https://doi.org/10.1108/WHATT-08-2022-0098>
- [26] Pan, S. Y., et al. 2018. Advances and challenges in sustainable tourism toward a green economy. *Science of the Total Environment*, 635: 452-469. DOI: <https://doi.org/10.1016/j.scitotenv.2018.04.134>
- [27] Rasoolimanesh, S. M., et al. 2020. A systematic scoping review of sustainable tourism indicators in relation to the sustainable development goals. *Journal of Sustainable Tourism*, 1-21. DOI: <https://doi.org/10.1080/09669582.2020.1775621>
- [28] Rastegar, R., Higgins-Desbiolles, F., and Ruhanen, L. 2021. COVID-19 and a justice framework to guide tourism recovery. *Annals of Tourism Research*, 91: 103161. DOI: <https://doi.org/10.1016/j.annals.2021.103161>
- [29] Risteska, M., Kocovska, J., and Arnaudov, K. 2012. Spatial planning and sustainable tourism as basis for developing competitive tourist destinations. *Procedia-Social and Behavioral Sciences*, 44: 375-386. DOI: <https://doi.org/10.1016/j.sbspro.2012.05.042>

- [31] Roxas, F. M. Y., Rivera, J. P. R., and Gutierrez, E. L. M., 2020b, Mapping stakeholders' roles in governing sustainable tourism destinations, *Journal of Hospitality and Tourism Management*, 45: 387-398. DOI: <https://doi.org/10.1016/j.jhtm.2020.09.005>
- [32] Scheyvens, R., et al., 2021, Indigenous tourism and the sustainable development goals, *Annals of Tourism Research*, 90: 103260. DOI: <https://doi.org/10.1016/j.annals.2021.103260>
- [33] Shahbaz, M., Bashir, M. F., Bashir, M. A., and Shahzad, L., 2021, A bibliometric analysis and systematic literature review of tourism-environmental degradation nexus, *Environmental Science and Pollution Research*, 28(41): 58241-58257. DOI: <https://doi.org/10.1007/s11356-021-14798-2>
- [34] Sharpley, R., 2020, Tourism, sustainable development and the theoretical divide: 20 years on, *Journal of Sustainable Tourism*, 28(11): 1932-1946. DOI: <https://doi.org/10.1080/09669582.2020.1779732>
- [35] Sharpley, R., 2021, On the need for sustainable tourism consumption, *Tourist Studies*, 21(1): 96-107. DOI: <https://doi.org/10.1177/1468797620986087>
- [36] Sheller, M., 2021, Reconstructing tourism in the Caribbean: connecting pandemic recovery, climate resilience and sustainable tourism through mobility justice, *Journal of Sustainable Tourism*, 29(9): 1436-1449. DOI: <https://doi.org/10.1080/09669582.2020.1791141>
- [37] Song, H., Zhu, C., and Fong, L. H. N., 2021, Exploring residents' perceptions and attitudes towards sustainable tourism development in traditional villages: The lens of stakeholder theory, *Sustainability*, 13(23): 13032. DOI: <https://doi.org/10.3390/su132313032>
- [38] Spenceley, A., 2019, Sustainable tourism certification in the African hotel sector, *Tourism Review*, 74(2): 179-193. DOI: <https://doi.org/10.1108/TR-09-2017-0145>
- [39] Streimikiene, D., Svagzdiene, B., Jasinskis, E., and Simanavicius, A., 2021, Sustainable tourism development and competitiveness: The systematic literature review, *Sustainable development*, 29(1): 259-271. DOI: <https://doi.org/10.1002/sd.2133>
- [40] Sulawa, G. K., 2012, Issues on Bali tourism development and community empowerment to support sustainable tourism development, *Procedia Economics and Finance*, 4: 413-422. DOI: [https://doi.org/10.1016/S2212-5671\(12\)00356-5](https://doi.org/10.1016/S2212-5671(12)00356-5)
- [41] Szromek, A. R., Kruczek, Z., and Walas, B., 2021, Stakeholders' attitudes towards tools for sustainable tourism in historical cities, *Tourism Recreation Research*, 1-13. DOI: <https://doi.org/10.1080/02508281.2021.1931774>
- [42] Tien, N. H., Viet, P. Q., Duc, N. M., and Tam, V. T., 2021, Sustainability of tourism development in Vietnam's coastal provinces, *World Review of Entrepreneurship, Management and Sustainable Development*, 17(5): 579-598. DOI: <https://doi.org/10.1504/WREMSD.2021.117443>

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 4(68)

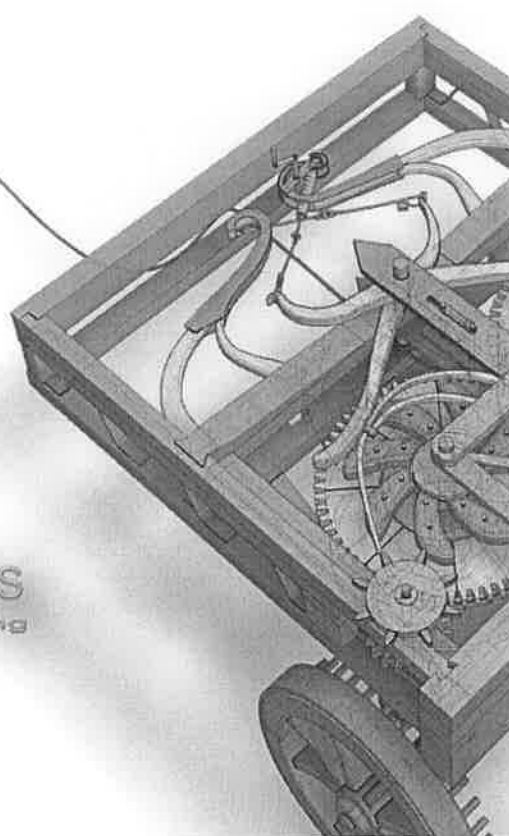
Summer 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

ASERS  
Publishing



Published  
2023-09-30

## How to Cite

FUCHS, Kevin. Navigating the Fine Line of Sustainable Tourism: A Critical Analysis with Implications for Tourism Planning. *Journal of Environmental Management and Tourism*, [S.l.], v. 14, n. 4, p. 1908 - 1914, June 2023. ISSN 2068-7729. Available at: <<https://journals.aserspublishing.eu/jemt/article/view/7885>>. Date accessed: 13 feb. 2024. doi: [https://doi.org/10.14505/jemt.v14.4\(68\).02](https://doi.org/10.14505/jemt.v14.4(68).02).

## Citation Formats

ABNT

APA

BibTeX

CBE

EndNote - EndNote format (Macintosh &amp; Windows)

MLA

ProCite - RIS format (Macintosh &amp; Windows)

RefWorks

Reference Manager - RIS format (Windows only)

Turabian

## Issue

Vol 14 No 4 (2023): JEMT, Volume XIV, Issue 4(68), Summer 2023

## Section

Article

Copyright© 2023 The Author(s). Published by ASERS Publishing 2023. This is an open access article distributed under the terms of CC-BY 4.0 license.

## Come and join our team!

## become an author

Soon, we launch the books  
app

stay tuned!

## Online support 24/7

+4077 033 6758

Tell Friends and get \$5

a small gift for you

## INFORMATION

- [About Us](#)
- [Privacy Policy](#)
- [Customer Service](#)
- [Privacy Policy](#)
- [Refunds Politics](#)
- [ANPC](#)

## MY ACCOUNT

- [Sign In](#)
- [Register](#)
- [Contact us](#)

## LOCATION

Company: ASERS Publishing Group SRL 35064740

Address: STR. Sabba Stefanescu, nr. 5, 200145, Craiova,

Romania

Mail to: [apg@aserspublishing.eu](mailto:apg@aserspublishing.eu)

Phone: +40754 027 417

## Journal of Environmental Management and Tourism

| COUNTRY                                           | SUBJECT AREA AND CATEGORY                                                             | PUBLISHER        | H-INDEX |
|---------------------------------------------------|---------------------------------------------------------------------------------------|------------------|---------|
| Romania                                           | Business, Management and Accounting<br>Tourism, Leisure and Hospitality<br>Management | ASERS Publishing | 19      |
| Universities and research institutions in Romania | Economics, Econometrics and Finance<br>Economics and Econometrics                     |                  |         |
| Media Ranking in Romania                          | Environmental Science<br>Management, Monitoring, Policy and Law                       |                  |         |
| PUBLICATION TYPE                                  | ISSN                                                                                  | COVERAGE         |         |
| Journals                                          | 20687729                                                                              | 2013-2022        |         |
| SCOPE                                             |                                                                                       |                  |         |
| Information not localized                         |                                                                                       |                  |         |

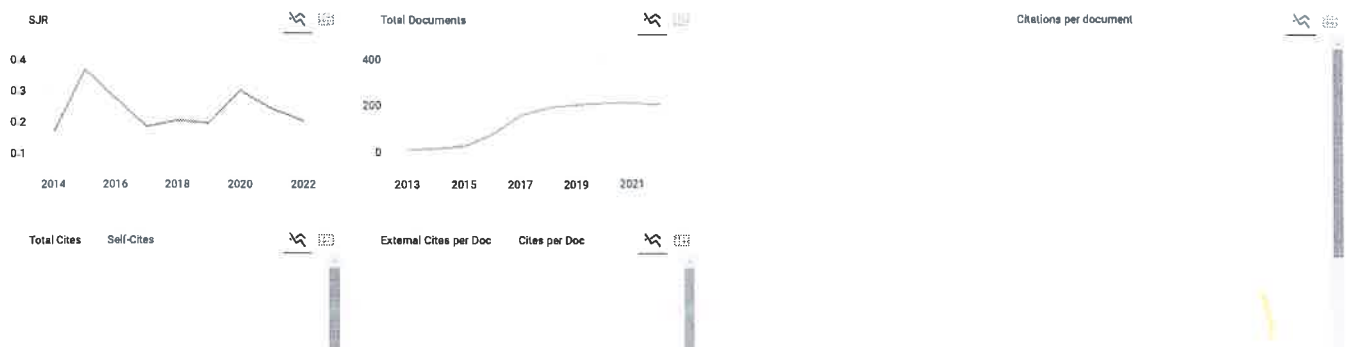
Join the conversation about this journal

Quartiles

### FIND SIMILAR JOURNALS

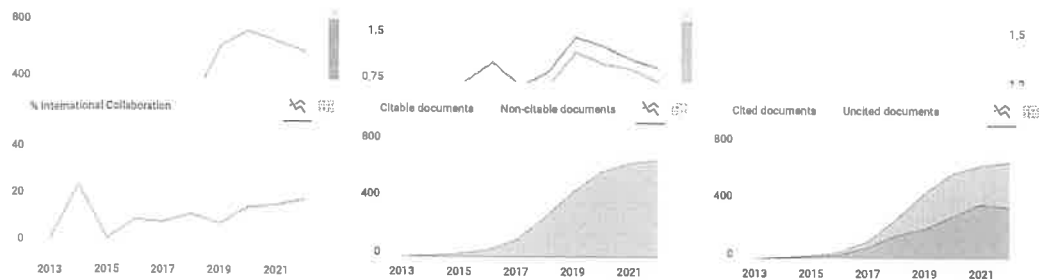
options

|                                                  |                                                              |                                               |                                                          |                                     |
|--------------------------------------------------|--------------------------------------------------------------|-----------------------------------------------|----------------------------------------------------------|-------------------------------------|
| 1<br>Journal of Advanced Research in Law and ROU | 2<br>African Journal of Hospitality, Tourism and Leisure ZAF | 3<br>European Journal of Tourism Research BGR | 4<br>International Journal of Economics and Business GRC | 5<br>Investigaciones Regionales ESP |
| 33%<br>similarity                                | 30%<br>similarity                                            | 28%<br>similarity                             | 28%<br>similarity                                        | 27%<br>similarity                   |



2/13/24, 9:28 AM

## Journal of Environmental Management and Tourism



Show this widget in your own website

Just copy the code below and paste within your html code:

`<a href="https://www.scimagojr.com">`

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

Loading comments...

Developed by:



Powered by:



Follow us on @ScimagoJR

Scimago Lab, Copyright 2007-2022. Data Source: Scopus®



Legal Notice

Privacy Policy

<https://doi.org/10.37741/t.71.4.10>

**The Barriers to Accessible Tourism in Phuket: Toward an Exploratory Framework with Implications for Tourism Planning**

Kevin Fuchs  [orcid.org/0000-0003-3253-5133](https://orcid.org/0000-0003-3253-5133) ; Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand 

Full text: [english pdf 183 Kb](#)

page 798-805

downloads: **128**

[cite](#)

**Abstract**

The concept of accessible tourism is centered on advocacy for the rights of individuals with disabilities to participate in tourism activities. The study aims to close a gap in the literature by identifying the barriers to achieving accessible tourism in Phuket and contributing to tourism development by establishing a framework for tourism stakeholders. An exploratory study design was applied, and empirical data were gathered through in-depth interviews with 16 professionals residing in Phuket, Thailand. The data were analyzed thematically to identify barriers and establish an exploratory framework for tourism stakeholders. A five-dimensional exploratory framework emerged in the process. The results revealed obstacles preventing Phuket from fully engaging in accessible tourism and increasing its global market share in this emerging market segment. Moreover, the findings contribute to the field of accessibility research. The article concludes by discussing implications for tourism stakeholders.

**Keywords**

accessible tourism; niche tourism; sustainable development goals; Thailand

Hrčak ID:

309408

URI

<https://hrak.srce.hr/309408>

Publication date:

22.10.2023.



Visits: 322 \*



SJR

Scimago Journal &amp; Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#)[Journal Rankings](#)[Country Rankings](#)[Viz Tools](#)[Help](#)[About Us](#)

## Tourism

### COUNTRY

Croatia

Universities and  
research institutions in  
CroatiaMedia Ranking in  
Croatia

### SUBJECT AREA AND CATEGORY

Business, Management  
and AccountingTourism, Leisure and  
Hospitality  
ManagementSocial Sciences  
Geography, Planning  
and Development

### PUBLISHER

Institute for Tourism

### H-INDEX

28

### PUBLICATION TYPE

Journals

### ISSN

18491545, 13327461

### COVERAGE

2002-2022

### INFORMATION

[Homepage](#)[How to publish in this  
journal](#)[josip.mikulic@iztztg.hr](mailto:josip.mikulic@iztztg.hr)

### SCOPE

Tourism: An International Interdisciplinary Journal is an open-access quarterly journal with over 65 years of tradition in publishing articles that address contemporary tourism issues. As the second oldest tourism journal in the world, regularly published since 1953, Tourism: An International Interdisciplinary Journal welcomes submissions on various aspects of travel and tourism, particularly those taking a critical approach to existing knowledge and dealing with emerging issues in the travel and tourism industry. Articles published in the Journal are intended for both academics and practitioners, and prior to acceptance, each article is reviewed by at least two expert reviewers chosen by one of the editors.

[Join the conversation about this journal](#)[Quartiles](#)

Home / Archives / Vol 14 No 6 (2023): JEMT, Volume XIV, Issue 6(70), Fall 2023 / Article

# A Systematic Guide for Conducting Thematic Analysis in Qualitative Tourism Research

Kevin FUCHS

Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand  
<https://orcid.org/0000-0003-3253-5133>

DOI: [https://doi.org/10.14505/jemt.v14.6\(70\).17](https://doi.org/10.14505/jemt.v14.6(70).17)

## Abstract

Thematic analysis is a widely used method for analyzing qualitative data in social sciences research. This research article provides a step-by-step guide on conducting thematic analysis manually, emphasizing the importance of understanding the process for researchers seeking a deeper grasp of the nuances involved. The article highlights the key steps, including familiarizing oneself with the data, generating initial codes, searching for themes, reviewing and refining them, defining and naming the themes, and producing a final report. Through iterative reading, note-taking, and coding techniques, researchers can delve deep into the data, capture meaningful details, and uncover rich insights. Thematic analysis offers a valuable avenue for developing theoretical understanding, generating nuanced interpretations, and contributing to knowledge advancement in tourism research. The article also discusses the relevance and adaptability of thematic analysis in various qualitative research designs and methodologies. By prioritizing transparency, rigor, and a manual coding approach, researchers can ensure the validity and reliability of their thematic analysis, leading to robust and insightful findings.

## References

- [1] Åkerblad, L., Seppänen-Järvelä, R., and Haapakoski, K. 2021. Integrative strategies in mixed methods research. *Journal of Mixed Methods Research*, 15(2), 152-170. DOI: <https://doi.org/10.1177/1558689820957125>
- [2] Aspers, P., and Corte, U. 2019. What is qualitative in qualitative research. *Qualitative Sociology*, 42, 139-160. DOI: <https://doi.org/10.1007/s11133-019-9413-7>
- [3] Baghel, S., and Pradhan, M. 2022. Bringing Research Close to Reality: A Case for Grounded Theory Methodology. In: *Understanding Psychology in the Context of Relationship, Community, Workplace and Culture*. Singapore: Springer Nature Singapore. [https://doi.org/10.1007/978-981-19-2693-8\\_17](https://doi.org/10.1007/978-981-19-2693-8_17)
- [4] Belotto, M. J. 2018. Data analysis methods for qualitative research: Managing the challenges of coding, interrater reliability, and thematic analysis. *The Qualitative Report*, 23(11), 2622-2633. Retrieved from <https://nsuworks.nova.edu/tqr/vol23/iss11/2a>
- [5] Brady, S. R. 2015. Utilizing and adapting the Delphi method for use in qualitative research. *International Journal of Qualitative Methods*, 14(5). DOI: <https://doi.org/10.1177/1609406915621381>
- [6] Braun, V., and Clarke, V. 2006. Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101. DOI: <https://doi.org/10.1191/1478088706qp063oa>
- [7] Braun, V., and Clarke, V. 2014. What can 'thematic analysis' offer health and wellbeing researchers?. *International Journal of Qualitative Studies on Health and Well-being*, 9(1), 26152. DOI: <https://doi.org/10.3402/qhw.v9.26152>
- [8] Braun, V., and Clarke, V. 2019. Reflecting on reflexive thematic analysis. *Qualitative Research in Sport, Exercise and Health*, 11(4), 589-597. DOI: <https://doi.org/10.1080/2159676X.2019.1628806>
- [9] Braun, V., and Clarke, V. 2022. Conceptual and design thinking for thematic analysis. *Qualitative Psychology*, 9(1), 3. DOI: <https://doi.org/10.1037/qp0000196>
- [10] Byrne, D. 2022. A worked example of Braun and Clarke's approach to reflexive thematic analysis. *Quality and Quantity*, 56(3), 1391-1412. DOI: <https://doi.org/10.1007/s11135-021-01182-y>
- [11] Campbell, K. A., Orr, E., Durepos, P., Nguyen, L., Li, L., Whitmore, C., and Jack, S. M. 2021. Reflexive thematic analysis for applied qualitative health research. *The Qualitative Report*, 26(6), 2011-2028. DOI: <https://doi.org/10.46743/2160-3715/2021.5010>
- [12] Castleberry, A., and Nolen, A. 2018. Thematic analysis of qualitative research data: Is it as easy as it sounds?. *Currents in pharmacy teaching and learning*, 10(6), 807-815. DOI: <https://doi.org/10.1016/j.cptl.2018.03.019>
- [13] Casula, M., Rangarajan, N., and Shields, P. 2021. The potential of working hypotheses for deductive exploratory research. *Quality and Quantity*, 55(5), 1703-1725. <https://doi.org/10.1007/s11135-020-01072-9>
- [14] Firmin, R. L., Bonfils, K. A., Luther, L., Minor, K. S., and Salyers, M. P. 2017. Using text-analysis computer software and thematic analysis on the same qualitative data: A case example. *Qualitative Psychology*, 4(3), 201-210. DOI: <https://doi.org/10.1037/qp0000050>
- [15] Fuchs, K. 2022. An interview study to explore the perceived usefulness of in-house training programs in tourism and hospitality education. *Heliyon*, e12547. DOI: <https://doi.org/10.1016/j.heliyon.2022.e12547>
- [16] Grodal, S., Anleby, M., and Holm, A. L. 2021. Achieving rigor in qualitative analysis: The role of active categorization in theory building. *Academy of Management Review*, 46(3), 591-612. DOI: <https://doi.org/10.5465/amr.2018.0482>
- [17] Javadi, M., and Zarea, K. 2016. Understanding thematic analysis and its pitfall. *Journal of Client Care*, 1(1), 33-39. DOI: <https://doi.org/10.15412/J.JCC.02010107>
- [18] Joffe, H. 2011. Thematic analysis. *Qualitative research methods in mental health and psychotherapy: A guide for students and practitioners*, 209-223. DOI: <https://doi.org/10.1002/9781119973249>
- [19] Kiger, M. E., and Varpio, L. 2020. Thematic analysis of qualitative data: AMEE Guide No. 131. *Medical Teacher*, 42(8), 846-854. DOI: <https://doi.org/10.1080/0142159X.2020.1755030>
- [20] Kuckartz, U., Rädiker, S., Kuckartz, U., and Rädiker, S. 2019. Introduction: analyzing qualitative data with software. *Analyzing Qualitative Data with MAXQDA: Text, Audio, and Video*, 1-11. DOI: [https://doi.org/10.1007/978-3-030-15671-8\\_1](https://doi.org/10.1007/978-3-030-15671-8_1)
- [21] Mackieson, P., Shlonsky, A., and Connolly, M. 2019. Increasing rigor and reducing bias in qualitative research: A document analysis of parliamentary debates using applied thematic analysis. *Qualitative Social Work*, 18(6), 965-980. DOI: <https://doi.org/10.1177/1473325018786996>
- [22] Maguire, M., and Delahunt, B. 2017. Doing a thematic analysis: A practical, step-by-step guide for learning and teaching scholars. *All Ireland Journal of Higher Education*, 9(3). Retrieved from <http://ojs.aishie.org/index.php/aishie-j/article/view/335>
- [23] Mees-Buss, J., Welch, C., and Plekkari, R. 2022. From templates to heuristics: How and why to move beyond the Gioia methodology. *Organizational Research Methods*, 25(2), 405-429. DOI: <https://doi.org/10.1177/1094428120967716>
- [24] Neuendorf, K. A. 2018. Content analysis and thematic analysis. In *Advanced Research Methods for Applied Psychology*, 211-223. Routledge. DOI: <https://doi.org/10.4324/9781315517971-21>
- [25] Nowell, L. S., Norris, J. M., White, D. E., and Moules, N. J. 2017. Thematic analysis: Striving to meet the trustworthiness criteria. *International journal of qualitative methods*, 16(1). DOI: <https://doi.org/10.1177/1609406917733847>
- [26] Pals, T., and Alchison, C. 2021. *Research methods in the social and health sciences: Making Research Decisions*. Sage Publications.
- [27] Posl, C., Sarala, R., Galrell, C., and Prescott, J. E. 2020. Advancing theory with review articles. *Journal of Management Studies*, 57(2), 351-376. DOI: <https://doi.org/10.1111/joms.12549>
- [28] Rashid, Y., Rashid, A., Warraich, M. A., Sabir, S. S., and Waseem, A. 2019. Case study method: A step-by-step guide for business researchers. *International Journal of Qualitative Methods*, 18. DOI: <https://doi.org/10.1177/1609406919862424>
- [29] Sebele-Mpofu, F. Y. 2020. Saturation controversy in qualitative research: Complexities and underlying assumptions. A literature review. *Cogent Social Sciences*, 6(1), 1838706. DOI: <https://doi.org/10.1080/233111886.2020.1838706>
- [30] Stahl, N. A., and King, J. R. 2020. Expanding approaches for research: Understanding and using trustworthiness in qualitative research. *Journal of Developmental Education*, 44(1), 26-28. Retrieved from DOI: <https://www.jstor.org/stable/45381095>
- [31] Williams, M., and Moser, T. 2019. The art of coding and thematic exploration in qualitative research. *International Management Review*, 15(1), 45-55. Retrieved from:

w

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 6(70)

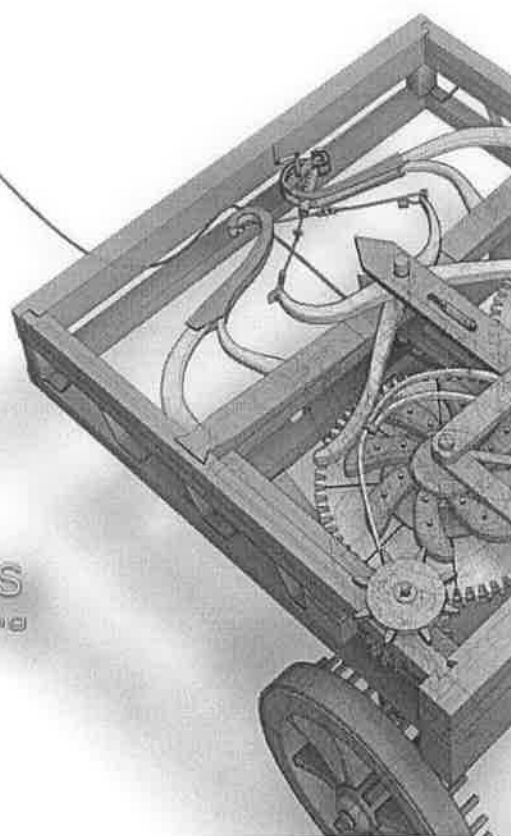
Fall 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

ASERS  
Publishing



Published

2023-09-29

How to Cite  
FUCHS, Kevin. A Systematic Guide for Conducting Thematic Analysis in Qualitative Tourism Research. *Journal of Environmental Management and Tourism*, [S.l.], v. 14, n. 6, p. 2698 - 2703, sep. 2023. ISSN 2068-7729. Available at: <<https://journals.aserspublishing.eu/jemt/article/view/8089>>. Date accessed: 13 feb. 2024. doi: [https://doi.org/10.14505/jemt.v14.6\(70\).17](https://doi.org/10.14505/jemt.v14.6(70).17).

- Citation Formats
- ABNT
  - APA
  - BibTeX
  - CBE
  - EndNote - EndNote format (Macintosh & Windows)
  - MLA
  - ProCite - RIS format (Macintosh & Windows)
  - RefWorks
  - Reference Manager - RIS format (Windows only)
  - Turabian

Issue  
Vol 14 No 6 (2023): JEMT, Volume XIV, Issue 6(70), Fall 2023

Section  
Article

Copyright© 2023 The Author(s). Published by ASERS Publishing 2023. This is an open access article distributed under the terms of CC-BY 4.0 license.

Come and join our team!

become an author

Soon, we launch the books app

stay tune!

Online support 24/7

+4077 033 6758

Tell Friends and get \$5

a small gift for you

INFORMATION

- About Us
- Privacy Policy
- Customer Service
- Privacy Policy
- Refunds Politics
- ANPC

MY ACCOUNT

- Sign In
- Register
- Contact us

LOCATION

Company: ASERS Publishing Group SRL 35064740  
Address: STR. Sabba Stefanescu, nr. 5, 200145, Cralova, Romania  
Mail to: [apg@aserspublishing.eu](mailto:apg@aserspublishing.eu)  
Phone: +40754 027 417

## Journal of Environmental Management and Tourism

| COUNTRY                                              | SUBJECT AREA AND CATEGORY                                                             | PUBLISHER        | H-INDEX |
|------------------------------------------------------|---------------------------------------------------------------------------------------|------------------|---------|
| Romania                                              | Business, Management and Accounting<br>Tourism, Leisure and Hospitality<br>Management | ASERS Publishing | 19      |
| Universities and research<br>institutions in Romania | Economics, Econometrics and Finance<br>Economics and Econometrics                     |                  |         |
| Media Ranking in Romania                             | Environmental Science<br>Management, Monitoring, Policy and Law                       |                  |         |
| PUBLICATION TYPE                                     | ISSN                                                                                  | COVERAGE         |         |
| Journals                                             | 20687729                                                                              | 2013-2022        |         |
| SCOPE                                                |                                                                                       |                  |         |
| Information not localized                            |                                                                                       |                  |         |

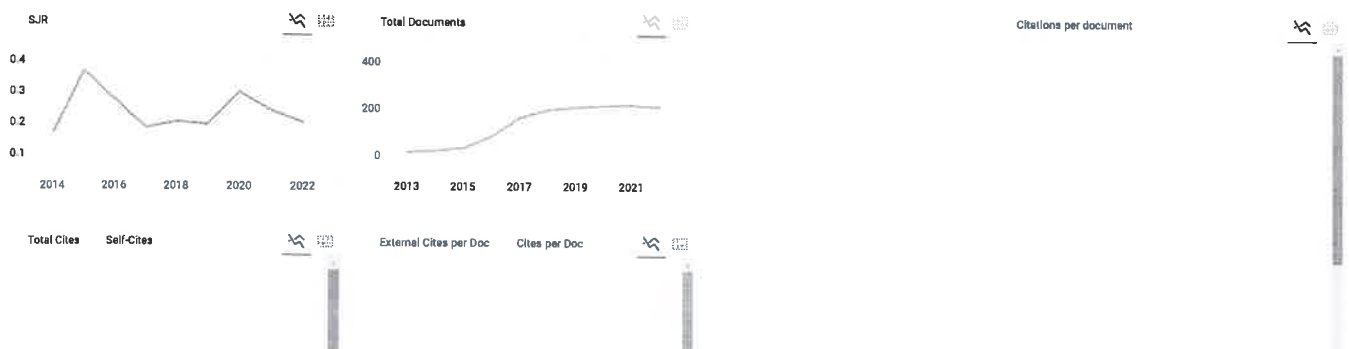
 Join the conversation about this journal

Quartiles

### FIND SIMILAR JOURNALS

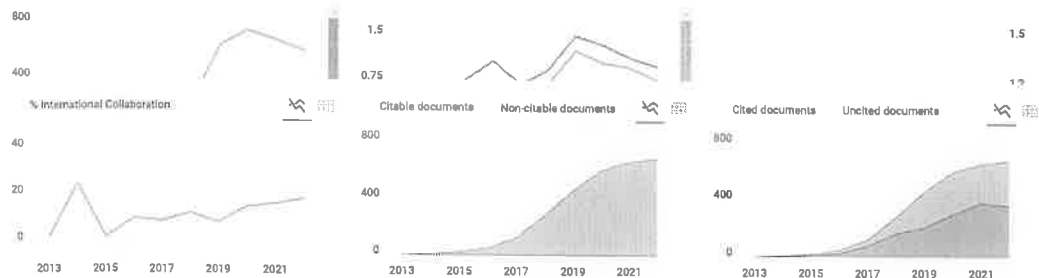
options 

|                                                        |                                                                    |                                                     |                                                                |                                        |
|--------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------|----------------------------------------------------------------|----------------------------------------|
| 1<br>Journal of Advanced<br>Research in Law and<br>ROU | 2<br>African Journal of Hospitality,<br>Tourism and Leisure<br>ZAF | 3<br>European Journal of Tourism<br>Research<br>BGR | 4<br>International Journal of<br>Economics and Business<br>GRC | 5<br>Investigaciones Regionales<br>ESP |
| 33%<br>similarity                                      | 30%<br>similarity                                                  | 28%<br>similarity                                   | 28%<br>similarity                                              | 27%<br>similarity                      |



2/13/24, 9:28 AM

## Journal of Environmental Management and Tourism



← Show this widget in your own website

Just copy the code below and paste within your html code:

```
<a href="https://www.scimagojr.com" data-bbox="190 298 285 308">
```

SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

Loading comments...

Developed by:



Powered by:



Follow us on @ScimagoJR

Scimago Lab, Copyright 2007-2022. Data Source: Scopus®



Legal Notice

Privacy Policy

## 2. Md Rabiul Karim

| ที่      | ชื่อบทความ/โครงการวิจัย                                                                                                                                                                                                                                                                           | DOI or Research Grant/Contract no.                                                                        | Scopus Quartile          | สถานะ                          | คะแนน |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------|--------------------------------|-------|
| 1.       | An investigation of the interrelationships of leadership styles, psychological safety, thriving at work, and work engagement in the hotel industry: A sequential mediation model. <i>International Journal of Hospitality Management</i> , <u>International Journal of Hospitality Management</u> | <a href="https://doi.org/10.1016/j.ijhm.2023.103508">https://doi.org/10.1016/j.ijhm.2023.103508</a>       | 1 <sup>st</sup> quartile | First author                   | 2     |
| 2.       | Connecting transformational leadership and emotional energy to job performance: The boundary role of meaningful work. <i>Journal of Hospitality Marketing &amp; Management</i>                                                                                                                    | <a href="https://doi.org/10.1080/19368623.2023.2225506">https://doi.org/10.1080/19368623.2023.2225506</a> | 1 <sup>st</sup> quartile | First and Corresponding author | 2     |
| 3.       | Task performance of hotel employees: Role of ostracism, meaningfulness, and emotional exhaustion. <i>Journal of Hospitality and Tourism Management</i>                                                                                                                                            | <a href="https://doi.org/10.1016/j.jhtm.2023.07.006">https://doi.org/10.1016/j.jhtm.2023.07.006</a>       | 1 <sup>st</sup> quartile | First and Corresponding author | 2     |
| 4.       | Managers' motivating language and employees' job engagement: The role of meaningfulness and employee- manager relationships. <i>Journal of Quality Assurance in Hospitality &amp; Tourism</i>                                                                                                     | <a href="https://doi.org/10.1080/1528008X.2023.2270617">https://doi.org/10.1080/1528008X.2023.2270617</a> | 2 <sup>nd</sup> Quartile | First and Corresponding author | 2     |
| 5.       | Linking green supply chain management practices and behavioural intentions: The mediating role of customer satisfaction. <i>Journal of Hospitality and Tourism Insights</i>                                                                                                                       | <a href="https://doi.org/10.1108/JHTI-04-2023-0276">https://doi.org/10.1108/JHTI-04-2023-0276</a>         | 2 <sup>nd</sup> Quartile | Co-author                      | 1     |
| 6.       | Factors influencing tourists' behavioural intentions towards beach destinations: The mediating roles of destination experience and destination satisfaction. <i>Journal of Hospitality and Tourism Insights</i> .                                                                                 | DOI 10.1108/JHTI-04-2023-0276                                                                             | 2 <sup>nd</sup> uartile  | Co-author                      | 1     |
| คะแนนรวม |                                                                                                                                                                                                                                                                                                   |                                                                                                           |                          |                                | 10    |



ScienceDirect

## International Journal of Hospitality Management

Volume 113, August 2023, 103508

# An investigation of the interrelationships of leadership styles, psychological safety, thriving at work, and work engagement in the hotel industry: A sequential mediation model

Md Karim Rabiul<sup>a,2</sup> ✉, Osman M. Karatepe<sup>b,c,1</sup> ✉, Rashed Al Karim<sup>d</sup>, IM Panha<sup>e,2</sup> ✉

<sup>a</sup> Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand

<sup>b</sup> Faculty of Tourism, Eastern Mediterranean University, Gazimagusa, TRNC, Via Mersin 10, 99628, Turkey

<sup>c</sup> Department of Global Business, School of Global Eminence, Kyung Hee University, 26 Kyungheedae-ro, Dongdaemun-gu, Seoul 02447, Republic of Korea

<sup>d</sup> School of Business, East Delta University, Bangladesh

<sup>e</sup> School of Business Management, Asian Institute of Cambodia, Preah Vihear, Cambodia

Received 4 October 2021, Revised 19 April 2023, Accepted 29 April 2023, Available online 5 May 2023, Version of Record 5 May 2023.

Check for updates

Show less ^

Share Cite

<https://doi.org/10.1016/j.ijhm.2023.103508> ↗

[Get rights and content](#) ↗

### Highlights

- Transformational leadership (TL) activates thriving at work.
- Thriving at work (TW) mediates the impact of TL on work engagement (WENG).
- Psychological safety and TW sequentially mediate the impact of SL on WENG.

 Scimago Journal & Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#) [Journal Rankings](#) [Country Rankings](#) [Viz Tools](#) [Help](#) [About Us](#)

## International Journal of Hospitality Management

| COUNTRY                                                                                                               | SUBJECT AREA AND CATEGORY                                                                                     | PUBLISHER     | H-INDEX                                                         |
|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------------------------------------|
| United Kingdom<br><br>Universities and research institutions in United Kingdom<br><br>Media Ranking in United Kingdom | Business, Management and Accounting<br>Strategy and Management<br>Tourism, Leisure and Hospitality Management | Elsevier Ltd. | 151                                                             |
| PUBLICATION TYPE                                                                                                      | ISSN                                                                                                          | COVERAGE      | INFORMATION                                                     |
| Journals                                                                                                              | 02784319                                                                                                      | 1982-2022     | Homepage<br>How to publish in this journal<br>ijhm@elsevier.com |

### SCOPE

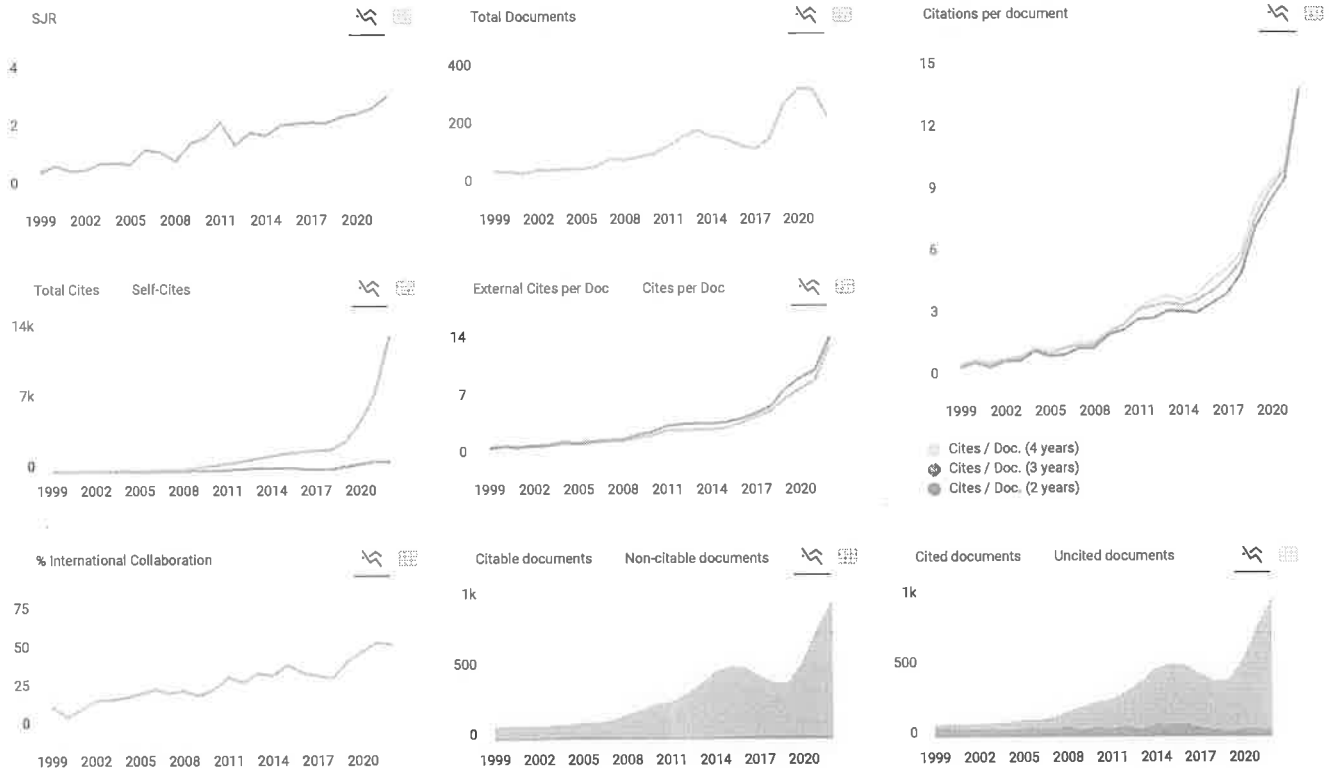
The International Journal of Hospitality Management discusses major trends and developments in a variety of disciplines as they apply to the hospitality industry. The range of topics covered by the journal includes: • Human resources management; • Consumer behaviour and marketing; • Business forecasting and applied economics; • Operational management; • Strategic management; • Financial management; • Planning and design; • Information technology and e-commerce; • Training and development; • Technological developments; • National and international legislation.

 Join the conversation about this journal

 Quartiles  


## FIND SIMILAR JOURNALS ⓘ

|   |                                                       |                   |
|---|-------------------------------------------------------|-------------------|
| 1 | International Journal of Hospitality and Tourism USA  | 92%<br>similarity |
| 2 | Cornell Hospitality Quarterly USA                     | 88%<br>similarity |
| 3 | International Journal of Contemporary Hospitality GBR | 87%<br>similarity |
| 4 | Journal of Hospitality Marketing and Management USA   | 84%<br>similarity |
| 5 | Journal of Hospitality Management USA                 |                   |



← Show this widget in your own website

Just copy the code below and paste within your html code:

<a href="https://www.scimagojr.com" data-bbox="229 690 340 701">

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

abdullah 2 years ago

is this journal still under affiliation with Scopus?

reply



Log in



Register



Cart

Home All Journals Journal of Hospitality Marketing & Management List of Issues Volume 32, Issue 8  
Connecting transformational leadership a ....

Journal of Hospitality Marketing & Management >

Volume 32, 2023 - Issue 8

✓ Full access

441 0

1

Views CrossRef citations to date Altmetric



Listen



Research Article

# Connecting transformational leadership and emotional energy to job performance: the boundary role of meaningful work

Md Karim Rabiul , Saleh Uddin Mansur Ahmed & Harun or Rashid

Pages 1126-1145 | Published online: 21 Jun 2023

“ Cite this article <https://doi.org/10.1080/19368623.2023.2225506>

Check for updates

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

View PDF

View EPUB

## ABSTRACT

Employing conservation of resources (CoR) theory, we tested the mediating effect of employees' emotional energy in the connection between transformational leadership style (TFL) and subordinates' job performance. Additionally, drawing on self-concept theory, the moderating effect of meaningful work in the association between emotional energy and job performance was tested. Data collection ( $N = 546$ ) was conducted in 72 hotels in Bangladesh using convenience sampling. SmartPLS was used for data analysis. TFL was positively associated with emotional energy, and emotional energy was the underlying mechanism between TFL and job performance. Meaningful work was the significant moderator strengthening the association between emotional energy and job performance. By explaining the mediating and moderating role of emotional energy and meaningful work, the findings contribute to the literature on CoR theory, TFL, job performance, self-concept theory, and hospitality. Recruiting employees who are more emotionally energized and alive, along with leadership practices and generating meaningful work, is imperative.

运用资源守恒 (CoR) 理论, 我们检验了员工情绪能量在变革型领导风格 (TFL) 与下属工作绩效之间的中介作用. 此外, 运用自我概念理论, 检验了有意义工作对情绪能量和工作表现之间关系的调节作用. 数据收集 ( $N=546$ ) 采用方便抽样法在

Full article

SJR

Scimago Journal & Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#)[Journal Rankings](#)[Country Rankings](#)[Viz Tools](#)[Help](#)[About Us](#)

Journal of Hospitality Marketing and Management

| COUNTRY                                                                                                            | SUBJECT AREA AND CATEGORY                                                                                                         | PUBLISHER | H-INDEX                                    |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------------------------|
| United States<br><br>Universities and research institutions in United States<br><br>Media Ranking in United States | Business, Management and Accounting<br>Management Information Systems<br>Marketing<br>Tourism, Leisure and Hospitality Management | Routledge | 67                                         |
| PUBLICATION TYPE                                                                                                   | ISSN                                                                                                                              | COVERAGE  | INFORMATION                                |
| Journals                                                                                                           | 19368631, 19368623                                                                                                                | 2010-2022 | Homepage<br>How to publish in this journal |

SCOPE

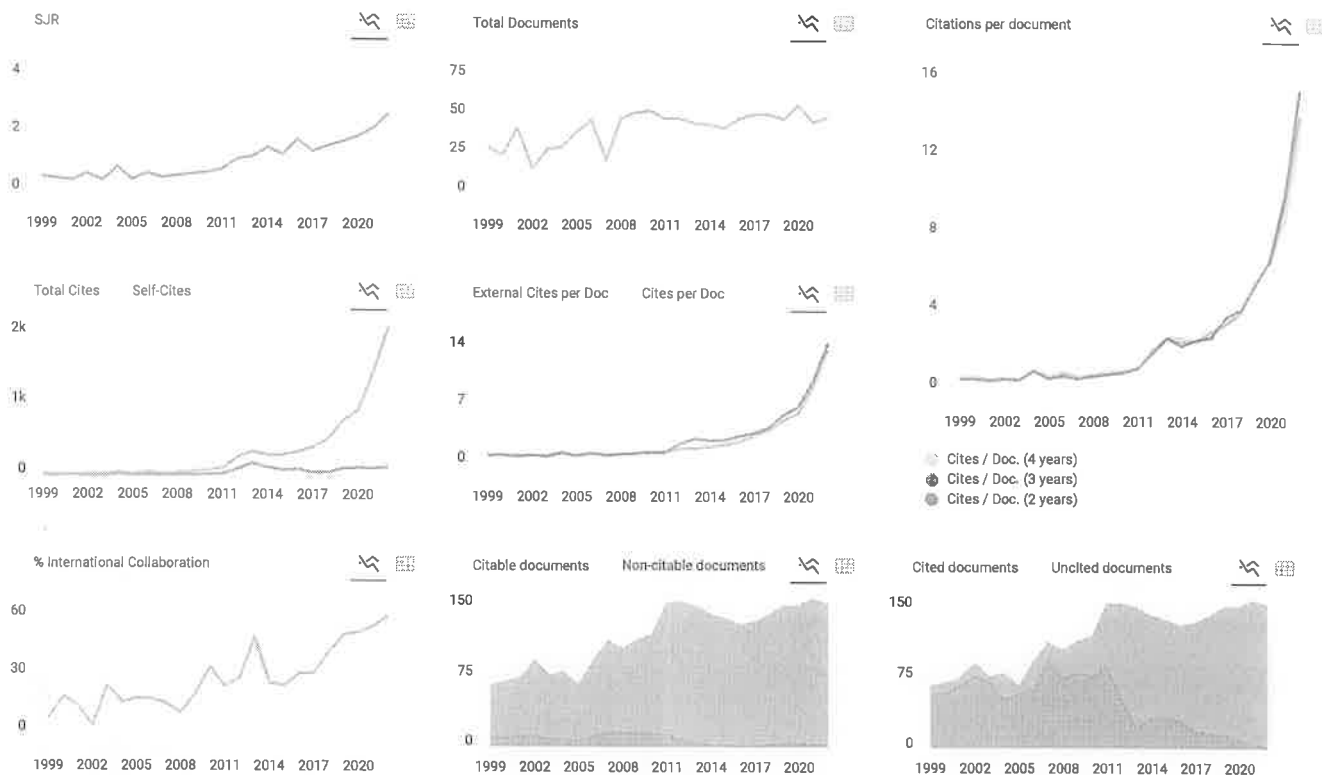
The Journal of Hospitality Marketing & Management provides a peer-reviewed outlet for contributions that further understanding, practice, and education in hospitality marketing and management. It aims to promote new ideas, models, approaches, and paradigms that contribute to the development of knowledge and theory of hospitality marketing and management. Its distinct, multifaceted approach encompasses the administrative disciplines, liberal arts, and social sciences.

Join the conversation about this journal

Quartiles

## FIND SIMILAR JOURNALS 2

|                                                                 |                                                                |                                                                  |                                           |                                       |
|-----------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------|---------------------------------------|
| 1<br>International Journal of<br>Hospitality and Tourism<br>USA | 2<br>International Journal of<br>Hospitality Management<br>GBR | 3<br>International Journal of<br>Contemporary Hospitality<br>GBR | 4<br>Cornell Hospitality Quarterly<br>USA | 5<br>Journal of<br>Hospitality<br>USA |
| 85%<br>similarity                                               | 84%<br>similarity                                              | 84%<br>similarity                                                | 77%<br>similarity                         |                                       |



← Show this widget in  
your own website

Just copy the code below  
and paste within your html  
code:

<a href="https://www.scimagojr.com" data-bbox="226 689 336 701">

## SCImago Graphica

Explore, visually  
communicate and make  
sense of data with our  
new data visualization  
tool.



Metrics based on Scopus® data as of April 2023

Deddy Kurniawan Halim 3 years ago

Dear Editor,

How much I hope to pay if my paper is accepted to publish in this Journal.  
Please response.



ScienceDirect

## Journal of Hospitality and Tourism Management

Volume 56, September 2023, Pages 314–321

# Task performance of hotel employees: Role of ostracism, meaningfulness, and emotional exhaustion

Md Karim Rabiul<sup>a</sup> , Rashed Al Karim<sup>b</sup> , Saleh Uddin Mansur Ahmed<sup>c</sup> <sup>a</sup> Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand<sup>b</sup> School of Business Administration, East Delta University, Chattogram, Bangladesh<sup>c</sup> Faculty of Applied and Human Science, Universiti Malaysia Perlis, Malaysia

Received 1 May 2023, Revised 18 July 2023, Accepted 22 July 2023, Available online 25 July 2023, Version of Record 25 July 2023.



Show less ^

 Share  Cite<https://doi.org/10.1016/j.jhtm.2023.07.006>[Get rights and content](#)

## Abstract

This study examines workplace ostracism as a negative predictor of meaningful work and task performance and investigates whether meaningful work mediates the relationship between workplace ostracism and task performance. It also tests emotional exhaustion as a moderator between the association of meaningful work and task performance. Convenient sampling was used to collect cross-sectional data from 383 hotel employees in Bangladesh. The results revealed that workplace ostracism and meaningful work are negatively related. Meaningful work mediates the relationship between workplace ostracism and task performance, whereas emotional exhaustion moderates the positive association between meaningful work and task performance. This study expands self-concept and conservation of resources theories, and confirms that ostracism is a negative predictor of meaningful work. It also introduces meaningful work as a mediator and exhaustion as a moderator in this relationship. Meaningful work should be increased for better task performance, whereas ostracism and exhaustion should be minimised.

## Introduction

SJ<sub>R</sub>

Scimago Journal &amp; Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#)[Journal Rankings](#)[Country Rankings](#)[Viz Tools](#)[Help](#)[About Us](#)

## Journal of Hospitality and Tourism Management

| COUNTRY                                                                                                               | SUBJECT AREA AND CATEGORY                                                          | PUBLISHER   | H-INDEX                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------|
| United Kingdom<br><br>Universities and research institutions in United Kingdom<br><br>Media Ranking in United Kingdom | Business, Management and Accounting<br>Tourism, Leisure and Hospitality Management | Elsevier BV | 59                                                                                                                                     |
| PUBLICATION TYPE                                                                                                      | ISSN                                                                               | COVERAGE    | INFORMATION                                                                                                                            |
| Journals                                                                                                              | 18395260, 14476770                                                                 | 2006-2022   | <a href="#">Homepage</a><br><a href="#">How to publish in this journal</a><br><a href="mailto:jhtm@elsevier.com">jhtm@elsevier.com</a> |

### SCOPE

Journal of Hospitality and Tourism Management is the official journal of CAUTHE (Council for Australasian Tourism and Hospitality Education Inc.) The journal is committed to a broad range of topics including tourism and travel management, leisure and recreation studies and the emerging field of event management. It contains both theoretical and applied research papers, and encourages the submission of the results of collaborative research undertaken between academia and industry.

 Join the conversation about this journal

 Quartiles

## FIND SIMILAR JOURNALS

1  
Journal of Quality Assurance  
in Hospitality and Tourism  
USA

91%

similarity

2  
Tourism and Hospitality  
Management  
HRV

86%

similarity

3  
Journal of Hospitality and  
Tourism Research  
USA

85%

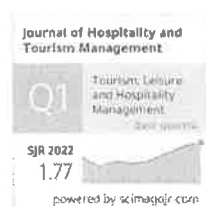
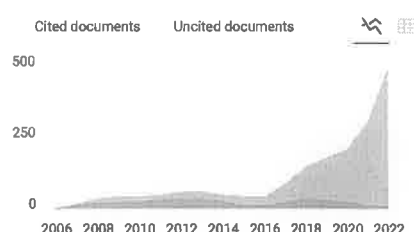
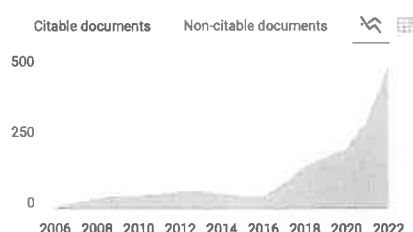
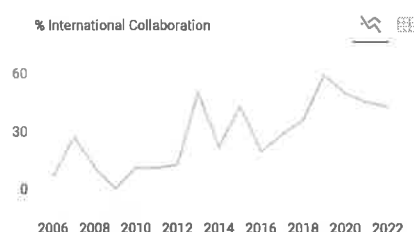
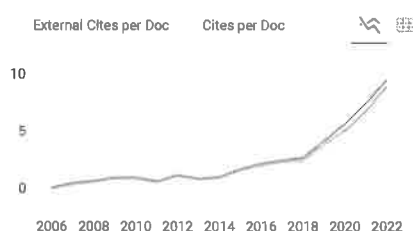
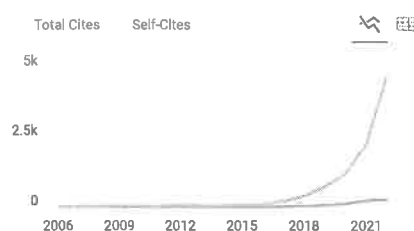
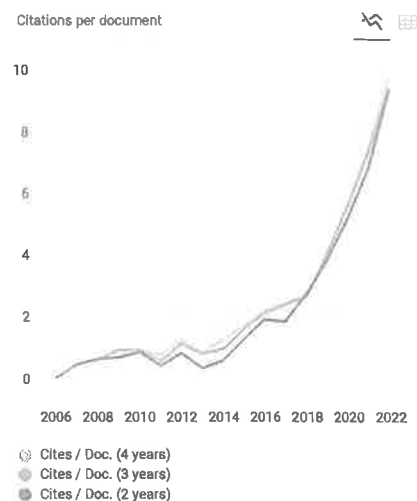
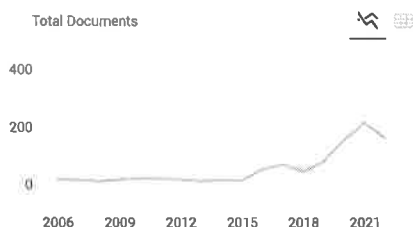
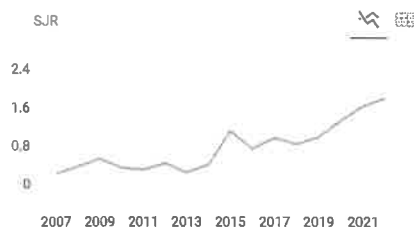
similarity

4  
International Journal of  
Culture, Tourism and  
GBR

84%

similarity

5  
International  
Hospitality  
USA



← Show this widget in  
your own website

Just copy the code below  
and paste within your html  
code:

<script href="https://www.scimagojr.com" type="text/javascript">

### SCImago Graphica

Explore, visually  
communicate and make  
sense of data with our  
new data visualization  
tool.



Metrics based on Scopus® data as of April 2023

T Thashneem Bhanu 2 months ago

I am writing to find out whether this journal charges any money for publication?

reply



Log in



Register



Cart

Home > All Journals > Journal of Quality Assurance in Hospitality & Tourism > List of Issues > Latest Articles  
 > Managers' Motivating Language and employ ...

Journal of Quality Assurance in Hospitality & Tourism >

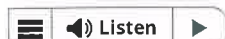
Latest Articles

✓ Full access

178 1

0

Views CrossRef citations to date Altmetric



Research Article

# Managers' Motivating Language and employees' Job Engagement: The Role of Meaningfulness and Employee– Manager Relationships

Md Karim Rabiul , Dogan Gursoy, Ahmad Edwin Mohamed & Ataul Karim Patwary

Published online: 20 Oct 2023

🗨 Cite this article <https://doi.org/10.1080/1528008X.2023.2270617>

Check for updates

Full Article

Figures & data

References

Supplemental

Citations

Metrics

Reprints & Permissions

View PDF

View EPUB

## ABSTRACT

Managers' communication, relationships with subordinates, and employees' feelings of meaningful work are vital in engaging subordinates. However, their relationships lack a theoretical foundation. Drawing on self-concept theory (SCT), this study assesses the mediating role of psychological meaningfulness and employee – manager relationships (EMR) in the connection between three types of motivating language used by managers and job engagement. This study also tests the moderating role of EMR between psychological meaningfulness and job engagement. A convenience sampling method was used to collect 380 responses from employees working at four- and five-star hotels in Malaysia. Data were analyzed using the partial least squares method. Although three forms of motivating language positively relate to psychological meaningfulness, only empathetic language positively relates to EMR. Psychological meaningfulness mediates relationship between the three forms of motivating language and job engagement, while EMR only mediates the relationship between empathetic language and job engagement. EMR also significantly and negatively moderates the link between psychological meaningfulness and job engagement. These findings add value to the SCT and motivating language by assessing the relationships between motivating language, EMR, psychological meaningfulness, and job engagement. Managers can use motivating language to make jobs

Full article

## Journal of Quality Assurance in Hospitality and Tourism

| COUNTRY                                                                                                       | SUBJECT AREA AND CATEGORY                                                                | PUBLISHER | H-INDEX                                                                    |
|---------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------|----------------------------------------------------------------------------|
| United States<br>Universities and research<br>Institutions in United States<br>Media Ranking in United States | Business, Management and<br>Accounting<br>Tourism, Leisure and<br>Hospitality Management | Routledge | 36                                                                         |
| PUBLICATION TYPE                                                                                              | ISSN                                                                                     | COVERAGE  | INFORMATION                                                                |
| Journals                                                                                                      | 1528008X                                                                                 | 2000-2022 | <a href="#">Homepage</a><br><a href="#">How to publish in this journal</a> |

### SCOPE

The Journal of Quality Assurance in Hospitality & Tourism serves as a medium to share and disseminate new research findings, theoretical development and superior practices in hospitality and tourism. The journal aims to publish cutting-edge, empirically and theoretically sound research articles on quality planning, development, management, marketing, evaluation, and adjustments within the field. Readers of the journal stay up-to-date on the latest theory development and research findings, ways to improve business practices, successful hospitality strategies, maintenance of profit requirements, and increasing market share in this complex and growing field. Comprised of conceptual and methodological research papers, research notes, case studies, and review books and conferences the Journal of Quality Assurance in Hospitality & Tourism offers readers examples of real world practices and experiences that involve: -Organizational development and improvement -Operational and efficiency issues -Quality policy and strategy development and implementation -Quality function deployment -Quality experiences in hospitality industry -Service quality improvement and customer satisfaction -Managerial issues, such as employee empowerment & benefits, quality costs, & returns on investment -The role and participation of private and public sectors, including residents -International, national, and regional tourism; tourism destination sites; arid systems of tourism

 Join the conversation about this journal

## FIND SIMILAR JOURNALS ⓘ

1  
Journal of Hospitality and  
Tourism Management  
GBR

91%

similarity

2  
Tourism and Hospitality  
Management  
HRV

88%

similarity

3  
Journal of Hospitality and  
Tourism Research  
USA

87%

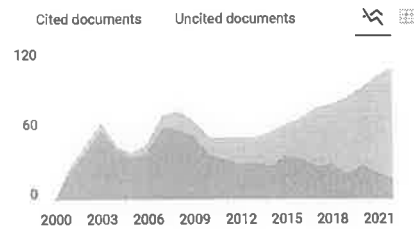
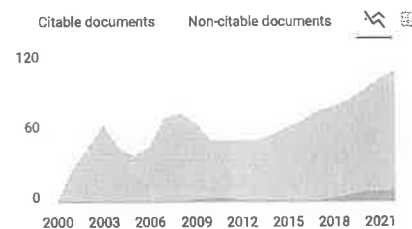
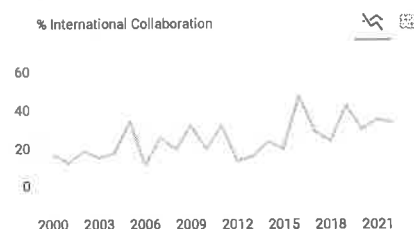
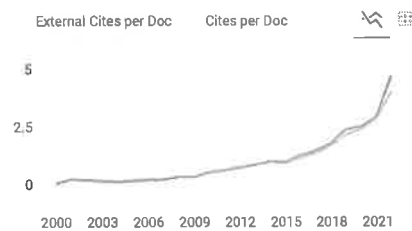
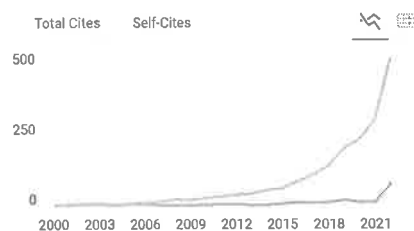
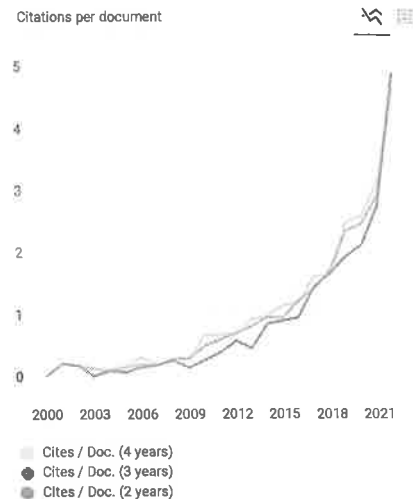
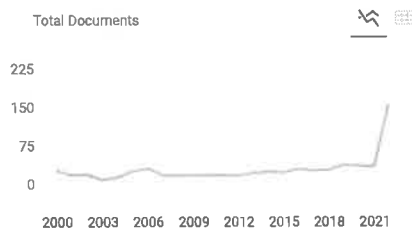
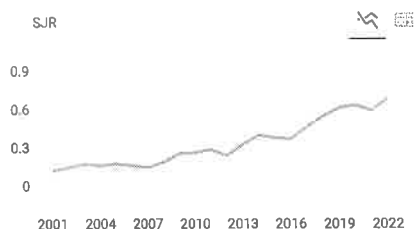
similarity

4  
International Journal of  
Culture, Tourism and  
GBR

87%

similarity

5  
Internatio  
Hospitalit  
USA



← Show this widget in  
your own website

Just copy the code below  
and paste within your html  
code:

<a href="https://www.scimag

## SCImago Graphica

Explore, visually  
communicate and make  
sense of data with our  
new data visualization  
tool.



Metrics based on Scopus® data as of April 2023

MARIANA ESCOBAR 3 years ago

envio articulo a someter

reply

Access and authentication: Please [visit our page](#).

Close ✕

Welcome Prince of Songkla University

Enter your search terms here



Advanced  
search

[Home](#) / [Journals](#) / [Journal of Hospitality and Tourism Insights](#)

/ Linking green supply chain management practices and behavioural intentions: the mediating role of customer satisfaction

# Linking green supply chain management practices and behavioural intentions: the mediating role of customer satisfaction

[Rashed Al Karim](#), [Md Karim Rabiul](#), [Sakia Kawser](#) ▼

[Journal of Hospitality and Tourism Insights](#)

ISSN: 2514-9792

(International

Article publication date: 27 July 2023

Standard

Permissions

Serial  
DOWNLOADS  
Number.)



206

PDF (735 KB)

[Table of contents](#) ▼

PDF

Help

SJR

Scimago Journal & Country Rank

Enter Journal Title, ISSN or Publisher Name

Home

Journal Rankings

Country Rankings

Viz Tools

Help

About Us

# Journal of Hospitality and Tourism Insights

| COUNTRY                                                                                                               | SUBJECT AREA AND CATEGORY                                                          | PUBLISHER                     | H-INDEX                                                            |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------|--------------------------------------------------------------------|
| United Kingdom<br><br>Universities and research institutions in United Kingdom<br><br>Media Ranking in United Kingdom | Business, Management and Accounting<br>Tourism, Leisure and Hospitality Management | Emerald Group Publishing Ltd. | 17                                                                 |
| PUBLICATION TYPE                                                                                                      | ISSN                                                                               | COVERAGE                      | INFORMATION                                                        |
| Journals                                                                                                              | 25149806, 25149792                                                                 | 2018-2022                     | Homepage<br>How to publish in this journal<br>fevzi.okumus@ucf.edu |

SCOPE

Our editorial policy focuses on publishing current and cutting-edge research in the hospitality and tourism industry worldwide. Similar to its sister journal – International Journal of Contemporary Hospitality Management (IJCHM) – Journal of Hospitality and Tourism Insights (JHTI) welcomes different disciplines, perspectives, and methods. All theoretical, empirical and applied manuscripts related to various sectors within the hospitality and tourism industry will be considered for publication. Manuscripts can be based on theoretical arguments, empirical findings, case studies, and/or methodological developments. Qualitative, quantitative and mixed methodology submissions are all welcome. Manuscripts related to planning, accounting, finance, information systems and technology, marketing, consumer behaviour, human resources, economics, international business, operations, strategic management, innovation, entrepreneurship, sustainability and green issues, socio-cultural aspects, corporate social responsibility, stakeholder engagement, planning and development and ethics in hospitality and tourism are considered for publication. Contributions are particularly welcome from practitioners, professionals and academics working in private, public and non-profit organisations globally.

 Join the conversation about this journal

2/13/24, 11:50 AM

120

60

**SCImago Graphica**

Explore, visually  
communicate and make  
sense of data with our  
**new data visualization  
tool.**



Journal of Hospitality and Tourism Insights

**Journal of Hospitality and  
Tourism Insights**

Q2

Tourism, Leisure  
and Hospitality  
Management  
best quartile

SJR 2022

0.64

powered by scimagojr.com

← Just copy the code below  
and paste within your html  
code:

```
<a href="https://www.scimagojr.com" data-bbox="597 148 731 161">
```

Metrics based on Scopus® data as of April 2023

**Leave a comment**

Name

Email

(will not be published)

☐ I'm not a robot

reCAPTCHA  
Privacy - Terms

Submit

The users of Scimago Journal & Country Rank have the possibility to dialogue through comments linked to a specific journal. The purpose is to have a forum in which general doubts about the processes of publication in the journal, experiences and other issues derived from the publication of papers are resolved. For topics on particular articles, maintain the dialogue through the usual channels with your editor.

Access and authentication: Please [visit our page](#).

Close X

Welcome Prince of Songkla University

Enter your search terms here



Advanced  
search

[Home](#) / [Journals](#) / [Journal of Hospitality and Tourism Insights](#)

/ Factors influencing tourists' behavioural intentions towards beach destinations: the mediating roles of destination experience and destination

# Factors influencing tourists' behavioural intentions towards beach destinations: the mediating roles of destination experience and destination satisfaction

Rashed Al Karim, Md Karim Rabiul, Sayed Mohammed Arfat

[Journal of Hospitality and Tourism Insights](#)

ISSN: 2514-9792

(International

Article publication date: 12 September 2023

Standard

Permissions



Serial  
DOWNLOADS  
Number.)



198

PDF (1.3 MB)

[Table of contents](#)

PDF

Help

SJ<sub>R</sub>

Scimago Journal &amp; Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#)[Journal Rankings](#)[Country Rankings](#)[Viz Tools](#)[Help](#)[About Us](#)

## Journal of Hospitality and Tourism Insights

| COUNTRY        | SUBJECT AREA AND CATEGORY                                                             | PUBLISHER                     | H-INDEX |
|----------------|---------------------------------------------------------------------------------------|-------------------------------|---------|
| United Kingdom | Business, Management and Accounting<br>Tourism, Leisure and Hospitality<br>Management | Emerald Group Publishing Ltd. | 17      |

Universities and research  
Institutions in United  
KingdomMedia Ranking in United  
Kingdom

| PUBLICATION TYPE | ISSN               | COVERAGE  | INFORMATION                                                        |
|------------------|--------------------|-----------|--------------------------------------------------------------------|
| Journals         | 25149806, 25149792 | 2018-2022 | Homepage<br>How to publish in this journal<br>fevzi.okumus@ucf.edu |

### SCOPE

Our editorial policy focuses on publishing current and cutting-edge research in the hospitality and tourism industry worldwide. Similar to its sister journal – International Journal of Contemporary Hospitality Management (IJCHM) – Journal of Hospitality and Tourism Insights (JHTI) welcomes different disciplines, perspectives, and methods. All theoretical, empirical and applied manuscripts related to various sectors within the hospitality and tourism industry will be considered for publication. Manuscripts can be based on theoretical arguments, empirical findings, case studies, and/or methodological developments. Qualitative, quantitative and mixed methodology submissions are all welcome. Manuscripts related to planning, accounting, finance, information systems and technology, marketing, consumer behaviour, human resources, economics, international business, operations, strategic management, innovation, entrepreneurship, sustainability and green issues, socio-cultural aspects, corporate social responsibility, stakeholder engagement, planning and development and ethics in hospitality and tourism are considered for publication. Contributions are particularly welcome from practitioners, professionals and academics working in private, public and non-profit organisations globally.

 Join the conversation about this journal

2/13/24, 11:50 AM

120

60

## SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



## Journal of Hospitality and Tourism Insights

### Journal of Hospitality and Tourism Insights



← Just copy the code below and paste within your html code:

```
<a href="https://www.scimag
```

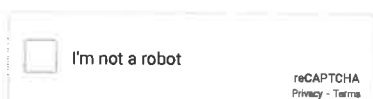
Metrics based on Scopus® data as of April 2023

### Leave a comment

Name

Email

(will not be published)



Submit

The users of Scimago Journal & Country Rank have the possibility to dialogue through comments linked to a specific journal. The purpose is to have a forum in which general doubts about the processes of publication in the journal, experiences and other issues derived from the publication of papers are resolved. For topics on particular articles, maintain the dialogue through the usual channels with your editor.

3 Mohsin Raza, Ph.D.

| ที่      | ชื่อบทความ/โครงการวิจัย                                                                                                                                    | DOI or Research Grant/Contract no.                                                                        | Scopus Quartile          | สถานะ                | คะแนน |
|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------|----------------------|-------|
| 1        | Hey brand, let me take a selfie to get you out of the crisis, <u>Journal of Hospitality and Tourism Insights</u> .                                         | DOI: 10.1108/JHTI-05-2023-0334                                                                            | 2 <sup>nd</sup> quartile | First author         | 2     |
| 2        | Consequences of paradoxical leadership in the hotel setting: Moderating role of work environment, <u>Journal of Hospitality Marketing &amp; Management</u> | <a href="https://doi.org/10.1080/19368623.2023.2190318">https://doi.org/10.1080/19368623.2023.2190318</a> | Top 10 percent quartile  | Corresponding author | 2     |
| 3        | Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites, <u>Journal of Environmental Management and Tourism</u>                    | <a href="https://doi.org/10.14505/jemt.v14.5(69).20">https://doi.org/10.14505/jemt.v14.5(69).20</a>       | 4 <sup>th</sup> quartile | Corresponding author | 2     |
| 4        | Destination Branding Strategies for Post Pandemic Tourism Resilience of Thailand                                                                           | FSI6701164S (งบประมาณโครงการ 400,000 บาท)                                                                 | Fundamental Fund         | หัวหน้าโครงการ       | 1     |
| คะแนนรวม |                                                                                                                                                            |                                                                                                           |                          |                      | 7     |

Enter your search terms here



Advanced  
search

[Home](#) / [Journals](#) / [Journal of Hospitality and Tourism Insights](#) / Hey brand, let me take a selfie to get you out of the crisis

# Hey brand, let me take a selfie to get you out of the crisis

[Mohsin Raza](#), [Rimsha Khalid](#), [Hassan Raza](#) ▼

[Journal of Hospitality and Tourism Insights](#)

ISSN: 2514-9792

(International

Article publication date: 6 October 2023)

Standard

Permissions

Serial  
DOWNLOADS  
Number.)



61

PDF (3.7 MB)

[Table of contents](#) ▼

We are using cookies to give you the best experience on our website, but you are free to manage these at any time. To continue with our standard settings click "Accept". To find out more and manage your cookies, click "Manage cookies".

PDF

Help

Accept

Manage cookies



SJR

Scimago Journal & Country Rank

Enter Journal Title, ISSN or Publisher Name

Home

Journal Rankings

Country Rankings

Viz Tools

Help

About Us

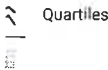
Journal of Hospitality and Tourism Insights

| COUNTRY                                                                                                               | SUBJECT AREA AND CATEGORY                                                          | PUBLISHER                     | H-INDEX                                                                    |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------|----------------------------------------------------------------------------|
| United Kingdom<br><br>Universities and research institutions in United Kingdom<br><br>Media Ranking in United Kingdom | Business, Management and Accounting<br>Tourism, Leisure and Hospitality Management | Emerald Group Publishing Ltd. | 17                                                                         |
| PUBLICATION TYPE                                                                                                      | ISSN                                                                               | COVERAGE                      | INFORMATION                                                                |
| Journals                                                                                                              | 25149806, 25149792                                                                 | 2018-2022                     | Homepage<br><br>How to publish in this journal<br><br>fevzi.okumus@ucf.edu |

SCOPE

Our editorial policy focuses on publishing current and cutting-edge research in the hospitality and tourism industry worldwide. Similar to its sister journal – International Journal of Contemporary Hospitality Management (IJCHM) – Journal of Hospitality and Tourism Insights (JHTI) welcomes different disciplines, perspectives, and methods. All theoretical, empirical and applied manuscripts related to various sectors within the hospitality and tourism industry will be considered for publication. Manuscripts can be based on theoretical arguments, empirical findings, case studies, and/or methodological developments. Qualitative, quantitative and mixed methodology submissions are all welcome. Manuscripts related to planning, accounting, finance, information systems and technology, marketing, consumer behaviour, human resources, economics, international business, operations, strategic management, innovation, entrepreneurship, sustainability and green issues, socio-cultural aspects, corporate social responsibility, stakeholder engagement, planning and development and ethics in hospitality and tourism are considered for publication. Contributions are particularly welcome from practitioners, professionals and academics working in private, public and non-profit organisations globally.

Join the conversation about this journal



120

60

## SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



## Journal of Hospitality and Tourism Insights

### Journal of Hospitality and Tourism Insights

Q2

Tourism, Leisure and Hospitality Management  
best quartile

SJR 2022

0.64

powered by scimagojr.com

Metrics based on Scopus® data as of April 2023

### Leave a comment

Name

Email

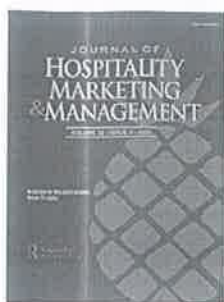
(will not be published)

☐ I'm not a robot

reCAPTCHA  
[Privacy](#) - [Terms](#)

Submit

The users of Scimago Journal & Country Rank have the possibility to dialogue through comments linked to a specific journal. The purpose is to have a forum in which general doubts about the processes of publication in the journal, experiences and other issues derived from the publication of papers are resolved. For topics on particular articles, maintain the dialogue through the usual channels with your editor.



## Consequences of paradoxical leadership in the hotel setting: moderating role of work environment

Ali Elsayed Shehata, Mukaram Ali Khan, Rimsha Khalid, Mohsin Raza & Kareem M. Selem

To cite this article: Ali Elsayed Shehata, Mukaram Ali Khan, Rimsha Khalid, Mohsin Raza & Kareem M. Selem (2023) Consequences of paradoxical leadership in the hotel setting: moderating role of work environment, Journal of Hospitality Marketing & Management, 32:5, 670-693, DOI: [10.1080/19368623.2023.2190318](https://doi.org/10.1080/19368623.2023.2190318)

To link to this article: <https://doi.org/10.1080/19368623.2023.2190318>



View supplementary material [↗](#)



Published online: 23 Mar 2023.



Submit your article to this journal [↗](#)



Article views: 160



View related articles [↗](#)



View Crossmark data [↗](#)



Citing articles: 1 View citing articles [↗](#)



## Consequences of paradoxical leadership in the hotel setting: moderating role of work environment

Ali Elsayed Shehata <sup>a</sup>, Mukaram Ali Khan <sup>b</sup>, Rimsha Khalid <sup>c</sup>, Mohsin Raza <sup>c</sup>,  
and Kareem M. Selem <sup>d</sup>

<sup>a</sup>Marketing Department, Faculty of Business Administration, Shaqra University, Shaqra, Saudi Arabia; <sup>b</sup>Institute of Administrative Sciences, Faculty of Business, University of the Punjab, Lahore, Pakistan; <sup>c</sup>Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket, Thailand; <sup>d</sup>Hotel Management Department, Faculty of Tourism and Hotels, Suez Canal University, Ismailia, Egypt

### ABSTRACT

In today's digital era, the paradoxical leadership (PXL) style is in vogue due to its ability to drive employee behavior within an organization. Drawing on the leader-member exchange and social exchange theories, this study investigates the link between PXL with work engagement (ENG) and employee voice behavior (EVB) by means of perceived organizational support (POS). The current study also explores work environment (ENV) in the hotel setting as a moderator. Simple random sampling has been used to gather data from 493 employees working in five-star hotels in Sharm El-Sheikh. The partial least square (PLS)-structural equation modeling (SEM) analysis revealed that POS partially mediated the association of POS with ENG and EVB. Moreover, ENV helped strengthen the positive effects of POS on both ENG and EVB. The study concludes with beneficial contributions for researchers and practitioners in the context of hotel management.

在当今的数字时代，矛盾领导（PXL）风格因其在组织内推动员工行为的能力而盛行。本研究借鉴领导-成员交换和社会交换理论，通过感知组织支持（POS），研究了PXL与工作敬业度（ENG）和员工声音行为（EVB）之间的联系。本研究还探讨了作为主持人的酒店环境中的工作环境（ENV）。简单的随机抽样被用于收集在沙姆沙伊赫五星级酒店工作的493名员工的数据。偏最小二乘（PLS）-结构方程模型（SEM）分析表明，POS部分介导了POS与ENG和EVB的关联。此外，ENV有助于加强POS对ENG和EVB的积极影响。该研究为酒店管理领域的研究人员和从业人员做出了有益的贡献。

### KEYWORDS

Paradoxical leadership;  
employee engagement;  
voice behavior; work  
environment; hotel industry

## Introduction

In a fiercely competitive market, the hospitality industry is based on customer service provision is what sets it apart from other businesses within the hotel industry (Selem, Boğan, et al., 2022; Zhao et al., 2023). Hotels can increase profitability through employee behavior that enriches customer experiences (Feng et al., 2023; Rescalvo-Martin et al., 2021). Despite the fact that hospitality-based organizations depend on top-notch services to boost their profitability and competitiveness (Mkheimer et al., 2022; Selem et al., 2023),

**CONTACT** Mohsin Raza  [mohsinraza006@gmail.com](mailto:mohsinraza006@gmail.com)  Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus, Thailand

 Supplemental data for this article can be accessed online at <https://doi.org/10.1080/19368623.2023.2190318>.

© 2023 Taylor & Francis Group, LLC

## Journal of Hospitality Marketing and Management

| COUNTRY                                                                                                                                  | SUBJECT AREA AND CATEGORY                                                                                                            | PUBLISHER | H-INDEX                                    |
|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------------------------|
| United States<br><small>Universities and research institutions in United States</small><br><small>Media Ranking in United States</small> | Business, Management and Accounting<br>Management Information Systems<br>Marketing<br>Tourism, Leisure and Hospitality<br>Management | Routledge | 67                                         |
| PUBLICATION TYPE                                                                                                                         | ISSN                                                                                                                                 | COVERAGE  | INFORMATION                                |
| Journals                                                                                                                                 | 19368631, 19368623                                                                                                                   | 2010-2022 | Homepage<br>How to publish in this journal |

### SCOPE

The Journal of Hospitality Marketing & Management provides a peer-reviewed outlet for contributions that further understanding, practice, and education in hospitality marketing and management. It aims to promote new ideas, models, approaches, and paradigms that contribute to the development of knowledge and theory of hospitality marketing and management. Its distinct, multifaceted approach encompasses the administrative disciplines, liberal arts, and social sciences.

[Join the conversation about this journal](#)

Quartiles

### FIND SIMILAR JOURNALS

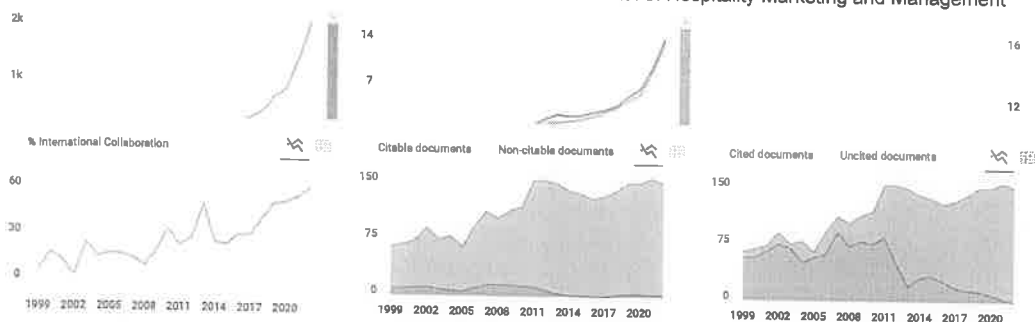
options

|                                                                 |                                                                |                                                                  |                                           |                                                                        |
|-----------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------|------------------------------------------------------------------------|
| 1<br>International Journal of<br>Hospitality and Tourism<br>USA | 2<br>International Journal of<br>Hospitality Management<br>GBR | 3<br>International Journal of<br>Contemporary Hospitality<br>GBR | 4<br>Cornell Hospitality Quarterly<br>USA | 5<br>Journal of Quality Assurance<br>in Hospitality and Tourism<br>USA |
| 85%<br>similarity                                               | 84%<br>similarity                                              | 84%<br>similarity                                                | 77%<br>similarity                         | 75%<br>similarity                                                      |



2/13/24, 10:40 AM

## Journal of Hospitality Marketing and Management



← Show this widget in your own website

Just copy the code below and paste within your html code:

`<a href="https://www.scimagojr.com" data-bbox="192 311 286 321">`

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

**Deddy Kurniawan Halim** 3 years ago

Dear Editor,

How much I hope to pay if my paper is accepted to publish in this Journal. Please response.

DK Halim, Ph.D  
Indonesia

reply



**Melanie Ortiz** 3 years ago

SCImago Team

Dear Deddy,  
thank you for contacting us.  
Unfortunately, we cannot help you with your request, we suggest you visit the journal's homepage (See submission/author guidelines) or contact the journal's editorial staff, so they could inform you more deeply.  
Best Regards, SCImago Team

**Ivan** 4 years ago

Las publicaciones de artículos en la revista Journal of Hospitality Marketing and Management, tiene costo?

reply



**Melanie Ortiz** 4 years ago

SCImago Team

Dear Ivan,  
thank you for contacting us.  
We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus.  
Unfortunately, we cannot help you with your request, we suggest you to visit the journal's homepage or contact the journal's editorial staff, so they could inform you more deeply.  
Best Regards, SCImago Team

**dirge nusantara** 5 years ago

I need this journal for my analysis on my assignment

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 5(69)

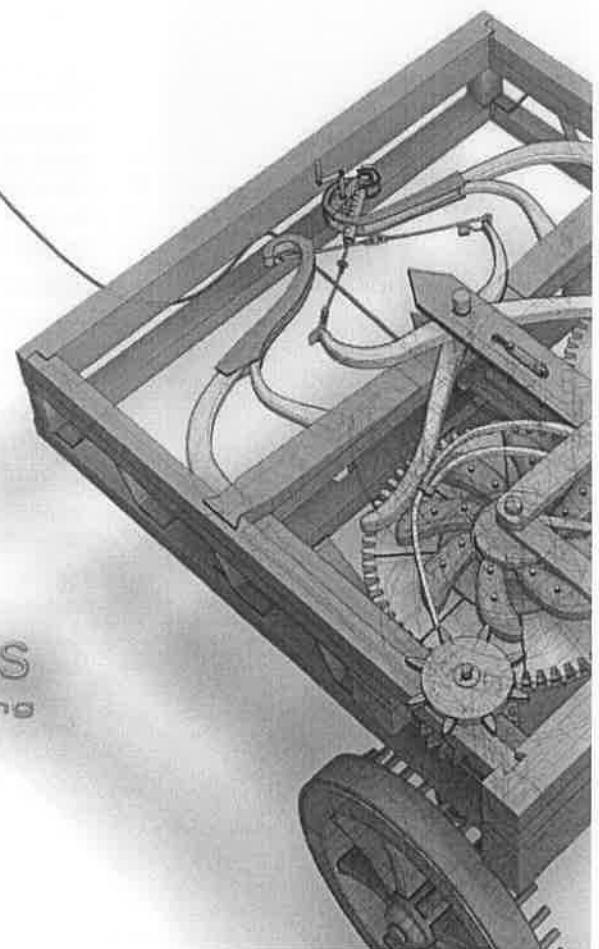
Fall 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

ASERS  
Publishing



**Fall 2023  
Volume XIV  
Issue 5(69)**

**Editor in Chief:**

**Ramona Pirvu**,  
University of Craiova, Romania

**Co-Editor:**

**Cristina Mihaela Barbu**,  
Spiru Haret University, Romania

**Editorial Advisory Board:**

**Omar Abdelnaser**, University Sains  
Malaysia, Malaysia

**Huong Ha**, Singapore University of Social  
Sciences, Singapore

**Harjeet Kaur**, HELP University College,  
Malaysia

**Janusz Grabara**, Czestochowa University of  
Technology, Poland

**Vicky Katsani**, Technological Educational  
Institute of Athens, Greece

**Sebastian Kot**, Czestochowa University of  
Technology, The Institute of Logistics and  
International Management, Poland

**Andreea Marin-Pantelescu**, Academy of  
Economic Studies Bucharest, Romania

**Piotr Misztal**, The Jan Kochanowski  
University in Kielce, Faculty of Management  
and Administration, Poland

**Agnieszka Mrozek**, Faculty of Biology and  
Environmental Protection, University of  
Silesia, Katowice, Poland

**Chuen-Chee Pek**, Nottingham University  
Business School, Malaysia

**Roberta De Santis**, LUISS University, Italy

**Fabio Gaetano Santeramo**, University of  
Foggia, Italy

**Dan Selisteanu**, University of Craiova,  
Romania

**Lesia Kucher**, Lviv Polytechnic National  
University, Ukraine

**Lóránt Dénes David**, Eötvös Loránd  
University, Hungary

**Laura Ungureanu**, Spiru Haret University,  
Romania

**Sergey Evgenievich Barykin**, Peter the  
Great St. Petersburg Polytechnic University,  
Russian Federation

**Omar Abedalla Alananzeh**, Faculty of  
Tourism and Hotel Management, Yarmouk  
University, Jordan

**Marco Martins**, Polytechnic Institute of  
Tomar, Portugal

**Konstantinos Antoniadis**, University of  
Macedonia Thessaloniki, Greece

ASERS Publishing

<http://www.aserspublishing.eu>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14605/jemt>

- 14 **Integrated Urban Solid Waste Management: Knowledge, Practices, and Implementation**  
Riza Stephanie A. ALFARAS 2328
- 15 **Issues Concerning the Improving Organizational and Legal Support of Victimological Prevention for Environmental Crimes**  
DaurenMALIKOV, Natalya SIDOROVA, Saltanat ATAKHANOVA,  
Manshuk RAKHIMGULOVA, Sholpan MALIKOVA, Larissa KUSSAINOVA 2336
- 16 **Management of Bioculture Potential with Environmental Perspective Based on Local Wisdom**  
Trio Beni PUTRA, Thamrin THAMRIN, Zulfan SAAM, Sofyan HUSEIN 2345
- 17 **Analysis of the Environment Impact on the Inclusion of Children with Special Educational Needs**  
Marzhan TURLUBEKOVA, Valeriy BIRYUKOV, Zulfira MAGRUPOVA,  
Galiya KISHIBEKOVA, Reza BUGUBAYEVA 2354
- 18 **Perception and Awareness of Marine Plastic Pollution in Selected Tourism Beaches of Barobo, Surigao del Sur, Philippines**  
Sherley Ann T. INOCENTE, Carlo S. GUTIERREZ, Maria Pia M. SISON,  
John Roderick V. MADARCOS, Judea Christine M. REQUIRON,  
Christine Joy M. FACILAN, Shiela Mae M. GABOY, Jayson Leigh M. SEGOVIA,  
Hernando P. BACOSA 2367
- 19 **Role of State Institutions in Protecting the Environment. Improving Management System of the Public Services**  
Yuliya KIM, Serik DARIBEKOV, Laura KUNDAKOVA, Dinar SIKHIMBAYEVA,  
Gulnara SRAILOVA 2378
- 20 **Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites**  
Edwin RAMIREZ-ASIS, Abu Bakar Bin Abdul HAMID, Nor Hazila Binti Mohd ZAIN,  
Mohsin RAZA, Jose RODRIGUEZ-KONG, Cinthy ESPINOZA-REQUEJO 2390
- 21 **Travels and Sustainable Tourism in Italy. Selected Dilemmas**  
Michał MROZEK 2398
- 22 **Safety Management Model of Tourism City Municipalities in Eastern Economic Corridor**  
Chayapoj LEE-ANANT 2406
- 23 **Impact of War on the Natural Preserve Fund: Challenges for the Development of Ecological Tourism and Environmental Protection**  
Anatolii KUCHER, Anna HONCHAROVA, Lesia KUCHER, Mariia BIELOBORODOVA,  
Liudmyla BONDARENKO 2414
- 24 **Sustainable Development and Environmental Tourism. The Case of Lake Karla – Thessaly, Greece**  
Georgia TRAKALA, Aristotelis MARTINIS, Georgios KARRIS, Charicleia MINOTOU,  
Achilleas TSIROUKIS 2426
- 25 **Post-COVID-19 Community-Based Tourism Sustainable Development in China. Study Case of Hebian Village**  
Mingjing QU, Wong Ming WONG 2440
- 26 **Predicting the Intention to Implement Green Practices by Small and Medium Sized Hotels in South Africa**  
Procead Lerato MASEBE, Olawale FATOKI 2455



DOI: [https://doi.org/10.14505/jemt.v14.5\(69\).20](https://doi.org/10.14505/jemt.v14.5(69).20)

## Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites

Edwin RAMIREZ-ASIS

Universidad Señor de Sipán, Chiclayo, Peru

ORCID: 0000-0002-9918-7607

[ramirezas@crece.uss.edu.pe](mailto:ramirezas@crece.uss.edu.pe)

Abu Bakar Bin Abdul HAMID

Infrastructure University Kuala Lumpur, Malaysia

ORCID: 0000-0001-6872-2921

[abubakarhamid@iukl.edu.my](mailto:abubakarhamid@iukl.edu.my)

Nor Hazila Binti Mohd ZAIN

Infrastructure University Kuala Lumpur, Malaysia

ORCID: 0000-0002-2613-3966

[norhazila@iukl.edu.my](mailto:norhazila@iukl.edu.my)

Mohsin RAZA

Prince of Songkla University, Phuket, Thailand

ORCID: 0000-0001-5865-1285

[mohsinraza006@gmail.com](mailto:mohsinraza006@gmail.com)

Jose RODRIGUEZ-KONG

Universidad Señor de Sipán, Chiclayo, Peru

ORCID: 0000-0002-9526-8231

[rodriguezka@crece.uss.edu.pe](mailto:rodriguezka@crece.uss.edu.pe)

Cinthy ESPINOZA-REQUEJO

Universidad Señor de Sipán, Chiclayo, Peru

ORCID: 0000-0001-6174-7675

[erequejo@crece.uss.edu.pe](mailto:erequejo@crece.uss.edu.pe)

**Article info:** Received 22 May 2023; Received in revised form 17 June 2023; Accepted for publication 19 July 2023; Published 1 September 2023. Copyright© 2023 The Author(s). Published by ASERS Publishing 2023. This is an open access article distributed under the terms of CC-BY 4.0 license.

**Abstract:** Using the Callejón de Huaylas region as a case study, this article analyzes the role of interactive planning in the design of tourism areas from a territorial perspective. To begin tackling the complexity of the Callejón de Huaylas region, we chose degrees of municipal intervention in planning and the units of analysis for the questionnaire, and practices of participatory planning. This study is of a cross-sectional, non-experimental, descriptive design. As its instrument, a web-based questionnaire was provided by the out-of-the-ordinary circumstance, verified by a panel of 5 experts, and sent to a sample of 38 agents involved in direct and indirect roles in interactive planning for tourism places. In the end, it was found that the Callejón de Huaylas neighborhood benefits from a direct connection between the participatory planning procedures and the territorial planning strategy in the creation of tourism places.

**Keywords:** territorial strategy; interactive planning; tourism zone; Callejón de Huaylas.

**JEL Classification:** R58; Z32; Q56; O21; R11.

### Introduction

The evolution and development of tourism in our nation, and especially in the region of the Callejón de Huaylas (CDH) as a place of study, is an important economic and natural phenomenon with an important physical geographic diversity that the visitor enjoys during his stay in the area. According to the statistical report, it receives an annual flow of visitors only in its most important support center, the city of Huaraz. For this reason, it

In general, the notions of planning and planning are used synonymously. In this case, we always refer to planning. According to Bustos and Molina (2012) planning is a process, a technique, a set of practices of contemplation and prospective studies or prefiguration of the future that are used to determine the methods and courses of action to be produced in pursuit of certain objectives with the intention of intervening in a given reality. The plan is the ultimate deliverable of this procedure, it is an intellectual product prior to action (Vinuesa and Torralba 2018) that takes the form of a written record. According to Spindola (2016), the planning process consists of two main stages: the creation of the plan and its implementation. It is crucial to finalize both stages of planning so that the documents are more than just pieces of paper. The planning of tourism activities, as well as the creation of the plan and its implementation, which is reflected in a document, are considered crucial in the definitions of both theorists.

While for the definition of the term tourism planning or tourism planning; According to Yumisaca *et al.* (2022) it coincides with the UNWTO definition of tourism planning as an instrument that aims to establish the general circumstances of a region over a broad period of time and as an important instrument of tourism development that has changed its focus over time. The physical design of tourist attractions and services, as well as advertising, used to be the main focus, but today it has broadened to include the demands of businesses, visitors, the neighborhood and even the environment and sustainability.

For Schenkel (2019), to ensure the continued viability of a destination's natural and cultural resources and the ability of the local community to benefit from and enjoy tourist attractions both now and in the future, tourism planning must address three fundamental conditions. First, the plan must be forward-looking, following a thorough examination of the current situation of the destination. Secondly, the plan must constitute a forum for consensus among the different territorial stakeholders involved in tourism-related activities (Melgarejo *et al.* 2018; Ramirez *et al.* 2022). Thirdly, the plan must establish a program that defines a series of important strategic lines and, based on these, launch a series of programs and initiatives.

The above definition proposes that tourism planning should be guided by the principles of sustainability and by the basic conditions that concern the plan: its projection into the future, the creation of a space for consensus and participation of all the territorial agents involved in tourism activity and the management of a programming of major strategic lines, based on long-term sequential programs and flexible projects aimed at solving the problems that spontaneously arise during the planning process of any tourist destination, as cited in Rojas (2017).

Mora *et al.* (2020) planning in the tourist industry may be defined as the method used to determine the sector's goals and strategy. First, and most importantly, a diagnosis is established, which is the initial stage of any tourist planning process. This phase involves establishing and assessing the current state of a destination, as well as cutting off time to compare the tourism conditions of the place before and after planning. It is also the main resource for determining the feasibility of plans, programs and initiatives, and for locating the instruments needed to evaluate the results of these efforts (Masot *et al.* 2020; Soto *et al.* 2023). Additionally, Baidal and Rebollo (2019), tourism planning is a destination management technique that focuses on how visitors imagine the present and future of the destination. In this way, we can methodically build a procedure that moves the destination away from the present and towards the future, making the most of the resources at our disposal.

A close examination of the above concepts and the information obtained above leads to the conclusion that tourism planning is best done in the context of spatial planning that actively involves the local community. As such, it is a management tool for tourism sites that considers visitors' impressions of the site today and their expectations for the future, determined by a methodical and well-thought-out analysis of the relevant data. From this analysis, objectives, and strategies for achieving them can be deduced, allowing for the early incorporation of considerations of environmental sustainability, economic vitality and community well-being into current planning (Montes de Oca and Cabrera 2020).

## 2. Interactive Planning and Its Close Link with the Territorial Approach

Tourism planning, according to UNWTO, has the same ultimate objective as tourism policy, which is to develop high quality destinations and increase productivity (Bustos and Molina 2012), but UNWTO also points out that there is a significant difference between the traditional and interactive approaches to planning. The aim of the new approach is to develop appropriate mechanisms to meet the objectives decided by the different actors involved in tourism activity. This requires the use of a technique, such as meetings and encounters between the different stakeholders, in order to identify the key lines of growth for the future, which can be enunciated by technical specialists and adapted to the objectives of the tourism policy (Schenkel 2019, Huaranga-Toledo *et al.* 2023).

processes is good. It can also be seen that 8.8% of the total number of actors involved in the spatial tourism activity in the CDH area perceive that there is regular interactive planning and therefore the development of territorial planning processes is also regular.

Table 3. Relationship between interactive planning and development of methods and techniques with a territorial approach

| Planning with a territorial approach                  | Interactive planning |      |          |     |       |       |
|-------------------------------------------------------|----------------------|------|----------|-----|-------|-------|
|                                                       | Regular              |      | Adequate |     | Total |       |
|                                                       | n                    | %    | n        | %   | n     | %     |
| Regular                                               | 6                    | 15.8 | 4        | 0.5 | 10    | 26.3  |
| Good                                                  | 1                    | 2.6  | 27       | 1.1 | 28    | 73.7  |
| Total                                                 | 7                    | 17.4 | 31       | 1.6 | 38    | 100.0 |
| X <sup>2</sup> =21.134      gl=1      P-value = 0.001 |                      |      |          |     |       |       |

Source: Prepared by authors (2023)

The table shows that 76.5% of the total number of actors involved in spatial tourism activity in the area of the CDH say that there is adequate interactive planning and consequently the development of methods and techniques of territorial planning is good. In addition, 14.7% of the total number of actors involved in spatial tourism activity in the area of the CDH perceive that there is regular interactive planning and therefore the development of methods and techniques of territorial planning is also regular.

Table 4. Relationship between interactive planning and the development of methods of territorial intervention

| Planning with a territorial approach                     | Interactive planning |      |          |     |       |       |
|----------------------------------------------------------|----------------------|------|----------|-----|-------|-------|
|                                                          | Regular              |      | Adequate |     | Total |       |
|                                                          | n                    | %    | n        | %   | n     | %     |
| Regular                                                  | 4                    | 10.5 | 2        | .3  | 6     | 15.8  |
| Good                                                     | 3                    | 7.9  | 29       | 6.3 | 32    | 84.2  |
| Total                                                    | 7                    | 18.4 | 31       | 1.6 | 38    | 100.0 |
| X <sup>2</sup> = 14.268      gl = 1      P-value = 0.002 |                      |      |          |     |       |       |

Source: Prepared by authors (2023)

The table shows that 82.4% of the total number of agents involved in the spatial tourist activity in the CDH area say that there is adequate interactive planning and consequently the development of methods of territorial intervention is good. It can also be seen that 8.8% of the total number of agents involved in the spatial tourist activity in the CDH area perceive that there is regular interactive planning and consequently the development of methods of territorial intervention is also regular.

#### 4. Discussion

The study's methodological examination indicates unintended consequences of expanding tourism. These discrepancies exist both in the technologies themselves and in the rhetorical language surrounding their use. To curb the production of unsustainable growth, physical-spatial planners employed sub-regional planning methods in the instance of the Callejón de Huaylas. One of its weaknesses is that it has been developed slowly in comparison to other parts of Peru. This is especially true when considering the growth planning policies that have been in place in other parts of Peru for over a decade.

In addition, it details the range of ideologically linked planning interpretations that might be applied to a territorial focus. Unsustainability is sometimes pinned on the most economically and socially disadvantaged segments of society, however this is merely one interpretation of tourist planning, relating only to the quantitative demographic variety. True proponents of degrowth say it should help the most disadvantaged people in society (Cirio, 2016). In oversaturated tourist areas, when a decrease in the number of customers is needed, creating a pro-growth consensus can help accomplish the former by discouraging visits from individuals with weaker

#### Credit Authorship Contribution Statement

**Edwin Ramirez-Asis:** Conceptualization of the research idea, supervision of the execution of the research, review and editing of the final article Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites.

**Abu Bakar Bin Abdul Hamid:** Design of the research methodology, research background research at national and international level with scientific articles published in Scopus and web of science indexed journals.

**Nor Hazila Binti Mohd Zain:** Construction of the theoretical framework, with scientific articles published in journals indexed in Scopus and web of science on the title Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites.

**Mohsin Raza:** Administration of the database with the collected information, SPSS v26 software, statistical analysis using tables and hypothesis testing, uploading the paper to the journal, and raising comments as corresponding author.

**Jose Rodriguez-Kong:** Reliability and validity of the data collection instruments, application of the questionnaire to the participants of the research entitled Interactive Planning as Part of a Territorial Strategy to Develop Tourism Sites.

**Cinthy Espinoza-Requejo:** Writing of the original draft, proofreading, and spell-checking and adaptation to the publication standards of the Journal of Environmental Management and Tourism.

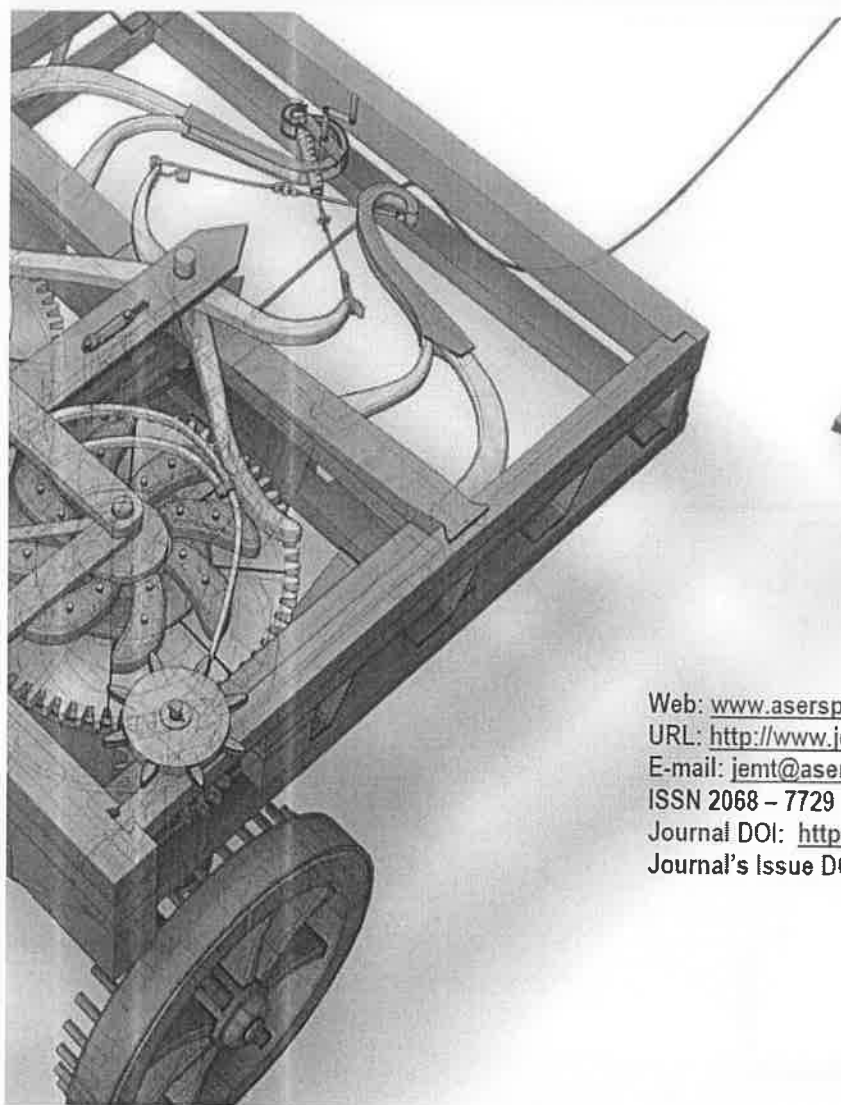
#### Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

#### References

- [1] Baidal, J. I., and Rebollo, J. F. 2019. Planificación turística en España. De los paradigmas tradicionales a los nuevos enfoques: planificación turística inteligente. *Boletín de la Asociación de Geógrafos Españoles* (82), 2765. 1-31. DOI: <http://doi.org/10.21138/bage.2765>
- [2] Blázquez-Salom, M., Blanco-Romero, A., Vera-Rebollo, F., and Ivars-Baidal, J. 2019. Territorial tourism planning in Spain: From boosterism to tourism degrowth? *Journal of Sustainable Tourism* 27(12): 1764-1785. DOI: <https://doi.org/10.1080/09669582.2019.1675073>
- [3] Bustos, E. H. and Molina, A. 2012. *El concepto de territorio: Una Totalidad o una idea a partir de lo multicultural*. In the 11th Annual International Conference of Territorial intelligence of INTI, Territorial intelligence and globalization tensions, transition and transformation. DOI: <https://shs.hal.science/halshs-00941226/>
- [4] Cartuche, D., Romero, J., and Romero, Y. 2018. Evaluación multicriterio de los recursos turísticos en la Parroquia Uzhcurrumi, Canton Pasaje, Provincia de El Oro. *Revista interamericana de ambiente y turismo* 14(2): 102-113. DOI: <http://doi.org/10.4067/S0718-235X2018000200102>
- [5] Castillo, A., Fernández, C. E., Camones, O. G., and Guerra, M. E. 2022. Digitalización de la cadena de suministro y la competitividad de las empresas peruanas del sector minorista. *Revista Científica Epistemia* 6(2): 77-95. DOI: <https://doi.org/10.26495/re.v6i2.2297>
- [6] Ciriquián, P. M., Nolasco-Cirugeda, A., and Serrano-Estrada, L. 2018. Estrategias de ocupación territorial en áreas turísticas consolidadas de la Costa Blanca (España). *Boletín de la Asociación de Geógrafos Españoles* (76): 430-454. DOI: <https://doi.org/10.21138/bage.2529>
- [7] Corzo-Arévalo, D. H. 2019. Diagnóstico preliminar para la organización del plan de desarrollo turístico del destino Santander, Colombia. *Gestión Turística*, (31): 7-47. DOI: <https://doi.org/10.4206/gest.tur.2019.n31-02>
- [8] Dasí, J. F., Abella, O. M., and Pizarro, J. E. 2018. Cooperación territorial y desarrollo: una mirada desde la escala transregional y de los espacios metropolitanos, rurales y turísticos. *Redes: Revista do Desenvolvimento Regional*, 23(3): 35-65. DOI: <https://doi.org/10.17058/redes.v23i3.12219>
- [9] Espinoza, M. R., Fuentes, G. A., Asnate, E. J., and Rondón, A. J. 2022. Planificación interactiva en espacios turísticos, bajo el enfoque de territorio en el Callejón de Huaylas – Peru. *Revista Científica Epistemia* 6(2): 50-63. DOI: <https://doi.org/10.26495/re.v6i2.2295>

# ASERS



**ASERS**  
Publishing

Web: [www.aserspublishing.eu](http://www.aserspublishing.eu)

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: [jemt@asperspublishing.eu](mailto:jemt@asperspublishing.eu)

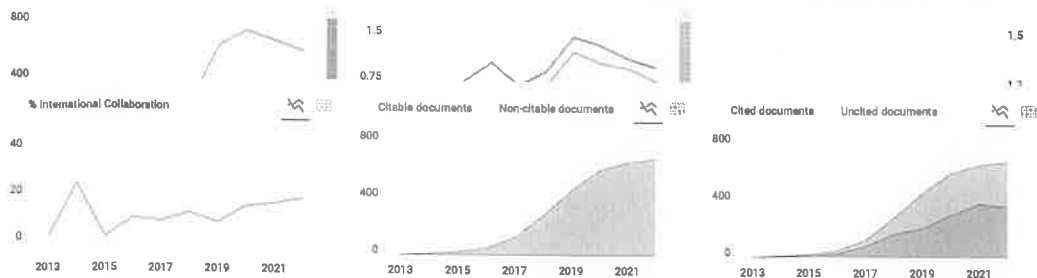
ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v14.5\(69\).00](https://doi.org/10.14505/jemt.v14.5(69).00)

2/13/24, 10:49 AM

## Journal of Environmental Management and Tourism



← Show this widget in your own website

Just copy the code below and paste within your html code:

`<a href="https://www.scimagojr.com" data-bbox="193 298 286 308">`

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

Loading comments...

Developed by:



Powered by:



Follow us on @ScimagoJR

Scimago Lab, Copyright 2007-2022. Data Source: Scopus®



[Legal Notice](#)

[Privacy Policy](#)

โครงการเดี่ยว/ย่อย (ใหม่/ต่อเนื่อง)

เลขที่คำรับรอง .... FSI6701164S ....

มหาวิทยาลัยสงขลานครินทร์

คำรับรองการรับงบประมาณทุนงานมูลฐาน (Fundamental Fund)

จากกองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ. 2567

ทำที่ มหาวิทยาลัยสงขลานครินทร์

วันที่.....1.....เดือน.....ตุลาคม.....พ.ศ.....2566.....

ข้าพเจ้า นาย/นาง/นางสาว.... Mohsin Raza... สาขาวิชา..... คณะ/ส่วนงาน.การบริการและการท่องเที่ยว...ปัจจุบันอยู่บ้านเลขที่...80...ถนน...วิจิตสงคราม...แขวง/เขต...ตำบล...กะทู้.....อำเภอ...กะทู้...จังหวัด...ภูเก็ต...รหัสไปรษณีย์...83120...ในฐานะหัวหน้าโครงการ ขอให้คำรับรองการปฏิบัติตามเงื่อนไขของการอนุมัติงบประมาณจากเงินกองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ. 2567 ต่อมหาวิทยาลัยสงขลานครินทร์ ดังต่อไปนี้

ข้อ 1 คำรับรองนี้เป็นคำรับรองฝ่ายเดียว เพื่อดำเนินโครงการวิจัย เรื่อง Destination Branding Strategies for Post Pandemic Tourism Resilience of Thailand จำนวนเงิน 400,000.00 บาท (สี่แสนบาทถ้วน)

ข้อ 2 ผู้ให้คำรับรองตกลงที่จะดำเนินการวิจัยให้เสร็จสิ้นภายใน 1 ปี ตั้งแต่วันที่ 1 เดือนตุลาคม พ.ศ.2566 ถึงวันที่ 30 เดือนกันยายน พ.ศ. 2567 ขยายระยะเวลาได้ไม่เกิน 6 เดือน

ข้อ 3 การจ่ายงบประมาณสนับสนุน

3.1 งบครุภัณฑ์ จำนวน.....บาท (.....)  
สำนักวิจัยและพัฒนา จะเบิกจ่ายให้กับบริษัท/ร้านค้า เมื่อหนังสือกำหนดชำระ โดยจัดส่งเอกสารการจัดซื้อทั้งหมด หลังจากจัดซื้อเสร็จสิ้นแล้ว ไปยังสำนักวิจัยและพัฒนา

ครุภัณฑ์ที่จัดซื้อแล้ว ต้องบันทึกข้อมูลครุภัณฑ์ในระบบฐานข้อมูลที่กำหนด พร้อมติดหมายเลขครุภัณฑ์ไว้กับครุภัณฑ์

กรรมสิทธิ์ในครุภัณฑ์ที่ได้จากโครงการวิจัย เป็นกรรมสิทธิ์ของคณะ/หน่วยงานต้นสังกัดของหัวหน้าโครงการ เว้นแต่จะมีการตกลงกันเป็นหนังสือเป็นอย่างอื่น

รายได้หรือค่าธรรมเนียมต่าง ๆ ที่ได้รับจากการให้ใช้ครุภัณฑ์ ให้ถือเป็นรายได้ของเจ้าของกรรมสิทธิ์ในครุภัณฑ์นั้น

4. ผู้ช่วยศาสตราจารย์ ดร.ชยานนท์ ภูเจริญ

| ที่      | ชื่อบทความ/โครงการวิจัย                                                                                                                                                     | DOI or Research Grant/Contract no.                                                                        | Scopus Quartile          | สถานะ          | คะแนน |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------|----------------|-------|
| 1        | The effect of financial support policy on population mobility                                                                                                               | FSI6601095S (งบประมาณโครงการ 250,000 บาท)                                                                 | Fundamental Fund         | หัวหน้าโครงการ | 1     |
| 2        | New Tourism (Normal)? Criteria for destination selection amid of COVID 19                                                                                                   | FSI6601314S (งบประมาณโครงการ 250,000 บาท)                                                                 | Fundamental Fund         | หัวหน้าโครงการ | 1     |
| 3        | The Linkage Between Relative Wealth and Geographical Dispersion of Accommodation Andaman Region                                                                             | FSI6701062S (งบประมาณโครงการ 410,000 บาท)                                                                 | Fundamental Fund         | หัวหน้าโครงการ | 1     |
| 4        | Understanding Tourists' Perception Toward Local Gourmet Consumption in the Creative City of Gastronomy: Factors Influencing Consumer Satisfaction and Behavioral Intentions | <a href="https://doi.org/10.1080/1528008X.2023.2247159">https://doi.org/10.1080/1528008X.2023.2247159</a> | 2 <sup>nd</sup> quartile | Co-author      | 1     |
| 5        | Green rush in Phuket: big-data evidence of cannabis commercialization in a tourism-centric area                                                                             | <a href="https://doi.org/10.1080/10548408.2023.2263782">https://doi.org/10.1080/10548408.2023.2263782</a> | 1 <sup>st</sup> quartile | First author   | 2     |
| คะแนนรวม |                                                                                                                                                                             |                                                                                                           |                          |                | 6     |

มหาวิทยาลัยสงขลานครินทร์  
หนังสือสัญญารับทุนอุดหนุนการวิจัยงานมูลฐาน (Fundamental Fund)  
จากกองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ. 2566

ทำที่ มหาวิทยาลัยสงขลานครินทร์

วันที่.....1.....เดือน.....ตุลาคม.....พ.ศ.....2565.....

สัญญารับทุนอุดหนุนการวิจัยมหาวิทยาลัยสงขลานครินทร์ โดย รองศาสตราจารย์ นพ.สุนทร วงษ์ศิริ ตำแหน่ง รองอธิการบดีฝ่ายวิจัยและนวัตกรรม ปฏิบัติการแทนอธิการบดีมหาวิทยาลัยสงขลานครินทร์ ซึ่งต่อไปในสัญญานี้เรียกว่า “ผู้ให้ทุน” ฝ่ายหนึ่งกับนาย/นาง/นางสาว **ชยานนท์ ภูเจริญ** ภาค/สาขาวิชา..... คณะ/ส่วนงาน.....การบริการและการท่องเที่ยว.....ปัจจุบันอยู่บ้านเลขที่...80...ถนน...วิชิตสงคราม...แขวง/เขต..... ตำบล.....กะทู้.....อำเภอ.....กะทู้.....จังหวัด.....ภูเก็ต.....รหัสไปรษณีย์...83120.....ซึ่งต่อไป ในสัญญานี้เรียกว่า “ผู้รับทุน” อีกฝ่ายหนึ่ง

ทั้งสองฝ่ายได้ตกลงกันทำสัญญาไว้ มีข้อความดังต่อไปนี้

ข้อ 1 ผู้ให้ทุนตกลงให้ทุน และผู้รับทุนตกลงรับทุนอุดหนุนการวิจัยจากเงิน กองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ....2566... จำนวน.....**250,000**.....บาท (..สองแสนห้าหมื่นบาทถ้วน...) เพื่อดำเนินงานโครงการวิจัยเรื่อง...ชื่อโครงการ ผลกระทบจากนโยบายช่วยเหลือทางการเงินอันเป็นผลมาจากสถานการณ์การระบาดของโควิด-19 ต่อการเคลื่อนไหวของประชากร (The effect of financial support policy on population mobility) ...

ข้อ 2 ผู้รับทุนสัญญาว่าจะดำเนินการวิจัยให้เสร็จสิ้นภายใน.....1.....ปี.....-.....เดือน ตั้งแต่วันที่.....**1...เดือน...ตุลาคม...พ.ศ...2565...ถึงวันที่...30...เดือน...กันยายน...พ.ศ....2566.....**

ข้อ 3 การจ่ายเงินทุนสนับสนุน

3.1 งบครุภัณฑ์ จำนวน...20,000...บาท (...สองหมื่นบาทถ้วน...) มหาวิทยาลัยจะ เบิกจ่ายให้กับบริษัท/ร้านค้า เมื่อหนี้ถึงกำหนดชำระ โดยจัดส่งเอกสาร การจัดซื้อหลังจากจัดซื้อเสร็จสิ้นแล้ว ผ่าน สำนักวิจัยและพัฒนา

ครุภัณฑ์ที่จัดซื้อแล้ว ต้องบันทึกข้อมูลครุภัณฑ์ในระบบฐานข้อมูลที่กำหนด พร้อม ติดหมายเลขครุภัณฑ์ไว้กับครุภัณฑ์

มหาวิทยาลัยสงขลานครินทร์  
หนังสือสัญญารับทุนอุดหนุนการวิจัยงานมูลฐาน (Fundamental Fund)  
จากกองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ. 2566

ทำที่ มหาวิทยาลัยสงขลานครินทร์

วันที่.....1.....เดือน.....ตุลาคม.....พ.ศ.....2565.....

สัญญารับทุนอุดหนุนการวิจัยมหาวิทยาลัยสงขลานครินทร์ โดย รองศาสตราจารย์ นพ.สุนทร วงษ์ศิริ ตำแหน่ง รองอธิการบดีฝ่ายวิจัยและนวัตกรรม ปฏิบัติการแทนอธิการบดีมหาวิทยาลัยสงขลานครินทร์ ซึ่งต่อไปในสัญญานี้เรียกว่า “ผู้ให้ทุน” ฝ่ายหนึ่งกับนาย/นาง/นางสาว **ชยานนท์ ภูเจริญ**... ภาค/สาขาวิชา..... คณะ/สัณฐาน.การบริการและการท่องเที่ยว.....ปัจจุบันอยู่บ้านเลขที่...80...ถนน...วิจิตสงคราม...แขวง/เขต..... ตำบล.....กะทู้.....อำเภอ.....กะทู้...จังหวัด...ภูเก็ต...รหัสไปรษณีย์...83120...ซึ่งต่อไป ในสัญญานี้เรียกว่า “ผู้รับทุน” อีกฝ่ายหนึ่ง

ทั้งสองฝ่ายได้ตกลงกันทำสัญญาไว้ มีข้อความดังต่อไปนี้

ข้อ 1 ผู้ให้ทุนตกลงให้ทุน และผู้รับทุนตกลงรับทุนอุดหนุนการวิจัยจากเงิน กองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ....2566... จำนวน.....**250,000**.....บาท (..สองแสนห้าหมื่นบาทถ้วน...) เพื่อดำเนินงานโครงการวิจัยเรื่อง...ชื่อโครงการ ปี จ ัย ใน การ เลื อ ก ส ถาน ที่ ท่อ ง เติ ยว กาย ไ ต่ ส ถาน การ ณ์ การ แพร่ ระบาด COVID 19 (New Tourism (Normal)? Criteria for destination selection amid of COVID 19) ...

ข้อ 2 ผู้รับทุนสัญญาว่าจะดำเนินการวิจัยให้เสร็จสิ้นภายใน....1.....ปี.....เดือน ตั้งแต่วันที่ ....1...เดือน...ตุลาคม.....พ.ศ....2565...ถึงวันที่...30...เดือน...กันยายน.....พ.ศ....2566.....

ข้อ 3 การจ่ายเงินทุนสนับสนุน

3.1 งบครุภัณฑ์ จำนวน...-...บาท (....-....) มหาวิทยาลัยจะเบิกจ่ายให้กับบริษัท/ร้านค้า เมื่อหนังสือกำหนดชำระ โดยจัดส่งเอกสาร การจัดซื้อหลังจากจัดซื้อเสร็จสิ้นแล้ว ผ่านสำนักวิจัยและพัฒนา ครุภัณฑ์ที่จัดซื้อแล้ว ต้องบันทึกข้อมูลครุภัณฑ์ในระบบฐานข้อมูลที่กำหนด พร้อมติดหมายเลขครุภัณฑ์ไว้กับครุภัณฑ์

โครงการเดี่ยว/ย่อย (ใหม่/ต่อเนื่อง)

เลขที่คำรับรอง ....FSI6701062S ....

มหาวิทยาลัยสงขลานครินทร์

คำรับรองการรับงบประมาณทุนงานมูลฐาน (Fundamental Fund)

จากกองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ. 2567

ทำที่ มหาวิทยาลัยสงขลานครินทร์

วันที่.....1.....เดือน.....ตุลาคม.....พ.ศ.....2566.....

ข้าพเจ้า นาย/นาง/นางสาว....ชยานนท์.ภูเจริญ... สาขาวิชา..... คณะ/ส่วนงาน.การบริการและ  
การท่องเที่ยว....ปัจจุบันอยู่บ้านเลขที่...80...ถนน...วิชิตสงคราม...แขวง/เขต.....ตำบล.....เกาะทุ.....อำเภอ...เกาะทุ...  
จังหวัด...ภูเก็ต...รหัสไปรษณีย์...83120...ในฐานะหัวหน้าโครงการ ขอให้คำรับรองการปฏิบัติตามเงื่อนไขของ  
การอนุมัติงบประมาณจากเงินกองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ. 2567  
ต่อมหาวิทยาลัยสงขลานครินทร์ ดังต่อไปนี้

ข้อ 1 คำรับรองนี้เป็นคำรับรองฝ่ายเดียว เพื่อดำเนินโครงการวิจัย เรื่อง ความเชื่อมโยงระหว่างความ  
มั่งคั่งและการกระจายตัวทางภูมิศาสตร์ของที่ตั้งธุรกิจการท่องเที่ยวในภูมิภาคอันดามัน (The Linkage Between  
Relative Wealth and Geographical Dispersion of Accommodation Andaman Region) จำนวนเงิน  
410,000.00 บาท ( สี่แสนหนึ่งหมื่นบาทถ้วน )

ข้อ 2 ผู้ให้คำรับรองตกลงว่าจะดำเนินการวิจัยให้เสร็จสิ้นภายใน 1 ปี ตั้งแต่วันที่ 1 เดือนตุลาคม  
พ.ศ.2566 ถึงวันที่ 30 เดือนกันยายน พ.ศ. 2567 ขยายระยะเวลาได้ไม่เกิน 6 เดือน

ข้อ 3 การจ่ายงบประมาณสนับสนุน

3.1 งบครุภัณฑ์ จำนวน.....บาท (.....)

สำนักวิจัยและพัฒนา จะเบิกจ่ายให้กับบริษัท/ร้านค้า เมื่อหนี้ถึงกำหนดชำระ โดยจัดส่งเอกสารการจัดซื้อทั้งหมด  
หลังจากจัดซื้อเสร็จสิ้นแล้ว ไปยังสำนักวิจัยและพัฒนา

ครุภัณฑ์ที่จัดซื้อแล้ว ต้องบันทึกข้อมูลครุภัณฑ์ในระบบฐานข้อมูลที่กำหนด พร้อมติด  
หมายเลขครุภัณฑ์ไว้กับครุภัณฑ์

กรรมสิทธิ์ในครุภัณฑ์ที่ได้จากโครงการวิจัย เป็นกรรมสิทธิ์ของคณะ/หน่วยงานต้นสังกัด  
ของหัวหน้าโครงการ เว้นแต่จะมีการตกลงกันเป็นหนังสือเป็นอย่างอื่น

รายได้หรือค่าธรรมเนียมต่าง ๆ ที่ได้รับการให้ใช้ครุภัณฑ์ ให้ถือเป็นรายได้ของเจ้าของ  
กรรมสิทธิ์ในครุภัณฑ์นั้น



Log in

Register



Cart

Home ▶ All Journals ▶ Journal of Quality Assurance in Hospitality & Tourism ▶ List of Issues  
▶ Latest Articles ▶ Understanding Tourists' Perception Towar ....

## Journal of Quality Assurance in Hospitality & Tourism >

Latest Articles

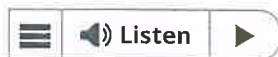


✓ Full access

314 0

Views CrossRef citations to date Altmetric

0



Research Article

# Understanding Tourists' Perception Toward Local Gourmet Consumption in the Creative City of Gastronomy: Factors Influencing Consumer Satisfaction and Behavioral Intentions

Nichapat Sangkaew, Aziz Nanthaamornphong ✉ & Chayanon Phucharoen

Published online: 11 Aug 2023

🗨 Cite this article 📄 <https://doi.org/10.1080/1528008X.2023.2247159>

🔔 Check for updates

📄 Full Article

📊 Figures & data

📖 References

🗨 Citations

📊 Metrics

📄 Reprints & Permissions

📄 View PDF

📖 View EPUB

## ABSTRACT

Formulae display: ☒ MathJax ?

Restaurants in tourist destinations, particularly Phuket's Creative City of Gastronomy, are essential to the tourism sector as food substantially influences tourists' satisfaction.

Here, we analyzed tourists' online review sentiments toward restaurants recognized by Michelin in a UNESCO City of Gastronomy using Naïve Bayes Modeling. We identified

Full article

SJ<sub>R</sub>

Scimago Journal &amp; Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#)[Journal Rankings](#)[Country Rankings](#)[Viz Tools](#)[Help](#)[About Us](#)

## Journal of Quality Assurance in Hospitality and Tourism

| COUNTRY                                                                                                            | SUBJECT AREA AND CATEGORY                                                             | PUBLISHER | H-INDEX                                        |
|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------|------------------------------------------------|
| United States<br><br>Universities and research institutions in United States<br><br>Media Ranking in United States | Business, Management and Accounting<br>Tourism, Leisure and Hospitality<br>Management | Routledge | 36                                             |
| PUBLICATION TYPE                                                                                                   | ISSN                                                                                  | COVERAGE  | INFORMATION                                    |
| Journals                                                                                                           | 1528008X                                                                              | 2000-2022 | Homepage<br><br>How to publish in this journal |

### SCOPE

The Journal of Quality Assurance in Hospitality & Tourism serves as a medium to share and disseminate new research findings, theoretical development and superior practices in hospitality and tourism. The journal aims to publish cutting-edge, empirically and theoretically sound research articles on quality planning, development, management, marketing, evaluation, and adjustments within the field. Readers of the journal stay up-to-date on the latest theory development and research findings, ways to improve business practices, successful hospitality strategies, maintenance of profit requirements, and increasing market share in this complex and growing field. Comprised of conceptual and methodological research papers, research notes, case studies, and review books and conferences the Journal of Quality Assurance in Hospitality & Tourism offers readers examples of real world practices and experiences that involve: -Organizational development and improvement -Operational and efficiency issues -Quality policy and strategy development and implementation -Quality function deployment -Quality experiences in hospitality industry -Service quality improvement and customer satisfaction -Managerial issues, such as employee empowerment & benefits, quality costs, & returns on investment -The role and participation of private and public sectors, including residents -International, national, and regional tourism; tourism destination sites; arid systems of tourism

 Join the conversation about this journal

Quartiles



Log in

| Register



Cart

Home > All Journals > Journal of Travel & Tourism Marketing > List of Issues > Volume 40, Issue 6  
> Green rush in Phuket: big-data evidence ....

**Journal of Travel & Tourism Marketing >**

Volume 40, 2023 - Issue 6

✓ Full access

231 0

0

Views CrossRef citations to date Altmetric



Research Article

# Green rush in Phuket: big-data evidence of cannabis commercialization in a tourism-centric area

Chayanon Phucharoen, Nichapat Sangkaew ✉, Surarak Wichupankul & Aziz Nanthamornphong

Pages 532-550 | Received 14 Jun 2023, Accepted 22 Sep 2023, Published online: 09 Oct 2023

“ Cite this article   <https://doi.org/10.1080/10548408.2023.2263782>

Check for updates

Full Article

Figures &amp; data

References

Citations

Metrics

Reprints &amp; Permissions

View PDF

View EPUB



Formulae display: MathJax ?

Thailand has pioneered legalizing cannabis for medical purposes in Asia. This study focuses on drug tourism and the supply of cannabis in Phuket. Geospatial analysis reveals a notably positive association between cannabis stores and hotels, thus providing evidence of misuse of cannabis since its decriminalization. Despite advisory warnings discouraging tourists from leisure cannabis consumption, cannabis outlets increase significantly in areas centered around hotels. The result reveals the

Full article

SJ

Scimago Journal &amp; Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#)[Journal Rankings](#)[Country Rankings](#)[Viz Tools](#)[Help](#)[About Us](#)

## Journal of Travel and Tourism Marketing

**COUNTRY**

United States

Universities and  
research institutions in  
United StatesMedia Ranking in United  
States**SUBJECT AREA AND CATEGORY**Business, Management  
and Accounting  
Marketing  
Tourism, Leisure and  
Hospitality  
Management**PUBLISHER**

Routledge

**H-INDEX**

95

**PUBLICATION TYPE**

Journals

**ISSN**

10548408, 15407306

**COVERAGE**

1992-2022

**INFORMATION**[Homepage](#)[How to publish in this  
journal](#)**SCOPE**

The Journal of Travel & Tourism Marketing® is a research journal that serves as a medium through which researchers and managers in the field of travel and tourism can exchange ideas and keep abreast with the latest developments in the field of tourism. JTTM welcomes submissions related to marketing management practices, applied research studies, critical reviews on major issues, development of new technologies and tools in tourism marketing, and business and government policies affecting travel and tourism marketing.

 Join the conversation about this journal Quartiles

5. Rimsha Khalid, Ph.D.

| ที่      | ชื่อบทความ/โครงการวิจัย                                                                                                                                                                       | DOI or Research Grant/Contract no. | Scopus Quartile          | สถานะ                | คะแนน |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|--------------------------|----------------------|-------|
| 1        | Natural disaster is a wakeup call before it becomes social disaster and tourophobia of eco-destinations, <u>Asia Pacific Journal of Tourism Research</u>                                      | DOI: 10.1080/10941665.2023.2293789 | 1 <sup>st</sup> quartile | First author         | 2     |
| 2        | Guest interaction with hotel booking website information: Scale development and validation of antecedents and consequences, <u>Journal of Hospitality Marketing &amp; Management</u>          | DOI: 10.1080/19368623.2023.2279174 | Top 10 percent quartile  | Co-author            | 1     |
| 3        | We need digital inquiries before arrival! Key drivers of hotel customers' willingness to pay premium, <u>Journal of Quality Assurance in Hospitality &amp; Tourism</u>                        | DOI: 10.1080/1528008X.2023.2280117 | 2 <sup>nd</sup> quartile | Co-author            | 1     |
| 4        | Trade-off between future travel avoidance and self-protectiveness post-COVID-19: The roles of adventurousness and safety-seeking tendency, <u>Journal of Hospitality and Tourism Insights</u> | DOI: 10.1108/JHTI-09-2022-0432     | 2 <sup>nd</sup> quartile | Corresponding author | 2     |
| คะแนนรวม |                                                                                                                                                                                               |                                    |                          |                      | 6     |

## Natural disaster is a wakeup call before it becomes social disaster and tourophobia of eco-destinations

**Rimsha Khalid, Mohsin Raza, Kareem M. Selem, Zahed Ghaderi & Hassan Raza**

To cite this article: Rimsha Khalid, Mohsin Raza, Kareem M. Selem, Zahed Ghaderi & Hassan Raza (2023) Natural disaster is a wakeup call before it becomes social disaster and tourophobia of eco-destinations, Asia Pacific Journal of Tourism Research, 28:11, 1226-1240, DOI: [10.1080/10941665.2023.2293789](https://doi.org/10.1080/10941665.2023.2293789)

To link to this article: <https://doi.org/10.1080/10941665.2023.2293789>



Published online: 27 Dec 2023.



Submit your article to this journal [↗](#)



Article views: 88



View related articles [↗](#)



View Crossmark data [↗](#)

## Asia Pacific Journal of Tourism Research

| COUNTRY                                                                                                                                                 | SUBJECT AREA AND CATEGORY                                                                                                                           | PUBLISHER               | H-INDEX                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------------------------------------------------------------|
| United Kingdom<br><small>Universities and research<br/>Institutions in United Kingdom</small><br><br><small>Media Ranking in United<br/>Kingdom</small> | Business, Management and Accounting<br>Tourism, Leisure and Hospitality<br>Management<br><br>Social Sciences<br>Geography, Planning and Development | Taylor and Francis Ltd. | <b>53</b>                                                            |
| PUBLICATION TYPE                                                                                                                                        | ISSN                                                                                                                                                | COVERAGE                | INFORMATION                                                          |
| Journals                                                                                                                                                | 10941665, 17416507                                                                                                                                  | 2003-2022               | Homepage<br>How to publish in this journal<br>kaye.chon@polyu.edu.hk |

### SCOPE

Asia Pacific Journal of Tourism Research is the official journal of the Asia Pacific Tourism Association (Founded September 1995) and seeks to publish both empirically and theoretically based articles which advance and foster knowledge of tourism as it relates to the Asia Pacific region. The Journal welcomes submissions of full length articles and critical reviews on major issues with relevance to tourism in the Asia Pacific region.

Join the conversation about this journal

### Quartiles

#### FIND SIMILAR JOURNALS

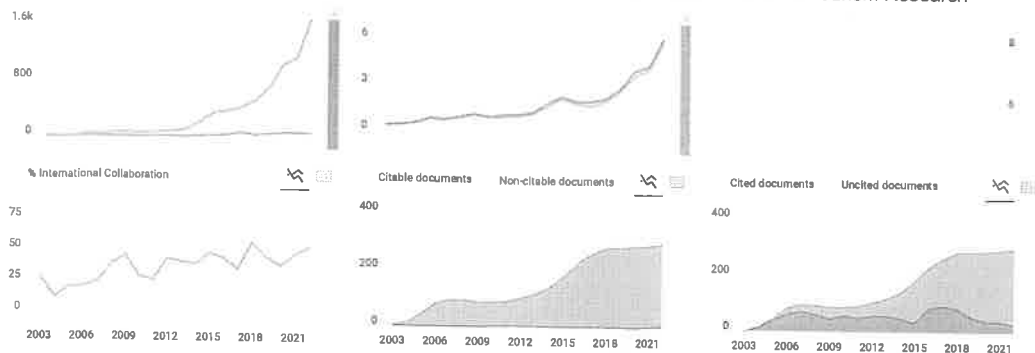
options

|                                |                                                          |                      |                                                |                                             |
|--------------------------------|----------------------------------------------------------|----------------------|------------------------------------------------|---------------------------------------------|
| 1<br>Tourism Management<br>GBR | 2<br>International Journal of<br>Tourism Research<br>GBR | 3<br>Anatolia<br>GBR | 4<br>Tourism Management<br>Perspectives<br>USA | 5<br>e-Review of Tourism<br>Research<br>USA |
| 95%<br>similarity              | 95%<br>similarity                                        | 94%<br>similarity    | 94%<br>similarity                              | 94%<br>similarity                           |



2/13/24, 11:07 AM

## Asia Pacific Journal of Tourism Research



Show this widget in your own website  
Just copy the code below and paste within your html code:  
<a href="https://www.scimagoj.com/journalsearch.php?q=12117&tip=sid&clean=0">

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

Esther Theresa Appaw-Agbola 9 months ago

I will like to submit an article for publication

reply

Hani Ernawati 4 months ago

Dear Sir,

I am interested to submit my article to your journal. However, could you give me an information about the first time decision? How long it is? and how much the publication fee is? Thankyou.

Best regards,

Hani Ernawati



Melanie Ortiz 4 months ago

SCImago Team

Dear Hani,

Thank you for contacting us.

We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus.

We suggest you visit the journal's homepage or contact the journal's editorial staff, so they could inform you more deeply.

Best Regards, SCImago Team



Melanie Ortiz 9 months ago

SCImago Team

Dear Esther, thank you very much for your comment, we suggest you look for the author's instructions/submission guidelines in the journal's website. Best Regards, SCImago Team



Aziza Saad Attia 2 years ago

Dear Sir,

I am professor at tourism-October 6 university in Egypt. How can I create an account for your

## Guest interaction with hotel booking website information: scale development and validation of antecedents and consequences

Kareem M. Selem, Muhammad Haroon Shoukat, Rimsha Khalid & Mohsin Raza

To cite this article: Kareem M. Selem, Muhammad Haroon Shoukat, Rimsha Khalid & Mohsin Raza (25 Nov 2023): Guest interaction with hotel booking website information: scale development and validation of antecedents and consequences, Journal of Hospitality Marketing & Management, DOI: [10.1080/19368623.2023.2279174](https://doi.org/10.1080/19368623.2023.2279174)

To link to this article: <https://doi.org/10.1080/19368623.2023.2279174>



View supplementary material [↗](#)



Published online: 25 Nov 2023.



Submit your article to this journal [↗](#)



Article views: 117



View related articles [↗](#)



View Crossmark data [↗](#)

## Journal of Hospitality Marketing and Management

| COUNTRY                                                                                                                                      | SUBJECT AREA AND CATEGORY                                                                                                            | PUBLISHER | H-INDEX                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|-----------|--------------------------------------------|
| United States<br><small>Universities and research<br/>Institutions in United States</small><br><small>Media Ranking in United States</small> | Business, Management and Accounting<br>Management Information Systems<br>Marketing<br>Tourism, Leisure and Hospitality<br>Management | Routledge | 67                                         |
| PUBLICATION TYPE                                                                                                                             | ISSN                                                                                                                                 | COVERAGE  | INFORMATION                                |
| Journals                                                                                                                                     | 19368631, 19368623                                                                                                                   | 2010-2022 | Homepage<br>How to publish in this journal |

### SCOPE

The Journal of Hospitality Marketing & Management provides a peer-reviewed outlet for contributions that further understanding, practice, and education in hospitality marketing and management. It aims to promote new ideas, models, approaches, and paradigms that contribute to the development of knowledge and theory of hospitality marketing and management. Its distinct, multifaceted approach encompasses the administrative disciplines, liberal arts, and social sciences.

Join the conversation about this journal

Quartiles

### FIND SIMILAR JOURNALS

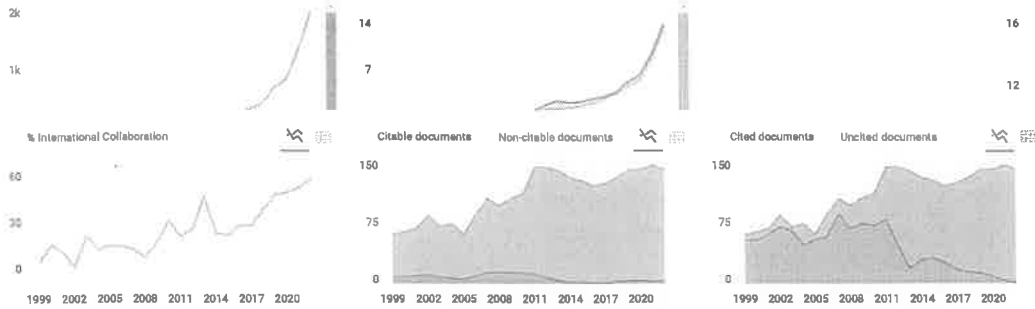
options

|                                                                 |                                                                |                                                                  |                                           |                                                                        |
|-----------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------|-------------------------------------------|------------------------------------------------------------------------|
| 1<br>International Journal of<br>Hospitality and Tourism<br>USA | 2<br>International Journal of<br>Hospitality Management<br>GBR | 3<br>International Journal of<br>Contemporary Hospitality<br>GBR | 4<br>Cornell Hospitality Quarterly<br>USA | 5<br>Journal of Quality Assurance<br>in Hospitality and Tourism<br>USA |
| 85%<br>similarity                                               | 84%<br>similarity                                              | 84%<br>similarity                                                | 77%<br>similarity                         | 75%<br>similarity                                                      |



2/13/24, 11:04 AM

## Journal of Hospitality Marketing and Management



Show this widget in your own website

Just copy the code below and paste within your html code:

`<a href="https://www.scimagoj.com" data-bbox="190 313 284 324">`

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

**Deddy Kurniawan Halim** 3 years ago

Dear Editor,

How much I hope to pay if my paper is accepted to publish in this Journal.  
Please response.

DK Halim, Ph.D  
Indonesia

reply



**Melanie Ortiz** 3 years ago

SCImago Team

Dear Deddy,  
thank you for contacting us.  
Unfortunately, we cannot help you with your request, we suggest you visit the Journal's homepage (See submission/author guidelines) or contact the journal's editorial staff, so they could inform you more deeply.  
Best Regards, SCImago Team

**Ivan** 4 years ago

Las publicaciones de artículos en la revista Journal of Hospitality Marketing and Management, tiene costo?

reply



**Melanie Ortiz** 4 years ago

SCImago Team

Dear Ivan,  
thank you for contacting us.  
We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus.  
Unfortunately, we cannot help you with your request, we suggest you to visit the journal's homepage or contact the journal's editorial staff, so they could inform you more deeply.  
Best Regards, SCImago Team

**dirga nusantera** 5 years ago

I need this journal for my analysis on my assignment

## We Need Digital Inquiries Before Arrival! Key Drivers of Hotel Customers' Willingness to Pay Premium

Kareem M. Selem, Rimsha Khalid, Mohsin Raza & Mohammad Shahidul Islam

To cite this article: Kareem M. Selem, Rimsha Khalid, Mohsin Raza & Mohammad Shahidul Islam (08 Nov 2023): We Need Digital Inquiries Before Arrival! Key Drivers of Hotel Customers' Willingness to Pay Premium, Journal of Quality Assurance in Hospitality & Tourism, DOI: [10.1080/1528008X.2023.2280117](https://doi.org/10.1080/1528008X.2023.2280117)

To link to this article: <https://doi.org/10.1080/1528008X.2023.2280117>



Published online: 08 Nov 2023.



Submit your article to this journal [↗](#)



Article views: 112



View related articles [↗](#)



View Crossmark data [↗](#)

SJR

Scimago Journal & Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#)[Journal Rankings](#)[Country Rankings](#)[Viz Tools](#)[Help](#)[About Us](#)

Journal of Quality Assurance in Hospitality and Tourism

| COUNTRY                                                                                                      | SUBJECT AREA AND CATEGORY                                                             | PUBLISHER | H-INDEX                                    |
|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------|--------------------------------------------|
| United States                                                                                                | Business, Management and Accounting<br>Tourism, Leisure and Hospitality<br>Management | Routledge | 36                                         |
| <div>Universities and research institutions in United States</div> <div>Media Ranking in United States</div> |                                                                                       |           |                                            |
| PUBLICATION TYPE                                                                                             | ISSN                                                                                  | COVERAGE  | INFORMATION                                |
| Journals                                                                                                     | 1528008X                                                                              | 2000-2022 | Homepage<br>How to publish in this journal |

**SCOPE**

The Journal of Quality Assurance in Hospitality & Tourism serves as a medium to share and disseminate new research findings, theoretical development and superior practices in hospitality and tourism. The journal aims to publish cutting-edge, empirically and theoretically sound research articles on quality planning, development, management, marketing, evaluation, and adjustments within the field. Readers of the journal stay up-to-date on the latest theory development and research findings, ways to improve business practices, successful hospitality strategies, maintenance of profit requirements, and increasing market share in this complex and growing field. Comprised of conceptual and methodological research papers, research notes, case studies, and review books and conferences the Journal of Quality Assurance in Hospitality & Tourism offers readers examples of real world practices and experiences that involve: -Organizational development and improvement -Operational and efficiency issues -Quality policy and strategy development and implementation -Quality function deployment -Quality experiences in hospitality industry -Service quality improvement and customer satisfaction - Managerial issues, such as employee empowerment & benefits, quality costs, & returns on investment -The role and participation of private and public sectors, including residents -International, national, and regional tourism; tourism destination sites; arid systems of tourism

Join the conversation about this journal

Quartiles

FIND SIMILAR JOURNALS

options

1

Journal of Hospitality and Tourism Management

GBR

91%

similarity

2

Tourism and Hospitality Management

HRV

88%

similarity

3

Journal of Hospitality and Tourism Research

USA

87%

similarity

4

International Journal of Culture, Tourism and GBR

87%

similarity

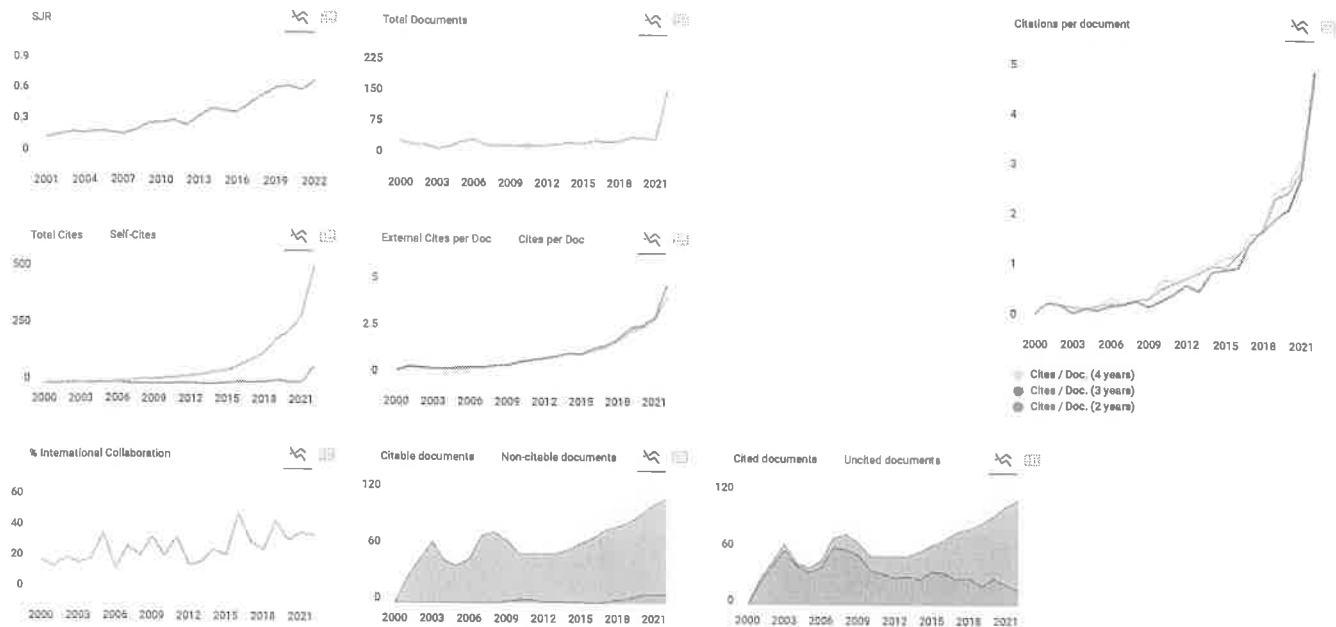
5

International Journal of Hospitality and Tourism

USA

84%

similarity



Journal of Quality Assurance  
in Hospitality and Tourism



← Show this widget in  
your own website

Just copy the code below  
and paste within your html  
code:

`<a href="https://www.scimagojr.com" data-bbox="192 453 284 463">`

SCImago Graphica

Explore, visually  
communicate and make  
sense of data with our  
new data visualization  
tool.



Metrics based on Scopus® data as of April 2023

MARIANA ESCOBAR 3 years ago

envio articulo a someter

reply



Melanie Ortiz 3 years ago

SCImago Team

Dear Mariana, thank you very much for your comment, we suggest you look for the author's instructions/submission guidelines in the journal's website. Best Regards, SCImago Team

Yahya Muhammed 4 years ago

Dear sir/madam

Happy and prosperous 2020. I have three manuscripts to publish. Please I need your urgent support as recommended. Thanks and hope to hear from you soon.

reply



Melanie Ortiz 4 years ago

SCImago Team

Dear Yahya,

thank you for contacting us.

Sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus.

Unfortunately, we cannot help you with your request, we suggest you to visit the journal's

Access and authentication: Please [visit our page](#).

Close ✕

Welcome Prince of Songkla University

Enter your search terms here



Advanced  
search

[Home](#) / [Journals](#) / [Journal of Hospitality and Tourism Insights](#) / [Volume 7 Issue 1](#)

/ Trade-off between future travel avoidance and self-protectiveness post-COVID-19: the roles of adventurousness and safety-seeking tendency

# Trade-off between future travel avoidance and self-protectiveness post-COVID-19: the roles of adventurousness and safety-seeking tendency

Kareem M. Selem, Rupa Sinha, Rimsha Khalid, Mohsin Raza, Mohammad Shahidul Islam

[Journal of Hospitality and Tourism Insights](#)

ISSN: 2514-9792

(International

Article publication date: 14 March 2023

Standard

Permissions

Serial publication date: 26 January 2024

Number.)

DOWNLOADS



262

PDF (633 KB)

[Table of contents](#)

SJ<sub>R</sub>

Scimago Journal &amp; Country Rank

Enter Journal Title, ISSN or Publisher Name

[Home](#)[Journal Rankings](#)[Country Rankings](#)[Viz Tools](#)[Help](#)[About Us](#)

## Journal of Hospitality and Tourism Insights

| COUNTRY                                                                                                               | SUBJECT AREA AND CATEGORY                                                          | PUBLISHER                     | H-INDEX                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| United Kingdom<br><br>Universities and research institutions in United Kingdom<br><br>Media Ranking in United Kingdom | Business, Management and Accounting<br>Tourism, Leisure and Hospitality Management | Emerald Group Publishing Ltd. | 17                                                                                                                                                   |
| PUBLICATION TYPE                                                                                                      | ISSN                                                                               | COVERAGE                      | INFORMATION                                                                                                                                          |
| Journals                                                                                                              | 25149806, 25149792                                                                 | 2018-2022                     | <a href="#">Homepage</a><br><br><a href="#">How to publish in this journal</a><br><br><a href="mailto:fevzi.okumus@ucf.edu">fevzi.okumus@ucf.edu</a> |

### SCOPE

Our editorial policy focuses on publishing current and cutting-edge research in the hospitality and tourism industry worldwide. Similar to its sister journal – International Journal of Contemporary Hospitality Management (IJCHM) – Journal of Hospitality and Tourism Insights (JHTI) welcomes different disciplines, perspectives, and methods. All theoretical, empirical and applied manuscripts related to various sectors within the hospitality and tourism industry will be considered for publication. Manuscripts can be based on theoretical arguments, empirical findings, case studies, and/or methodological developments. Qualitative, quantitative and mixed methodology submissions are all welcome. Manuscripts related to planning, accounting, finance, information systems and technology, marketing, consumer behaviour, human resources, economics, international business, operations, strategic management, innovation, entrepreneurship, sustainability and green issues, socio-cultural aspects, corporate social responsibility, stakeholder engagement, planning and development and ethics in hospitality and tourism are considered for publication. Contributions are particularly welcome from practitioners, professionals and academics working in private, public and non-profit organisations globally.

 Join the conversation about this journal

2/13/24, 11:10 AM

120

60

## Scimago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



## Journal of Hospitality and Tourism Insights



Metrics based on Scopus® data as of April 2023

### Leave a comment

Name

Email

(will not be published)

☐ I'm not a robot

reCAPTCHA  
Privacy - Terms

Submit

The users of Scimago Journal & Country Rank have the possibility to dialogue through comments linked to a specific journal. The purpose is to have a forum in which general doubts about the processes of publication in the journal, experiences and other issues derived from the publication of papers are resolved. For topics on particular articles, maintain the dialogue through the usual channels with your editor.



ค้นหาในอีเมล



11  
Mail

เขียน



Chat

กล่องจดหมาย

11

ติดตาม

เลื่อนการแจ้งเตือนแล้ว

Meet

ส่งแล้ว

ตามกำหนดการ

2

ร่างจดหมาย

49

เพิ่มเติม

## ป้ายกำกับ

Aj.Kevin

APacCHRIE 2022

APacCHRIE 2023

APTA 2023

AUN QA 2023

bruce

Conference 2024

Dr.Mohsin

Full Grants Aj.Kevin

Rimsha Khalid

Special reward 2023

TedQual

TOR 2023

TOR 2023 ( ธันวาคม 65)

TOR December 2023 ข้าราชการ

TOR May 2022



Dear Dr. Rimsha Khalid,

**Article Title:** Trade-off between future travel avoidance and self-protectiveness post-COVID-19: Roles of adv...  
**Article ID:** 699827

Thank you for choosing to publish with Emerald Publishing.

Your article which will publish in *Journal of Hospitality and Tourism Insights* has been received for production.

We aim to have your article published within 30 days of beginning production. Proofs of your article will be sent to you within 5 working days of receipt. If we do not receive any corrections from you, we will assume that you agree with the article as submitted.

If you have any questions about the production process, please contact me and I'll be pleased to support you.

Kind regards,

Abinaya Jegadhesan  
[jabinaya.emerald@tng.co.in](mailto:jabinaya.emerald@tng.co.in)

© Emerald Publishing Limited | [Copyright info](#) | [Privacy policy](#)  
 Registered Office: Howard House, Wagon Lane, Bingley, BD16 1WA, UK  
 Registered in England No. 3080506, VAT No. GB 665 3593 06

Disclaimer: The entire content of this email message, including any files transmitted with it are confidential and intended solely for the use of the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the named addressee you should not disseminate, distribute or copy this e-mail.



**Tanyarat Runjul** <kanyarat.r@phuket.psu.ac.th>  
 รัง รีมชา

Thank you Dr.Rimsha

FACULTY OF  
HOSPITALITY

**RANKED** 2023  
 Hospitality Leisure Management  
**WORLD**

# Trade-off between future travel avoidance and self-protectiveness post-COVID-19: the roles of adventurousness and safety-seeking tendency

The role of  
safety-seeking  
tendency

227

Kareem M. Selem

*Department of Hotel Management, Faculty of Tourism and Hotels,  
Suez Canal University, Ismailia, Egypt*

Rupa Sinha

*School of Hospitality and Tourism Studies, SRM University-Sikkim, Gangtok, India*

Rimsha Khalid and Mohsin Raza

*Faculty of Hospitality and Tourism, Prince of Songkla University Phuket Campus,  
Phuket, Thailand, and*

Mohammad Shahidul Islam

*BRAC Business School, Brac University, Dhaka, Bangladesh*

Received 14 September 2022

Revised 19 November 2022

9 January 2023

4 February 2023

Accepted 12 February 2023

## Abstract

**Purpose** – Underpinned by sensation-seeking theory (SST) and regulatory focus theory (RFT), this paper highlights the crucial role of adventurousness in self-protective behavior and future travel avoidance. Furthermore, this paper investigates safety-seeking tendency as a moderator and travel anxiety post-COVID-19 as a mediator.

**Design/methodology/approach** – Data were gathered from 574 potential visitors to St. Catherine post-COVID-19 and analyzed using Smart-PLS approach.

**Findings** – Adventurousness negatively and significantly affected travel anxiety, while the latter negatively influenced self-protective behavior and positively influenced future travel avoidance. Besides, the findings proved that travel anxiety partially mediated the adventurousness linkage with self-protective behavior and future travel avoidance. Moreover, safety-seeking tendencies dampened travel anxiety's connection with self-protective behavior and future travel avoidance.

**Practical implications** – This paper provides valuable insights into travel research in theory and practice to revive tourist attractions post-COVID-19 in developing countries via an adventure tourism pattern. The study helps figure out how to deal with the pandemic and restore the monument of heavenly religions, St. Catherine—sacred mountain peaks, mosques, churches and many monasteries—in addition to its charming and picturesque nature.

**Funding:** The author(s) received no financial support for the research, authorship, and/or publication of this article.

## CRedit author statement

Kareem M. Selem Methodology, Software, Validation, Formal Analysis, Supervision, and Data Curation

Rupa Sinha Conceptualization, Writing-Review and Editing, and Project Administration

Rimsha Khalid Software, Validation, Investigation, Resources, and Writing-Original Draft

Mohsin Raza Investigation, Resources, Writing-Original Draft, and Visualization

Mohammad Shahidul Islam Conceptualization, Visualization, and Writing-Original Draft

**Declarations of conflicting interests:** The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.



Journal of Hospitality and Tourism  
Insights  
Vol. 7 No. 1, 2024  
pp. 227-248  
© Emerald Publishing Limited  
2514-9792  
DOI 10.1108/JHTI-09-2022-0432

at the destination. Brida *et al.* (2022) found that risk perception can profoundly affect an individual's travel behavior. However, people usually take precautionary measures, including backup or any flexible plans, depending on the risks' severity (Nazir *et al.*, 2021).

Despite having all their fears in mind, pandemic fatigue, alienation sensation and low morale associated with the change in tourist behavior motivated them to experience the adventure of travel post-pandemic (Miao *et al.*, 2022). Recent researchers noted that people plan to increase their risk-taking behavior by assessing the potential benefits and costs (Huang *et al.*, 2023; Okafor *et al.*, 2022). Moreover, the consumption of adventure activities ultimately depends on an individual's attitude (Torres *et al.*, 2022; Zorlu *et al.*, 2022). Nevertheless, adventure pursuits have always had a certain element of risk. The adventurous character of travel involves visiting destinations where many people will congregate and take extended vacations.

The current paper investigates the adventurousness-self-protective linkage and the adventurousness-future travel avoidance linkage. Specifically, this paper seeks to examine travel anxiety as a mediation effect and safety-seeking tendencies as a moderation effect. Sensation-seeking is defined as a person's desire for various types of intricate sensations that persuade them to take anti-anxiety precautions in response to COVID-19 (Kim *et al.*, 2022). Prior studies have confirmed that specific behavioral changes occurred among individuals concerning the high level of anxiety post-COVID-19 and that safety-seeking behavior has a significant role in managing or mitigating anxiety (Brida *et al.*, 2022; Torres *et al.*, 2022). However, earlier studies have inferred that sensation-seeking has much to do with anxiety or perceived risk associated with adventure activities (Buckley, 2023; Khan *et al.*, 2019).

The paper makes many contributions. First, this research is the first to explore adventure tourism in Egypt post-COVID-19 and lacks any prior empirical or conceptual models. Second, exploring a developing country (Egypt) contributes to post-COVID-19 travel research on self-protective and safety-seeking behavior. Third, this paper has mainly focused on developing nations and future travel avoidance post-COVID-19 (Zheng *et al.*, 2022). Finally, by providing precise originality on the travel tenure, the study demonstrates how to combat the pandemic and restore St. Catherine, the monument of heavenly religions, including its numerous monasteries, mosques and sacred mountain peaks—in addition to its charming and picturesque nature.

An exhaustive literature review indicates that Şengel *et al.* (2022) looked at behavioral intentions, such as travel anxiety, risk-taking behavior and management perception. A more thorough understanding of traveler psychology post-COVID-19 is, however, stressed in recent academic publications as necessary to revive the tourist industry (Miao *et al.*, 2022). Visitors' adventurousness and their psychological repercussions post-COVID-19 have not been the subject of any actual research. Hence, research on travel anxiety, safety practices used post-COVID-19, and the potential significance of contamination fear has been carried out (Luo and Lam, 2020; Quintal *et al.*, 2022; Şengel *et al.*, 2022; Zenker *et al.*, 2021). Therefore, this paper examines a holistic understanding of adventure tourists' psychological behavior, travel anxiety and future travel avoidance, along with the moderation effect of sensation seeking among adventure travelers post-COVID-19 to St. Catherine.

## Literature review

### *Theoretical background*

This paper explores the behavioral and social components of the service environment in the tourism industry through the theoretical frameworks of regulatory focus theory (RFT)

*Adventurousness and travel anxiety post-COVID-19*

According to Czakon and Czernek-Marszałek (2021), an individual's changing mindset tends to have fewer negative repercussions and is less obstructive to risk. Previous studies have demonstrated that risk-takers are more likely to be receptive to trying new items as consumers (Li *et al.*, 2022; Şengel *et al.*, 2022). A high sense of adventure and a strong desire to discover something new characterize the individual who is both interested and willing to take risks (Kim *et al.*, 2022). It makes sense to assume that visitors with optimistic outlooks will choose activities with higher levels of risk and will have more bravery (Hu *et al.*, 2023).

Due to COVID-19, individuals' values and experiences in life were challenged and reshaped (Gyimóthy *et al.*, 2022), which made it possible to find a relevant parallel to forecast travel behavior and decisions (Bremser *et al.*, 2022; Torres *et al.*, 2022). When compared to other feelings, fear and anxiety are effective responses triggered by the pandemic danger appraisal (Özdin and Bayrak Özdin, 2020). Conversely, less daring and adventurous conduct is linked to unfavorable emotions like dread and worry (Şengel *et al.*, 2022). Hence, the current paper investigates adventurous travelers' experiences with travel anxiety who have attended COVID-19. Thereby, this paper assumes that

*H1.* Adventurousness negatively affects travel anxiety post-COVID-19.

*Future travel avoidance*

Travel restrictions have become far stricter as a direct result of the unprecedented destruction and threats posed by COVID-19 (Aldao *et al.*, 2022). However, careful travel has become the standard, and assessing potential dangers is the most important factor in determining whether or not to travel (Kim *et al.*, 2022). Travel avoidance behavior is pervasive because of government policies designed to prevent needless travel during COVID-19 (Zheng *et al.*, 2022) as well as the participation of unpredictable risks in the settings of visiting countries (Jalilvand *et al.*, 2012).

In the tourism context, comparable foundations have been asked to investigate the objectives of environmentally responsible and welcoming forms of transportation (Wang *et al.*, 2022). Beliefs and values that are held by an individual are both involved in and linked to behaviors and emotions (Quintal *et al.*, 2022). For instance, feelings of fear and anxiety were generated and impacted by decisions to avoid future travel as a result of COVID-19 (Gyimóthy *et al.*, 2022). Consequently, this paper assumes that

*H2a.* Travel anxiety positively affects future travel avoidance.

*Self-protective behavior*

Tourism researchers have associated personal values with behavioral intentions, such as the desire to travel, participate in events and promote sustainability (Şengel *et al.*, 2022; Zorlu *et al.*, 2022). The primary purpose of tourist activities is to complement educational goals and foster individual development (Kim *et al.*, 2023). Moreover, attractive opportunities create a mindset that is receptive to additional education and development (Czakon and Czernek-Marszałek, 2021).

Emotions have become an increasingly significant aspect of the tourism industry, especially when attempting to predict people's travel behavior during a pandemic (Williams *et al.*, 2022). Anxiety and travel phobia, for instance, have both been linked to self-protective behavior and a declining need to travel (Lep *et al.*, 2020). To protect themselves from potential hazards to their health and safety while traveling (Hu *et al.*, 2023), the widespread panic produced by the severe outbreak pushes individuals to engage in defensive actions (Wu and Lau, 2022). Alternatively, this paper assumes that

*H2b.* Travel anxiety negatively affects self-protective behavior.

## Methods

### *Research design and data collection*

A structured questionnaire-based quantitative approach was employed (Selem *et al.*, 2022) to verify the linkage of adventurousness with self-protectiveness and future avoidance in the Egyptian tourism context. Egypt is among the most reasonably priced and secure tourism destinations to visit for travel (Mkheimer *et al.*, 2022; Selem *et al.*, 2022). Egypt features year-round warm beaches in addition to the magnificent ancient temples, monuments and artifacts that still stand there (Ragab *et al.*, 2020). South Sinai is a significant region of Egypt, where it is renowned for snorkeling and diving tourism, it's significant past as the birthplace of Moses and its mountains with their distinctive features (SIS, 2022).

Egypt is among the most reasonably priced and secure tourism destinations to visit for travel (Mkheimer *et al.*, 2022; Selem *et al.*, 2022). Egypt features year-round warm beaches in addition to the magnificent ancient temples, monuments and artefacts that still stand there (Ragab *et al.*, 2020). South Sinai is a significant region of Egypt, where it is renowned for snorkelling and diving tourism, its significant past as the birthplace of Moses and its mountains with their distinctive features (SIS, 2022).

Furthermore, long-stay visas are available to foreign nationals going to Egypt to remain for an extended period (90 days) as tourists to support the Egyptian tourism sector, which attracts visitors who stay longer in St. Catherine (VisaGuide.World, 2022). St. Catherine also encompasses the Catherine, Moses and Safsafa mountains. With a height of 2,641 meters above sea level, Catherine Mount is the highest mountain peak in Egypt (ETA, 2022). These high deserts are ideal for mountain climbers looking to continue their climbing adventures post-COVID-19.

The lead researcher employed five tourist guides to help him gather the primary data. Because they have a large database of potential travelers, they sent the prepared link of the questionnaire using Google Form to the Facebook and WhatsApp groups they manage, along with a brief explanation of the questionnaire's importance. Hence, they offered an incentive for prospective travelers: if he/she answered the questionnaire, he/she would receive a free trip of two days to St. Catherine to visit most of the holy religious areas with half-board in a luxury resort when they come to Egypt before the end of 2022. Furthermore, they told all respondents that this incentive could only be obtained by those who provided their honest opinions about the measurement items during three separate waves of data collection.

Using a purposive sampling approach, data were gathered from travelers who visited St. Catherine before COVID-19 with a screening question: "Have you visited St. Catherine before COVID-19?" Hence, participants who answered "yes" were asked to complete the questionnaire. A total of 900 copies were distributed for data collection. In Time 1, respondents were asked about their outside travel adventures and travel anxieties post-COVID-19 in the last two weeks of January 2022. Thus, 692 respondents were obtained. In Time 2, respondents were questioned about their prospective travel avoidance and self-protective activities in the first ten days of February 2022. Hence, 612 respondents were obtained. Finally, from February 20 to February 26, 2022, respondents were asked about their safety-seeking tendencies at Time 3. A total of 628 respondents were obtained.

After examining the questionnaires in the three waves, 574 responses were found to be free of outliers and complete in these waves. To control the survey questionnaire, partial closure was applied to each section so that, per respondent, only the section assigned to each wave would appear at the appropriate time. The sample size should be ten times the indicator for each variable, but this has constraints in terms of power loss (Hair *et al.*, 2012). As a result, a G\*power test must be run to assess the sample's adequacy. Hence, multiple linear regressions (F-test) with the parameters 0.1 effect size, 0.95 power and 0.01 error probability were conducted. Thereby, our sample size (574) was appropriate. The steps for finalizing the sample size are highlighted in Table 1.

Three items were developed from Jalilvand *et al.* (2012) to gauge future travel avoidance. Future travel avoidance is a perception of risky behavior due to the uncertainty and negative consequences of choosing to travel to a destination. In the current paper, respondents were asked if they planned on visiting any tourist attractions, if everything went according to plan post-COVID-19, or if they anticipated avoiding visiting any tourist destinations post-COVID-19.

Further, self-protective behavior was gauged using ten items developed from Lep *et al.* (2020). Self-protective behavior is the act of helping or paying attention to protect oneself. Respondents were asked their thoughts on how frequently they wash their hands, avoid eye contact, spend time in busy areas and watch the news, postpone vacation plans and go out for daily essentials.

Lastly, seven items were derived from Meertens and Lion (2008) to assess the safety-seeking tendency. Safety-seeking behavior is a coping behavior that eliminates fear and anxiety when an individual feels endangered. Respondents were asked to explain how they felt about taking or avoiding risks. All construct items were graded on a seven-point Likert scale, with scores between 7 = "strongly agree" and 1 = "strongly disagree."

### Strategy analysis

Descriptive statistics (i.e., mean and standard deviation) were extracted to explain the response distributions using IBM SPSS v. 26 (see Table 2). Next, data were analyzed using PLS-SEM technique (Sarstedt *et al.*, 2020) through SmartPLS v. 3.2.9 to estimate the proposed hypotheses. PLS-SEM does require small samples and does not assume that datasets are normally distributed (Hair *et al.*, 2017). Alternatively, Sarstedt *et al.* (2022) discovered that several studies with large sample sizes ( $N > 8,000$ ) stood out using PLS-SEM. According to our sample size, several analyzes can be performed using this approach.

The reason for choosing PLS-SEM is the complexity present in the model and the theoretical complexity due to the presence of mediation and moderation (Hair *et al.*, 2019). Further, Hair *et al.* (2017) suggested using PLS-SEM for the analysis when the moderating variable is continuous and on ordinal Likert scales. Hence, PLS-SEM is better at evaluating data quality based on measurement model characteristics that are less constrained (Hair *et al.*, 2019). Moreover, PLS-SEM was used over covariance-based SEM.

Earlier hospitality scholars have used PLS analysis extensively because of its statistical power (Ali *et al.*, 2018) and capacity to assess hypothesized associations while estimating the proposed model (Sarstedt *et al.*, 2020). Moreover, a full-collinearity technique was also utilized, where all variance inflation factor (VIF) readings did not exceed the 3.3 thresholds (Kock, 2015), as indicated in Table 2. Thus, the findings revealed that the common method bias problem did not affect the dataset.

## Results

### Measurement model

The factor loadings for all constructs were greater than 0.708 (Hair *et al.*, 2017), as shown in Table 2. Furthermore, all constructs' average variance extracted (AVE) values exceeded 0.50, indicating sufficient convergent validity (Hair *et al.*, 2019). Further, composite reliability, Cronbach's alpha and rho\_A (see Table 2) exceed 0.70 (Ali *et al.*, 2018). As a result, this model has robust internal consistency and indicator reliability.

The heterotrait-monotrait (HTMT) ratio and Fornell and Larcker's (1981) criteria were employed to check discriminant validity (Hair *et al.*, 2017). Hence, none of the HTMT values (see Table 3) exceeded 0.85 (Henseler *et al.*, 2015), implying that the first requirement has been met. Moreover, each construct's square root AVE was greater than the matching

| Constructs               | Code  | Item                                                                                    | Descriptive statistics |       | VIF   | Convergent validity |       | Internal consistency reliability |       |       |
|--------------------------|-------|-----------------------------------------------------------------------------------------|------------------------|-------|-------|---------------------|-------|----------------------------------|-------|-------|
|                          |       |                                                                                         | Mean                   | SD    |       | FL                  | AVE   | CR                               | CA    | Rho_A |
| Self-protective behavior | SPB1  | I am washing my hands more often now                                                    | 3.70                   | 1.714 | 2.170 | 0.764               | 0.592 | 0.936                            | 0.924 | 0.926 |
|                          | SPB2  | I regularly rub my faceless                                                             | 3.67                   | 1.574 | 2.317 | 0.780               |       |                                  |       |       |
|                          | SPB3  | I am avoiding making eye contact with others (e.g., handshakes)                         | 3.79                   | 1.491 | 2.203 | 0.774               |       |                                  |       |       |
|                          | SPB4  | I am avoiding all touch with other individuals, even those who are only a few feet away | 3.60                   | 1.539 | 2.336 | 0.761               |       |                                  |       |       |
|                          | SPB5  | I try to avoid congested areas and activities                                           | 3.77                   | 1.460 | 2.370 | 0.783               |       |                                  |       |       |
|                          | SPB6  | I devote more time to my family                                                         | 3.65                   | 1.513 | 2.100 | 0.770               |       |                                  |       |       |
|                          | SPB7  | I am paying more attention to the news                                                  | 3.82                   | 1.461 | 2.194 | 0.749               |       |                                  |       |       |
|                          | SPB8  | I had to cancel a vacation to another city                                              | 3.75                   | 1.620 | 1.980 | 0.786               |       |                                  |       |       |
|                          | SPB9  | I went shopping for necessities (e.g., food)                                            | 3.93                   | 1.505 | 2.259 | 0.749               |       |                                  |       |       |
|                          | SPB10 | I went shopping for medical or health goods (e.g., face masks, disinfectants)           | 3.66                   | 1.606 | 2.203 | 0.781               |       |                                  |       |       |
| Safety-seeking tendency  | SST1  | First and foremost is safety                                                            | 3.57                   | 1.785 | 2.377 | 0.824               | 0.663 | 0.932                            | 0.915 | 0.917 |
|                          | SST2  | I do not put my health at risk                                                          | 3.79                   | 1.715 | 2.079 | 0.796               |       |                                  |       |       |
|                          | SST3  | I like to avoid taking chances                                                          | 3.62                   | 1.798 | 2.268 | 0.813               |       |                                  |       |       |
|                          | SST4  | I routinely take chances                                                                | 3.61                   | 1.869 | 2.304 | 0.821               |       |                                  |       |       |
|                          | SST5  | I despise not knowing what will happen next                                             | 3.75                   | 1.835 | 2.320 | 0.809               |       |                                  |       |       |
|                          | SST6  | Risks are typically viewed as a challenge by me                                         | 3.61                   | 1.804 | 2.381 | 0.810               |       |                                  |       |       |
|                          | SST7  | I consider myself to be a (risk avoider/risk taker)                                     | 3.51                   | 1.825 | 2.518 | 0.827               |       |                                  |       |       |

**Note(s):** SD = standard deviation; FL = factor loading; AVE = average variance extracted; VIF = variance inflation factor; CR = composite reliability; CA = cronbach's alpha; (R) = reverse code

Table 2.

anxiety post-COVID-19, future travel avoidance and self-protective conduct were 0.229, 0.194 and 0.287, respectively. Hence, these estimates indicate that the model has excellent goodness of fit (see Table 4).

Next, all direct hypotheses results (see Table 4 and Figure 2) revealed that adventure significantly and negatively affected travel anxiety ( $\beta = -0.218$ ,  $t = 5.370$ ,  $p < 0.001$ ), supporting H1. Furthermore, travel anxiety significantly and positively affected future travel avoidance ( $\beta = 0.376$ ,  $t = 10.409$ ,  $p < 0.001$ ), whereas it significantly and negatively affected self-protective behavior ( $\beta = -0.390$ ,  $t = 10.531$ ,  $p < 0.001$ ). Hence, H2a and H2b were supported.

#### Mediation effects analysis

To establish the significance of the indirect effects, confidence intervals (CIs) were employed, as Williams and MacKinnon (2008) recommended. The findings demonstrated that adventurousness significantly affected future travel avoidance through travel anxiety post-COVID-19 ( $\beta = -0.082$ ,  $t = 4.478$ ,  $CI = [-0.127; -0.053]$ ), as shown in Table 4 and Figure 2). Similarly, adventurousness significantly affected self-protective behavior through travel anxiety post-COVID-19 ( $\beta = 0.085$ ,  $t = 4.672$ ,  $CI = [0.057; 0.0130]$ ), supporting H3a and H3b. To explore the type of mediation achieved in the above hypotheses, the significance of all the paths was examined. The findings show that travel anxiety post-COVID-19 was partially mediated because all paths were significant (Hair *et al.*, 2017).

#### PLS predict: predictive power

To confirm the theoretical framework's power to make predictions, a distinct assessment method with the PLS-SEM's prediction-oriented nature was developed. When all items' PLS-LMs exceed, it is impossible to establish predictive relevance; when all items' PLS-LMs

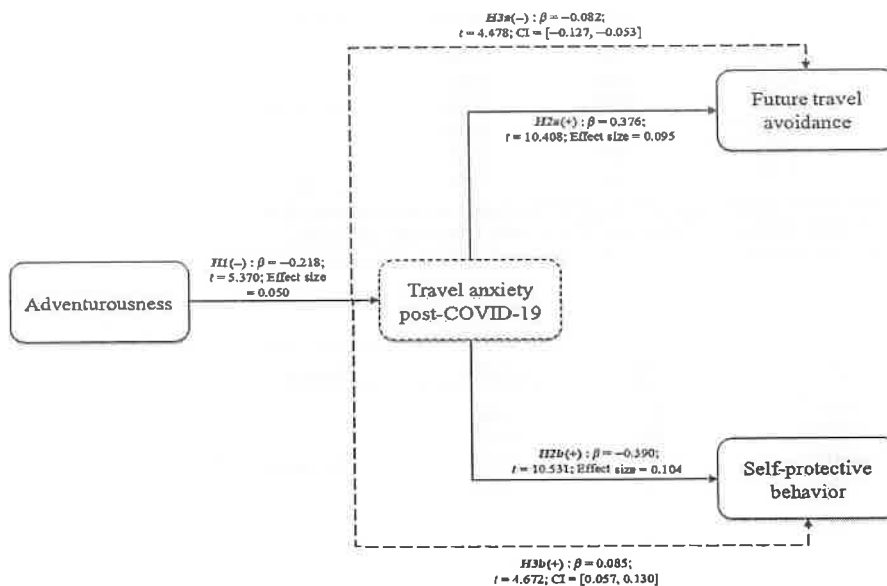
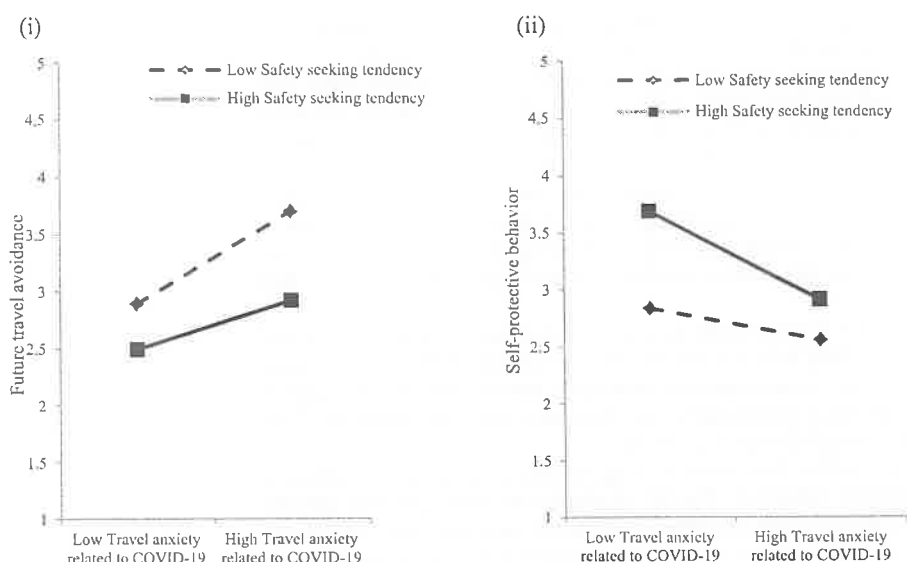


Figure 2.  
Structural model  
results

Source(s): Author's own work



The role of  
safety-seeking  
tendency

241

**Figure 3.**  
The moderating effect  
of safety-seeking  
tendency

Source(s): Author's own work

## Discussion and conclusions

Nowadays, the tourism sector faces a huge challenge both during and after the COVID-19 pandemic, thus altering tourists' behavior (Zorlu *et al.*, 2022). Hence, travelers' thoughts could accurately show how anxious they were when thinking about and planning a trip. The results of the current paper regarding H1 indicate that adventurousness has a negative association with travel anxiety post-COVID-19. This is not surprising, given that adventure travelers are concerned about their health. Regardless, everyone could see that the coronavirus was lethal and dangerous to human life (Morar *et al.*, 2021). However, the paper found that the nexus of adventure and travel anxiety was weak, implying that adventurous tourists are less likely to be unwilling to travel.

H2a findings reveal that travel anxiety positively affected future avoidance. It suggests that emotions of fear and anxiety were triggered and influenced by future travel avoidance decisions due to the pandemic (Suess *et al.*, 2020). To protect themselves against risk that is real or believed to be real, they are less inclined to travel and partake in adventurous activities. As a result, they take precautions to avoid the health and safety risks associated with adventure activities (Buckley, 2023).

According to H2b findings, travel anxiety negatively affected self-protective behavior. Travel anxiety and fear have been linked to self-protective behavior and a declining need to travel. Previous research has shown that emotions like fear and anxiety are associated with defensive travel behaviors that reduce the value of travel (Luo and Lam, 2020). Previous research backs up the findings, arguing that, given the escalating health risk posed by this pandemic, tourists should be encouraged to be more cautious and avoid unnecessary travel risks, reducing their likelihood of traveling further (Kim *et al.*, 2022).

H3a findings indicate that travel anxiety partially mediated the adventurousness-future avoidance linkage. This idea is supported by the fact that travel anxiety acts as a negative mediator of adventurousness. This means that post-COVID-19, tourists will avoid visiting tourist attractions and participating in adventurous activities because anxiety causes them

Finally, safety-seeking tendency's moderator role suggests that potential tourists who look for safe and healthy options will probably feel less anxious about traveling and provide new insights into the travel literature. In contrast to previous tourism research, which was based on empirical data and post-pandemic visitor purchasing patterns (Hu *et al.*, 2023), this paper creates a new theory by fusing empirical data with insightful knowledge that inspires tourists to embark on adventurous journeys and visit their preferred destinations post-COVID-19.

#### *Practical implications*

The paper provides practical insights for tourism destination marketing. First, our research indicates that being adventurous does not significantly reduce travel anxiety. As a result, destination managers should concentrate on reducing tourists' stress levels and fostering a positive risk-taking attitude through marketing and sharing reviews from previous visitors. Second, it is clear that tourists' anxiety over the risk of COVID-19 has resulted in self-protective behaviors. A quarantine period where tourists can enjoy a safe and secure tour may be established by professionals and concerned authorities. For instance, the Egyptian tourism board offers a travel package that includes a self-monitoring quarantine and is well received by foreign visitors.

Third, tourism managers need to employ more strategies to satisfy tourist markets for those with low-risk tolerance (e.g. impression-based targeting and segment-based targeting). Nonetheless, the crisis forced tourism officials to rethink and modify some of their previous and current plans for dealing with and avoiding problems during and after a crisis. This could lead to new tourist behaviors, such as a preference for less crowded areas, more sanitary and clean facilities and even services that require little human interaction.

To make travelers feel comfortable, accommodation, travel and airline companies should offer specialized services and rigorous safety procedures. On the other hand, visitors can perceive risks as realistic and manageable if tourism managers or practitioners explicitly outline their contingency plans. In particular, service providers must adhere to cleanliness and service standards to make visitors feel safe (i.e., metaverse, automation and artificial intelligence).

#### *Limitations and further research*

The current paper has several limitations, despite its valuable contributions for researchers and academics in the travel industry. First, due to the sample size's predominance of Egypt paradigms (Khalid *et al.*, 2022), findings may not be generalizable to a larger population. Future research could conduct a comparative study between developed and developing countries in the hospitality and tourism sectors.

Second, the survey did not provide enough information to distinguish between short- and long-term changes in travel anxiety post-COVID-19 and future travel avoidance. The distinction between travel anxiety and future avoidance of travel was thought to be caused by the safety-seeking tendency's moderation effect. However, future research could be conducted on other significant constructs, such as moderation and mediation outcomes.

Lastly, age, to keep up with current tourism trends, future studies are encouraged to look into a workable solution to prevent the global health crisis, as a security threat hits travel and tourism around the world particularly hard. Tourist arrivals typically decrease in the wider area of influence when security threats occur at or close to popular tourist destinations.

#### **References**

- Aldao, C., Blasco, D. and Poch-Espallargas, M. (2022), "Lessons from COVID-19 for the future: destination crisis management, tourist behavior and tourism industry trends", *Journal of Tourism Futures*, Vol. ahead-of-print No. ahead-of-print.

- Humagain, P. and Singleton, P.A. (2021), "Examining relationships between COVID-19 destination practices, value, satisfaction and behavioral intentions for tourists' outdoor recreation trips", *Journal of Destination Marketing and Management*, Vol. 22, 100665.
- Jalilvand, M.R., Samiei, N., Dini, B. and Manzari, P.Y. (2012), "Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: an integrated approach", *Journal of Destination Marketing and Management*, Vol. 1 Nos 1-2, pp. 134-143.
- Karagöz, D., Işık, C., Dogru, T. and Zhang, L. (2021), "Solo female travel risks, anxiety and travel intentions: examining the moderating role of online psychological-social support", *Current Issues in Tourism*, Vol. 24 No. 11, pp. 1595-1612.
- Khalid, R., Ghaderi, Z., Elayan, M.B., Selem, K.M., Mkheimer, I.M. and Raza, M. (2022), "Dark triad traits, job involvement, and depersonalization among hotel employees: the mediating role of workplace incivility", *International Journal of Hospitality and Tourism Administration*, Vol. ahead-of-print No. ahead-of-print.
- Khan, M.J., Chelliah, S., Khan, F. and Amin, S. (2019), "Perceived risks, travel constraints and visit intention of young women travelers: the moderating role of travel motivation", *Tourism Review*, Vol. 74 No. 3, pp. 721-738.
- Khatoun, S. and Rehman, V. (2021), "Negative emotions in consumer brand relationship: a review and future research agenda", *International Journal of Consumer Studies*, Vol. 45 No. 4, pp. 719-749.
- Kim, J., Park, J., Lee, J., Kim, S. (Sam), Gonzalez-Jimenez, H., Lee, J., Choi, Y.K., Lee, J.C., Jang, S., Franklin, D., Spence, M.T. and Marshall, R. (2022), "COVID-19 and extremeness aversion: the role of safety seeking in travel decision making", *Journal of Travel Research*, Vol. 61 No. 4, pp. 837-854.
- Kim, Y.E., Yu, S.L., Wolters, C.A. and Anderman, E.M. (2023), "Self-regulatory processes within and between diverse goals: the multiple goals regulation framework", *Educational Psychologist*, pp. 1-22.
- Kock, N. (2015), "Common method bias in PLS-SEM: a full collinearity assessment approach", *International Journal of E-Collaboration*, Vol. 11 No. 4, pp. 1-10.
- Kuščer, K., Eichelberger, S. and Peters, M. (2022), "Tourism organizations' responses to the COVID-19 pandemic: an investigation of the lockdown period", *Current Issues in Tourism*, Vol. 25 No. 2, pp. 247-260.
- Lee, M.J. (2005), "Expanding hypertext: does it address disorientation? Depends on individuals' adventurousness", *Journal of Computer-Mediated Communication*, Vol. 10 No. 3, JCMC1036.
- Lep, Ž., Babnik, K. and Hacin Beyazoglu, K. (2020), "Emotional responses and self-protective behavior within days of the COVID-19 outbreak: the promoting role of information credibility", *Frontiers in Psychology*, Vol. 11, p. 1846.
- Li, Q., Xu, H. and Hu, Y. (2022), "Are you a spontaneous traveler? Effect of sensation seeking on tourist planfulness in the mobile era", *Frontiers in Psychology*, Vol. 13, 968548.
- Lin, V.S., Qin, Y., Li, G. and Wu, J. (2021), "Determinants of Chinese households' tourism consumption: evidence from China family panel studies", *International Journal of Tourism Research*, Vol. 23 No. 4, pp. 542-554.
- Luo, J.M. and Lam, C.F. (2020), "Travel anxiety, risk attitude and travel intentions towards 'travel bubble' destinations in Hong Kong: effect of the fear of COVID-19", *International Journal of Environmental Research and Public Health*, Vol. 17 No. 21, p. 7859.
- Meertens, R.M. and Lion, R. (2008), "Measuring an individual's tendency to take risks: the risk propensity scale", *Journal of Applied Social Psychology*, Vol. 38 No. 6, pp. 1506-1520.
- Miao, L., Im, J., So, K.K.F. and Cao, Y. (2022), "Post-pandemic and post-traumatic tourism behavior", *Annals of Tourism Research*, Vol. 95, 103410.

- VisaGuide.World (2022), "Egypt visa types, requirements, and application", available at: <https://visaguide.world/africa/egypt-visa/>
- Wang, S., Berbekova, A., Uysal, M. and Wang, J. (2022), "Emotional solidarity and co-creation of experience as determinants of environmentally responsible behavior: a stimulus-organism-response theory perspective", *Journal of Travel Research*, 00472875221146786.
- Williams, J. and MacKinnon, D.P. (2008), "Resampling and distribution of the product methods for testing indirect effects in complex models", *Structural Equation Modeling: A Multidisciplinary Journal*, Vol. 15 No. 1, pp. 23-51.
- Williams, N.L., Wassler, P. and Ferdinand, N. (2022), "Tourism and the COVID-(Mis) infodemic", *Journal of Travel Research*, Vol. 61 No. 1, pp. 214-218.
- Wu, A.Q. and Lau, V.M.C. (2022), "COVID-19-induced negative emotions and the impacts on personal values and travel behaviors: a threat appraisal perspective", *Journal of Hospitality and Tourism Management*, Vol. 51, pp. 143-155.
- Ye, S., Lei, S.I., Zhao, X., Zhu, L. and Law, R. (2022), "Modeling tourists' preference between hotels and peer-to-peer (P2P) sharing accommodation: a pre-and post-COVID-19 comparison", *International Journal of Contemporary Hospitality Management*, Emerald Publishing Limited, No. ahead-of-print.
- Zenker, S., Braun, E. and Gyimóthy, S. (2021), "Too afraid to travel? Development of a pandemic (COVID-19) anxiety travel scale (PATS)", *Tourism Management*, Vol. 84, 104286.
- Zheng, D., Luo, Q. and Ritchie, B.W. (2022), "The role of trust in mitigating perceived threat, fear, and travel avoidance after a pandemic outbreak: a multigroup analysis", *Journal of Travel Research*, Vol. 61 No. 3, pp. 581-596.
- Zorlu, K., Tuncer, M. and Taşkın, G.A. (2022), "The effect of COVID-19 on tourists' attitudes and travel intentions: an empirical study on camping/glamping tourism in Turkey during COVID-19", *Journal of Hospitality and Tourism Insights*, Vol. ahead-of-print No. ahead-of-print.
- Zuckerman, M. (2009), "Sensation seeking", in *Handbook of Individual Differences in Social Behavior*, Guilford Publications, pp. 455-465.

#### About the authors

Kareem M. Selem is a Lecturer in Hotel Management, Faculty of Tourism and Hotels at Suez Canal University, Egypt. He has a diverse experience in hospitality management, especially in upscale restaurants and hotels. His research interests are employee wellbeing, crisis management, and disruptive innovations in the hotel industry. He is a reviewer for some journals, among them the *International Journal of Contemporary Hospitality Management (IJCHM)*, the *Journal of Hospitality and Tourism Management (JHTM)*, and *Tourism Management Perspectives (TMP)*.

Rupa Sinha is currently working as an assistant professor in Amity Institute of Travel and Tourism Studies, Amity University, Kolkata, India. She has attended and presented research papers on a number of national and international platforms, including the Tourman conference in Greece, Hagia Sophia in Turkey, Viswa Bharati, Pondicherry University, Karnataka University, and AIMS Delhi, and been invited as a keynote speaker and delegates from several national and international bodies, including the Ministry of Internal Affairs, Turkey, and ASSOCHAM, India. She has several publications in reputed journals and edited books, including Emerald Insights and Springer in Psychology and Education and Tourism. Her area of research includes cultural and heritage tourism development, community-based tourism, Indigenous community development, community development and sustainability.

Rimsha Khalid is currently affiliated with Prince of Songkla University, Phuket Campus as Lecturer. She is also working with Putra Business School, Kuala Lumpur, Malaysia which is AACSB ranked university. Her core interests are Entrepreneurship, Branding, Tourism, Post-covid Pandemic studies. She is having strong grip over Smart PLS for quantitative and also having strong hands over qualitative analysis. Rimsha Khalid is the corresponding author and can be contacted at: [rimshakhalid82@gmail.com](mailto:rimshakhalid82@gmail.com)

Mohsin Raza is currently affiliated with Prince of Songkla University, Phuket Campus as Senior Lecturer. He has earned his PhD in Marketing from Universiti Utara Malaysia which is an AACSB

6. ผศ.ดร. ตติยาพร จารุมณีรัตน์

| ที่      | ชื่อบทความ/โครงการวิจัย                                                                                                                                                                     | DOI or Research Grant/Contract no.                                                                        | Scopus Quartile          | สถานะ          | คะแนน |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------|----------------|-------|
| 1        | Pandemic travel fear, travel intention, and self protection intention of Chinese residents: an application of protection motivation theory, <u>Asia Pacific Journal of Tourism Research</u> | <a href="https://doi.org/10.1080/10941665.2023.2282982">https://doi.org/10.1080/10941665.2023.2282982</a> | 1 <sup>st</sup> quartile | First author   | 2     |
| 2        | Phuket Sandbox: stakeholder perceptions on tourism and travel resumption amidst the COVID-19 pandemic, <u>International Journal of Tourism Policy</u>                                       | DOI: 10.1504/IJTP.2023.132223                                                                             | 4 <sup>th</sup> quartile | Co-author      | 1     |
| 3        | Examination of gastronomic tourism experience and future travel intentions in the context of community-based tourism in Phuket                                                              | FSI6701354S (งบประมาณโครงการ 275,000 บาท)                                                                 | Fundamental Fund         | หัวหน้าโครงการ | 1     |
| คะแนนรวม |                                                                                                                                                                                             |                                                                                                           |                          |                | 4     |

## Pandemic travel fear, travel intention, and self-protection intention of Chinese residents: an application of protection motivation theory

Tatiyaporn Jarumaneerat, Md Karim Rabiul, Bruce Prideaux & Pornpisanu Promsivapallop

To cite this article: Tatiyaporn Jarumaneerat, Md Karim Rabiul, Bruce Prideaux & Pornpisanu Promsivapallop (2023) Pandemic travel fear, travel intention, and self-protection intention of Chinese residents: an application of protection motivation theory, Asia Pacific Journal of Tourism Research, 28:9, 1019-1030, DOI: [10.1080/10941665.2023.2282982](https://doi.org/10.1080/10941665.2023.2282982)

To link to this article: <https://doi.org/10.1080/10941665.2023.2282982>



Published online: 30 Nov 2023.



Submit your article to this journal [↗](#)



View related articles [↗](#)



View Crossmark data [↗](#)

## Asia Pacific Journal of Tourism Research

| COUNTRY                                                                                                               | SUBJECT AREA AND CATEGORY                                                                                                                        | PUBLISHER               | H-INDEX                                                              |
|-----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------------------------------------------------------------|
| United Kingdom<br><br>Universities and research institutions in United Kingdom<br><br>Media Ranking In United Kingdom | Business, Management and Accounting<br>Tourism, Leisure and Hospitality Management<br><br>Social Sciences<br>Geography, Planning and Development | Taylor and Francis Ltd. | <b>53</b>                                                            |
| PUBLICATION TYPE                                                                                                      | ISSN                                                                                                                                             | COVERAGE                | INFORMATION                                                          |
| Journals                                                                                                              | 10941665, 17416507                                                                                                                               | 2003-2022               | Homepage<br>How to publish in this journal<br>kaye.chon@polyu.edu.hk |

### SCOPE

Asia Pacific Journal of Tourism Research is the official journal of the Asia Pacific Tourism Association (Founded September 1995) and seeks to publish both empirically and theoretically based articles which advance and foster knowledge of tourism as it relates to the Asia Pacific region. The Journal welcomes submissions of full length articles and critical reviews on major issues with relevance to tourism in the Asia Pacific region.

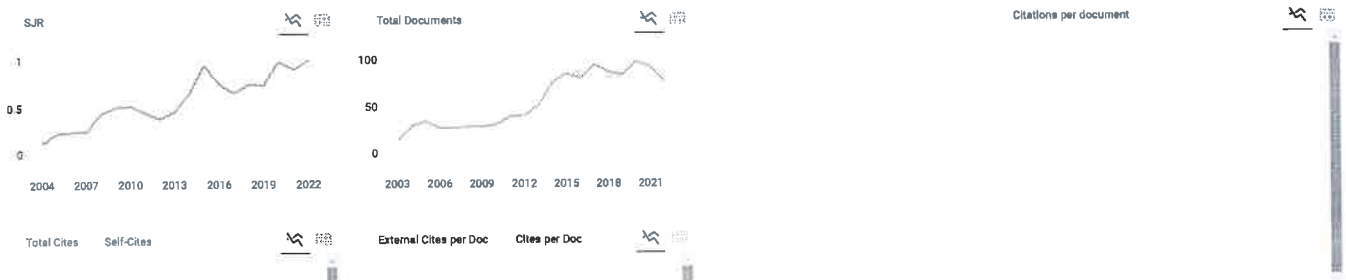
Join the conversation about this journal

Quartiles

### FIND SIMILAR JOURNALS

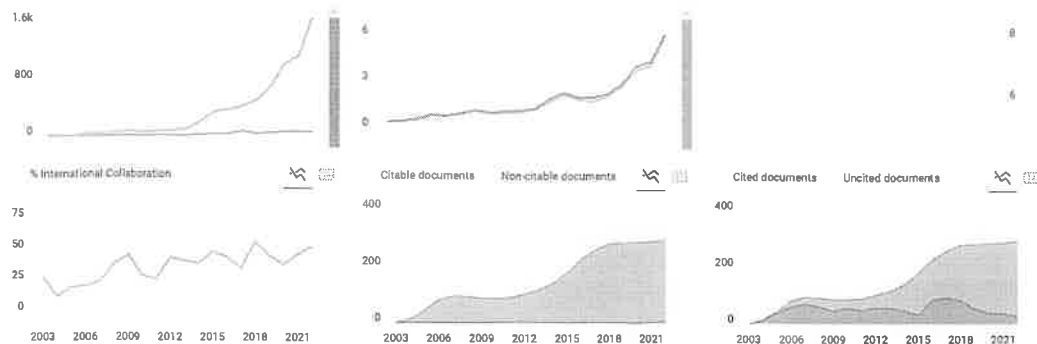
options

- |                                                                                 |                                                                                                        |                                                                       |                                                                                              |                                                                                           |
|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <p>1<br/><b>Tourism Management</b><br/>GBR</p> <p><b>95%</b><br/>similarity</p> | <p>2<br/><b>International Journal of Tourism Research</b><br/>GBR</p> <p><b>95%</b><br/>similarity</p> | <p>3<br/><b>Anatolia</b><br/>GBR</p> <p><b>94%</b><br/>similarity</p> | <p>4<br/><b>Tourism Management Perspectives</b><br/>USA</p> <p><b>94%</b><br/>similarity</p> | <p>5<br/><b>e-Review of Tourism Research</b><br/>USA</p> <p><b>94%</b><br/>similarity</p> |
|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|



2/13/24, 10:55 AM

## Asia Pacific Journal of Tourism Research



← Show this widget in your own website  
Just copy the code below and paste within your html code:  
`<a href="https://www.scimago.org/journalsearch.php?q=12117&tip=sid&clean=0">Asia Pacific Journal of Tourism Research</a>`

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

**Ether Theresa Appaw-Agbola** 9 months ago

I will like to submit an article for publication

reply

**Hani Emawati** 4 months ago

Dear Sir,

I am interested to submit my article to your journal. However, could you give me an information about the first time decision? How long it is? and how much the publication fee is? Thankyou.

Best regards,

Hani Emawati



**Melanie Ortiz** 4 months ago

SCImago Team

Dear Hani,

Thank you for contacting us.

We are sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus.

We suggest you visit the journal's homepage or contact the journal's editorial staff, so they could inform you more deeply.

Best Regards, SCImago Team



**Melanie Ortiz** 9 months ago

SCImago Team

Dear Esther, thank you very much for your comment, we suggest you look for the author's instructions/submission guidelines in the journal's website. Best Regards, SCImago Team

**Azza Saad Attia** 2 years ago

Dear Sir,

I am professor at faculty of tourism-October 6 university in Egypt. How can I create an account for your

[Journal Home](#)[Current Issue](#)[Previous Issues](#) NO ACCESS

# Phuket Sandbox: stakeholder perceptions on tourism and travel resumption amidst the COVID-19 pandemic

Edward Koh, Tatiyaporn Jarumaneerat, Watcharapong Saikaew and Pipatpong Fakfare

Published Online: June 1, 2023 · pp 300-314 · <https://doi.org/10.1504/IJTP.2023.132223>

[ABOUT](#)

## Abstract

This paper examines the local perceptions of travel and tourism resumption amidst the COVID-19 pandemic through the 'Phuket Sandbox' initiative. Opportunities and solutions for global travel and tourism resumption are discussed. Leveraging on the businesses, residents, authorities, visitors and environmentalists (BRAVE) stakeholders framework, interviews were conducted to obtain local stakeholders' perception of the resumption of tourism via the Phuket Sandbox initiative. Four broad categories of travel resumption are identified: resumption of domestic travel, bilateral travel, regional travel and unilateral opening up to inbound travel. The Phuket Sandbox belongs to the last category. Although different countries and jurisdictions have different considerations, priorities and approaches, this paper focuses on the pros and cons of the Phuket Sandbox model from the perspectives of the island's local stakeholders. Destinations can make reference to this particular mode of tourism resumption and decide if they have control over the conditions to replicate or adopt this form of tourism resumption.

## Keywords

Phuket Sandbox, travel resumption, COVID-19 pandemic, tourism resumption, unilateral inbound travel

[Previous Article](#)[Next Article](#) >

## International Journal of Tourism Policy

| COUNTRY                                                                                                                                     | SUBJECT AREA AND CATEGORY                                                             | PUBLISHER                     | H-INDEX                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------------------------------|
| United Kingdom<br><small>Universities and research institutions in United Kingdom</small><br><small>Mad's Ranking in United Kingdom</small> | Business, Management and Accounting<br>Tourism, Leisure and Hospitality<br>Management | Inderscience Enterprises Ltd. | 17                                                                  |
| PUBLICATION TYPE                                                                                                                            | ISSN                                                                                  | COVERAGE                      | INFORMATION                                                         |
| Journals                                                                                                                                    | 17504090, 17504104                                                                    | 2008-2022                     | Homepage<br>How to publish in this journal<br>k.andriotis@mdx.ac.uk |

### SCOPE

Topics covered include: Advances in tourism policy-making; Tourism development and planning; Public administration of tourism development; Local government role and responses to tourism development; European Union policies in tourism; Tourism education and its role in managing tourism development; Tourism research and methodology; Terrorism, safety and security in tourism; Economic/social/environmental/cultural impact of tourism; Cross-cultural differences; Sustainable tourism; Alternative and special forms of tourism; Industry's role in managing growth; Future of tourism; Globalisation and tourism.

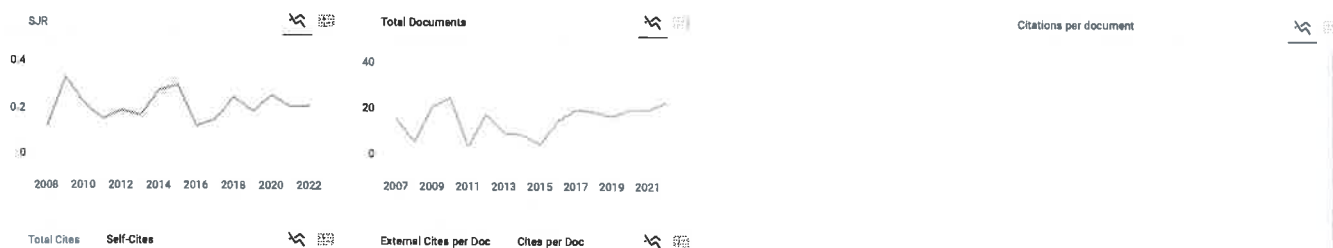
Join the conversation about this journal

### Quartiles

#### FIND SIMILAR JOURNALS

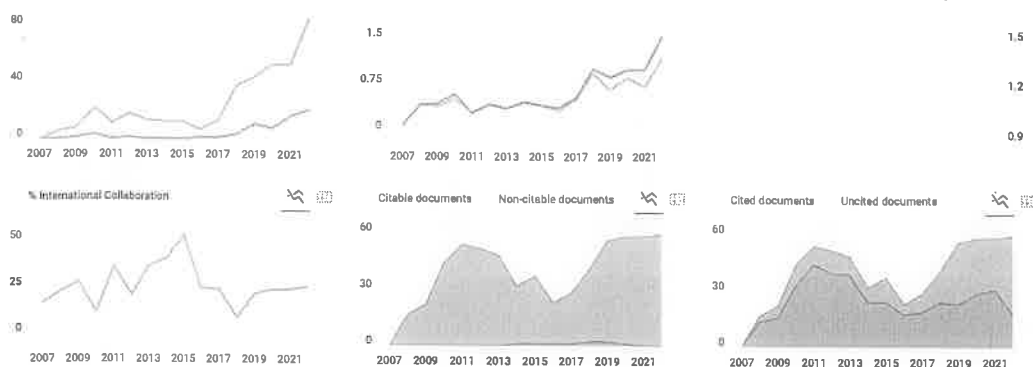
options

|                                                                         |                                                                                  |                                                 |                                                            |                                                                   |
|-------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------|
| 1<br>Tourism Management Perspectives<br>USA<br><b>88%</b><br>similarity | 2<br>Asia Pacific Journal of Tourism Research<br>GBR<br><b>87%</b><br>similarity | 3<br>Tourism<br>HRV<br><b>87%</b><br>similarity | 4<br>Tourism Management<br>GBR<br><b>86%</b><br>similarity | 5<br>Current Issues in Tourism<br>GBR<br><b>86%</b><br>similarity |
|-------------------------------------------------------------------------|----------------------------------------------------------------------------------|-------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------|



2/13/24, 11:02 AM

## International Journal of Tourism Policy



Show this widget in your own website

Just copy the code below and paste within your html code:

`<a href="https://www.scimagoj.com" data-bbox="192 339 284 349">`

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

Ananda Hussein 2 years ago

Please advise me whether this journal is still actively indexed by scopus or not? I checked on scopus.com It is under scopus coverage. I also checked to the publisher and they said that this journal is currently still indexed by scopus. However, on this page it is mentioned that the coverage year is between 2008 and 2014. Thanks

reply



Melanie Ortiz 2 years ago

SCImago Team

Dear Ananda,

Thank you very much for your comment.

All the metadata have been provided by Scopus/Elsevier in their last update sent to SCImago, including the Coverage's period data. The SJR for 2020 was released on 17 May 2021.

For further information, please contact Scopus support:

[https://service.elsevier.com/app/answers/detail/a\\_id/14883/kw/scimago/supporthub/scopus/](https://service.elsevier.com/app/answers/detail/a_id/14883/kw/scimago/supporthub/scopus/)

Best Regards, SCImago Team

Leave a comment

Name

Email

(will not be published)

☐ I'm not a robot

HCaptcha

โครงการเดี่ยว/ย่อย (ใหม่/ต่อเนื่อง)

เลขที่คำรับรอง .... FSI6701354S ....

มหาวิทยาลัยสงขลานครินทร์

คำรับรองการรับงบประมาณทุนงานมูลฐาน (Fundamental Fund)

จากกองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ. 2567

ทำที่ มหาวิทยาลัยสงขลานครินทร์

วันที่.....1.....เดือน.....ตุลาคม.....พ.ศ.....2566.....

ข้าพเจ้า ~~นาย/นาง~~นางสาว....ตติยาพร จารุมณีรัตน์... สาขาวิชา..... คณะ/ส่วนงาน.การบริการและการท่องเที่ยว....ปัจจุบันอยู่บ้านเลขที่...80...ถนน...วิชิตสงคราม...แขวง/เขต...ตำบล...กะทู้...อำเภอ...กะทู้...จังหวัด...ภูเก็ต...รหัสไปรษณีย์...83120....ในฐานะหัวหน้าโครงการ ขอให้คำรับรองการปฏิบัติตามเงื่อนไขของการอนุมัติงบประมาณจากเงินกองทุนส่งเสริมวิทยาศาสตร์ วิจัยและนวัตกรรม ประจำปีงบประมาณ พ.ศ. 2567 ต่อมหาวิทยาลัยสงขลานครินทร์ ดังต่อไปนี้

ข้อ 1 คำรับรองนี้เป็นคำรับรองฝ่ายเดียว เพื่อดำเนินโครงการวิจัย เรื่อง ความสัมพันธ์ของประสบการณ์การท่องเที่ยวเชิงอาหาร และแนวโน้มพฤติกรรมการท่องเที่ยวในการท่องเที่ยวด้านอาหารในชุมชนจังหวัดภูเก็ต. (Examination of gastronomic tourism experience and future travel intentions in the context of community-based tourism in Phuket) จำนวนเงิน 275,000.00 บาท (...สองแสนเจ็ดหมื่นห้าพันบาทถ้วน...)

ข้อ 2 ผู้ให้คำรับรองตกลงที่จะดำเนินการวิจัยให้เสร็จสิ้นภายใน 1 ปี ตั้งแต่วันที่ 1 เดือนตุลาคม พ.ศ.2566 ถึงวันที่ 30 เดือนกันยายน พ.ศ. 2567 ขยายระยะเวลาได้ไม่เกิน 6 เดือน

ข้อ 3 การจ่ายงบประมาณสนับสนุน

3.1 งบครุภัณฑ์ จำนวน.....บาท (... ..)

สำนักวิจัยและพัฒนา จะเบิกจ่ายให้กับบริษัท/ร้านค้า เมื่อหนังสือกำหนดชำระ โดยจัดส่งเอกสารการจัดซื้อทั้งหมดหลังจากจัดซื้อเสร็จสิ้นแล้ว ไปยังสำนักวิจัยและพัฒนา

ครุภัณฑ์ที่จัดซื้อแล้ว ต้องบันทึกข้อมูลครุภัณฑ์ในระบบฐานข้อมูลที่กำหนด พร้อมติดหมายเลขครุภัณฑ์ไว้กับครุภัณฑ์

กรรมสิทธิ์ในครุภัณฑ์ที่ได้จากโครงการวิจัย เป็นกรรมสิทธิ์ของคณะ/หน่วยงานต้นสังกัดของหัวหน้าโครงการ เว้นแต่จะมีการตกลงกันเป็นหนังสือเป็นอย่างอื่น

รายได้หรือค่าธรรมเนียมต่าง ๆ ที่ได้รับจากการให้ใช้ครุภัณฑ์ ให้ถือเป็นรายได้ของเจ้าของกรรมสิทธิ์ในครุภัณฑ์นั้น

7. รศ.ดร. ภาณุวัฒน์ ภักดีอักษร

| ที่      | ชื่อบทความ/โครงการวิจัย                                                                                                                                     | DOI or Research Grant/Contract no.                                                                        | Scopus Quartile          | สถานะ        | คะแนน |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------------------|--------------|-------|
| 1        | Youth Tourists' Attitudes Towards Travelling within ASEAN Countries: The Case of Thailand, <u>Journal of Quality Assurance in Hospitality &amp; Tourism</u> | <a href="https://doi.org/10.1080/1528008X.2023.2235717">https://doi.org/10.1080/1528008X.2023.2235717</a> | 2 <sup>nd</sup> quartile | First author | 2     |
| 2        | An Analysis of International Tourist Motivations Towards Phuket Food Attractiveness, <u>Journal of Quality Assurance in Hospitality &amp; Tourism</u>       | <a href="https://doi.org/10.1080/1528008X.2023.2216953">https://doi.org/10.1080/1528008X.2023.2216953</a> | 2 <sup>nd</sup> quartile | First author | 2     |
| คะแนนรวม |                                                                                                                                                             |                                                                                                           |                          |              | 4     |

## Youth Tourists' Attitudes Towards Travelling within ASEAN Countries: The Case of Thailand

Panuwat Phakdee-Auksorn, Nimit Soonsan, Ryan Panganiban Sastre & Puriwaj Dachum

To cite this article: Panuwat Phakdee-Auksorn, Nimit Soonsan, Ryan Panganiban Sastre & Puriwaj Dachum (19 Jul 2023): Youth Tourists' Attitudes Towards Travelling within ASEAN Countries: The Case of Thailand, Journal of Quality Assurance in Hospitality & Tourism, DOI: [10.1080/1528008X.2023.2235717](https://doi.org/10.1080/1528008X.2023.2235717)

To link to this article: <https://doi.org/10.1080/1528008X.2023.2235717>



Published online: 19 Jul 2023.



Submit your article to this journal [↗](#)



Article views: 122



View related articles [↗](#)



View Crossmark data [↗](#)

Journal of Quality Assurance in Hospitality and Tourism

| COUNTRY                                                                                                                       | SUBJECT AREA AND CATEGORY                                                          | PUBLISHER | H-INDEX                                    |
|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------|--------------------------------------------|
| United States<br><div>Universities and research institutions in United States</div> <div>Media Ranking in United States</div> | Business, Management and Accounting<br>Tourism, Leisure and Hospitality Management | Routledge | 36                                         |
| PUBLICATION TYPE                                                                                                              | ISSN                                                                               | COVERAGE  | INFORMATION                                |
| Journals                                                                                                                      | 1528008X                                                                           | 2000-2022 | Homepage<br>How to publish in this journal |

SCOPE

The Journal of Quality Assurance in Hospitality & Tourism serves as a medium to share and disseminate new research findings, theoretical development and superior practices in hospitality and tourism. The journal aims to publish cutting-edge, empirically and theoretically sound research articles on quality planning, development, management, marketing, evaluation, and adjustments within the field. Readers of the journal stay up-to-date on the latest theory development and research findings, ways to improve business practices, successful hospitality strategies, maintenance of profit requirements, and increasing market share in this complex and growing field. Comprised of conceptual and methodological research papers, research notes, case studies, and review books and conferences the Journal of Quality Assurance in Hospitality & Tourism offers readers examples of real world practices and experiences that involve: -Organizational development and improvement -Operational and efficiency issues -Quality policy and strategy development and implementation -Quality function deployment -Quality experiences in hospitality industry -Service quality improvement and customer satisfaction -Managerial issues, such as employee empowerment & benefits, quality costs, & returns on investment -The role and participation of private and public sectors, including residents -International, national, and regional tourism; tourism destination sites; arid systems of tourism

Join the conversation about this journal

Quartiles

FIND SIMILAR JOURNALS

options

1

Journal of Hospitality and Tourism Management  
GBR

91%  
similarity

2

Tourism and Hospitality Management  
HRV

88%  
similarity

3

Journal of Hospitality and Tourism Research  
USA

87%  
similarity

4

International Journal of Culture, Tourism and GBR

87%  
similarity

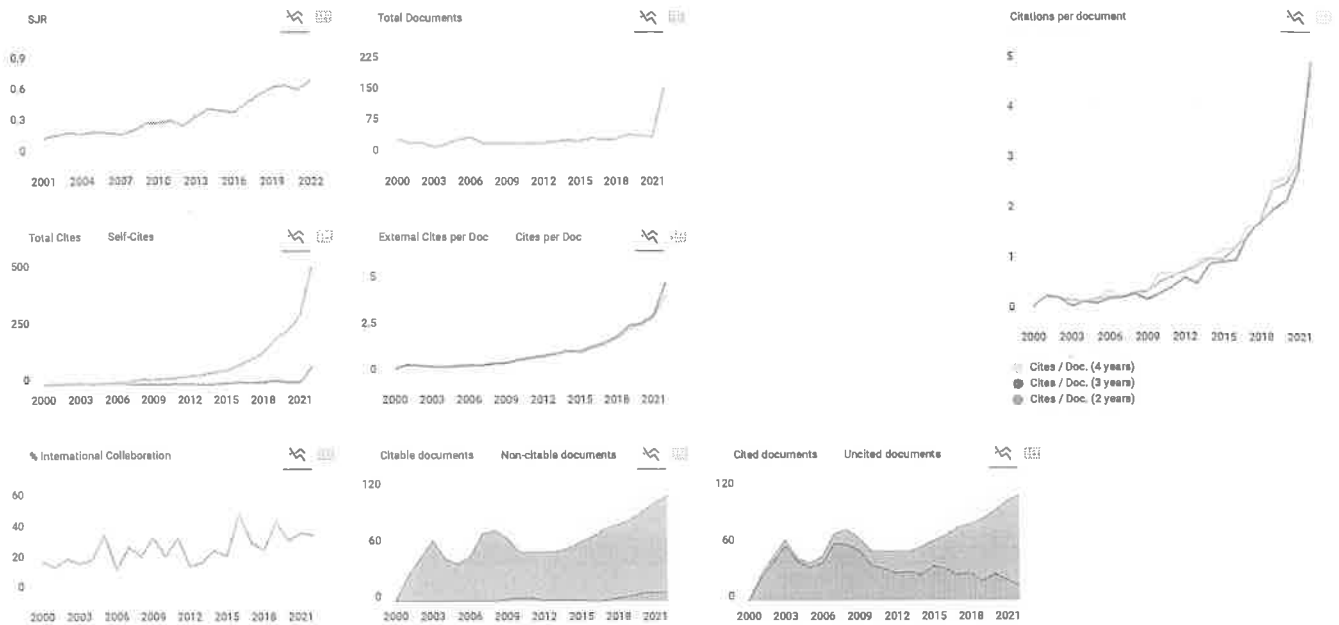
5

International Journal of Hospitality and Tourism  
USA

84%  
similarity

https://www.scimagojr.com/journalsearch.php?q=4700152735&tip=sid&clean=0

1/3



← Show this widget in your own website

Just copy the code below and paste within your html code:

`<a href="https://www.scimagojr.com" data-bbox="192 455 286 465">`

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

MARIANA ESCOBAR 3 years ago

envio artículo a someter

reply



Melanie Ortiz 3 years ago

SCImago Team

Dear Mariana, thank you very much for your comment, we suggest you look for the author's instructions/submission guidelines in the journal's website. Best Regards, SCImago Team



Yahya Muhammed 4 years ago

Dear sir/madam

Happy and prosperous 2020. I have three manuscripts to publish. Please I need your urgent support as recommended. Thanks and hope to hear from you soon.

reply



Melanie Ortiz 4 years ago

SCImago Team

Dear Yahya, thank you for contacting us.

Sorry to tell you that SCImago Journal & Country Rank is not a journal. SJR is a portal with scientometric indicators of journals indexed in Elsevier/Scopus.

Unfortunately, we cannot help you with your request, we suggest you to visit the journal's



Log in | Register



Cart

Home > All Journals > Journal of Quality Assurance in Hospitality & Tourism > List of Issues > Latest Articles  
An Analysis of International Tourist Mot ....

## Journal of Quality Assurance in Hospitality & Tourism >

Latest Articles

✓ Full access

284 0

Views CrossRef citations to date Altmetric



Research Article

# An Analysis of International Tourist Motivations Towards Phuket Food Attractiveness

Panuwat Phakdee-Auksorn, Ryan Sastre, Pathummalai Pattaro, Nimit Soonsan ✉ & Puriwaj Dachum

Published online: 27 May 2023

🗨 Cite this article 🔗 <https://doi.org/10.1080/1528008X.2023.2216953>

🔄 Check for updates

📄 Full Article

📊 Figures & data

📖 References

🗨 Citations

📈 Metrics

📄 Reprints & Permissions

📄 View PDF

📖 View EPUB

## ABSTRACT

Food tourism is rapidly growing, and so is the number of destinations promoting its culinary product as a major attraction. In order to remain competitive in the global markets, appropriate and effective marketing strategies must be employed. This research attempted to identify the main attractiveness of Phuket foods for international tourists, adopting both qualitative and quantitative approach. There was a consistency found in the results of descriptive statistics and content analysis, wherein it was discovered that “fresh seafood,” “delicious food,” and “good selection/variety of food” are the main attractions of Phuket food for international tourists. Factor analysis also identified five food factor dimensions, which include: “service quality & hygiene,” “food taste and uniqueness,” “food variety and event availability,” “dining atmosphere and convenience,” and “food types and quality. Moreover, independent t-test and one-way ANOVA found some significant differences between specific socio-demographic/travel pattern variables and the factor groups. Furthermore, content analysis revealed that generally, tourists have had no major problems encountered in Phuket food tourism, but “too expensive” and being “spicy” emerged as the second and third most frequently mentioned concerns, which may inhibit tourists desire to visit/revisit the destination. Implications and recommendations based on the findings were likewise provided.

🔑 **KEYWORDS:** Gastronomy city food tourism food attractiveness international tourists

📄 View article

## Journal of Quality Assurance in Hospitality and Tourism

| COUNTRY                                                                                                            | SUBJECT AREA AND CATEGORY                                                          | PUBLISHER | H-INDEX                                    |
|--------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------|--------------------------------------------|
| United States<br><br>Universities and research institutions in United States<br><br>Media Ranking in United States | Business, Management and Accounting<br>Tourism, Leisure and Hospitality Management | Routledge | 36                                         |
| PUBLICATION TYPE                                                                                                   | ISSN                                                                               | COVERAGE  | INFORMATION                                |
| Journals                                                                                                           | 1528008X                                                                           | 2000-2022 | Homepage<br>How to publish in this journal |

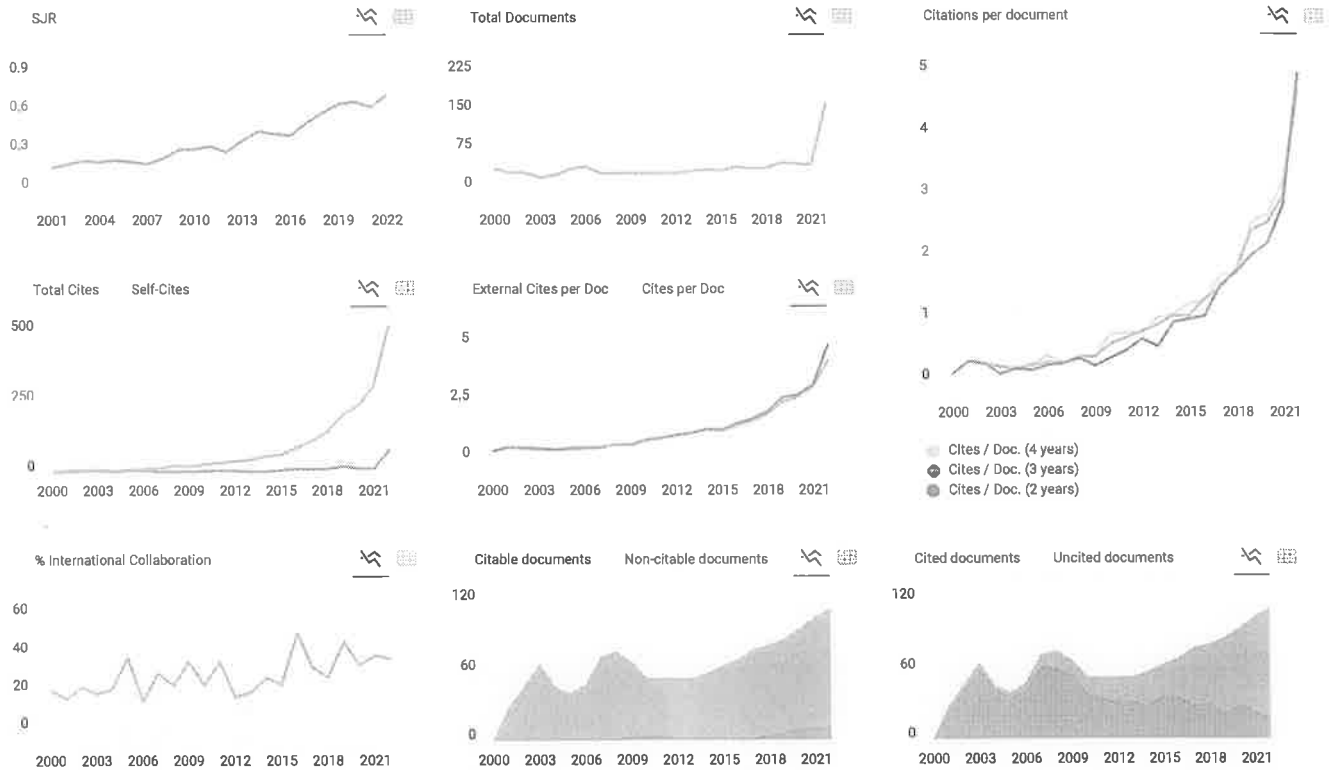
### SCOPE

The Journal of Quality Assurance in Hospitality & Tourism serves as a medium to share and disseminate new research findings, theoretical development and superior practices in hospitality and tourism. The journal aims to publish cutting-edge, empirically and theoretically sound research articles on quality planning, development, management, marketing, evaluation, and adjustments within the field. Readers of the journal stay up-to-date on the latest theory development and research findings, ways to improve business practices, successful hospitality strategies, maintenance of profit requirements, and increasing market share in this complex and growing field. Comprised of conceptual and methodological research papers, research notes, case studies, and review books and conferences the Journal of Quality Assurance in Hospitality & Tourism offers readers examples of real world practices and experiences that involve: -Organizational development and improvement -Operational and efficiency issues -Quality policy and strategy development and implementation -Quality function deployment -Quality experiences in hospitality industry -Service quality improvement and customer satisfaction -Managerial issues, such as employee empowerment & benefits, quality costs, & returns on investment -The role and participation of private and public sectors, including residents -International, national, and regional tourism; tourism destination sites; arid systems of tourism

 Join the conversation about this journal

## FIND SIMILAR JOURNALS ?

|                                                              |                                                   |                                                            |                                                              |                                          |
|--------------------------------------------------------------|---------------------------------------------------|------------------------------------------------------------|--------------------------------------------------------------|------------------------------------------|
| 1<br>Journal of Hospitality and<br>Tourism Management<br>GBR | 2<br>Tourism and Hospitality<br>Management<br>HRV | 3<br>Journal of Hospitality and<br>Tourism Research<br>USA | 4<br>International Journal of<br>Culture, Tourism and<br>GBR | 5<br>International<br>Hospitality<br>USA |
| 91%                                                          | 88%                                               | 87%                                                        | 87%                                                          |                                          |
| similarity                                                   | similarity                                        | similarity                                                 | similarity                                                   |                                          |



← Show this widget in  
your own website

Just copy the code below  
and paste within your html  
code:

<a href="https://www.scimag

### SCImago Graphica

Explore, visually  
communicate and make  
sense of data with our  
new data visualization  
tool.



Metrics based on Scopus® data as of April 2023

M **MARIANA ESCOBAR** 3 years ago

envio articulo a someter

reply

8. นางสาวณิชพัชร ตั้งษ์แก้ว

| ที่      | ชื่อบทความ/โครงการวิจัย                                                                                                                                                         | DOI or Research Grant/Contract no.                                                                | Scopus Quartile          | สถานะ                | คะแนน |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|--------------------------|----------------------|-------|
| 1        | Mitigating tourism seasonality: an explanatory sequential analysis of TripAdvisor on temple experiences. A case study of Phuket, <u>International Journal of Tourism Policy</u> | <a href="https://doi.org/10.1504/IJTP.2023.130808">https://doi.org/10.1504/IJTP.2023.130808</a>   | 4 <sup>th</sup> quartile | Corresponding author | 2     |
| 2        | Social media sites and nightlife tourism: an empirical study of tourist decision-making on nightlife entertainment consumption, <u>International Journal of Tourism Cities</u>  | <a href="https://doi.org/10.1108/IJTC-11-2021-0224">https://doi.org/10.1108/IJTC-11-2021-0224</a> | 2 <sup>nd</sup> quartile | Corresponding author | 2     |
| คะแนนรวม |                                                                                                                                                                                 |                                                                                                   |                          |                      | 4     |

 NO ACCESS

# Mitigating tourism seasonality: an explanatory sequential analysis of TripAdvisor on temple experiences. A case study of Phuket

Kris Sincharoenkul and Nichapat Sangkaew

Published Online: April 30, 2023 · pp 230-247 · <https://doi.org/10.1504/IJTP.2023.130808>

ABOUT

## Abstract

Seasonality is a recurring problem affecting a weather-related destination, and cultural tourism has the potential to mitigate such a problem. Buddhist temples are famous tourist sites in Thailand that can be visited throughout the year. This paper aimed to determine the influential factors of tourists' positive experiences on their temple visits. Using the Naïve Bayes algorithm, 11,696 English reviews of 14 Buddhist temples in Phuket from the TripAdvisor website were retrieved and analysed. With a model accuracy of 70.4%, the results reported the 28 terms reflecting tourists' positive and negative experiences visiting famous temples. The content analysis of tourists' reviews based on each term found five factors influencing positive experiences: temple atmosphere, religious actions, temple integration, scenery and worthiness. Three negative factors were also found: safety, tourist expectation and external surrounding. The results are discussed, and practical implications as a suggestion for policy-making are derived.

## Keywords

seasonality, cultural attractions, cultural tourism, online reviews, Phuket, temples, tourist experience, TripAdvisor, tourism development, tourist attractions

[< Previous Article](#)[Next Article >](#)

---

## Mitigating tourism seasonality: an explanatory sequential analysis of TripAdvisor on temple experiences. A case study of Phuket

---

Kris Sincharoenkul and Nichapat Sangkaew\*

Faculty of Hospitality and Tourism,  
Prince of Songkla University (Phuket Campus),  
Phuket, 83120, Thailand

Email: Kris.s@phuket.psu.ac.th

Email: Nichapat.sangkaew@gmail.com

\*Corresponding author

**Abstract:** Seasonality is a recurring problem affecting a weather-related destination, and cultural tourism has the potential to mitigate such a problem. Buddhist temples are famous tourist sites in Thailand that can be visited throughout the year. This paper aimed to determine the influential factors of tourists' positive experiences on their temple visits. Using the Naïve Bayes algorithm, 11,696 English reviews of 14 Buddhist temples in Phuket from the TripAdvisor website were retrieved and analysed. With a model accuracy of 70.4%, the results reported the 28 terms reflecting tourists' positive and negative experiences visiting famous temples. The content analysis of tourists' reviews based on each term found five factors influencing positive experiences: temple atmosphere, religious actions, temple integration, scenery and worthiness. Three negative factors were also found: safety, tourist expectation and external surrounding. The results are discussed, and practical implications as a suggestion for policy-making are derived.

**Keywords:** seasonality; cultural attractions; cultural tourism; online reviews; Phuket; temples; tourist experience; TripAdvisor; tourism development; tourist attractions.

**Reference** to this paper should be made as follows: Sincharoenkul, K. and Sangkaew, N. (2023) 'Mitigating tourism seasonality: an explanatory sequential analysis of TripAdvisor on temple experiences. A case study of Phuket', *Int. J. Tourism Policy*, Vol. 13, No. 3, pp.230–247.

**Biographical notes:** Kris Sincharoenkul is a Lecturer for Business and Accounting at Faculty of Hospitality and Tourism, Prince of Songkla University (Phuket Campus). His specific academic fields are tourism development, crisis management, Gamification in business, and innovative pedagogy for business students by the means of quantitative research methods.

Nichapat Sangkaew is a researcher at the Faculty of Hospitality and Tourism, Prince of Songkla University (Phuket campus), Phuket, Thailand. Her specific academic fields are data analytics and quantitative method in tourism.

---

## International Journal of Tourism Policy

18

| COUNTRY                                                                                                                                         | SUBJECT AREA AND CATEGORY                                                          | PUBLISHER                     | H-INDEX                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------------------------------|
| United Kingdom<br><small>Universities and research institutions in United Kingdom</small><br><br><small>Media Ranking in United Kingdom</small> | Business, Management and Accounting<br>Tourism, Leisure and Hospitality Management | Inderscience Enterprises Ltd. | 17                                                                  |
| PUBLICATION TYPE                                                                                                                                | ISSN                                                                               | COVERAGE                      | INFORMATION                                                         |
| Journals                                                                                                                                        | 17504090, 17504104                                                                 | 2008-2022                     | Homepage<br>How to publish in this journal<br>k.andriotis@mdx.ac.uk |

### SCOPE

Topics covered include: Advances in tourism policy-making; Tourism development and planning; Public administration of tourism development; Local government role and responses to tourism development; European Union policies in tourism; Tourism education and its role in managing tourism development; Tourism research and methodology; Terrorism, safety and security in tourism; Economic/social/environmental/cultural impact of tourism; Cross-cultural differences; Sustainable tourism; Alternative and special forms of tourism; Industry's role in managing growth; Future of tourism; Globalisation and tourism.

Join the conversation about this journal

Quartiles

### FIND SIMILAR JOURNALS

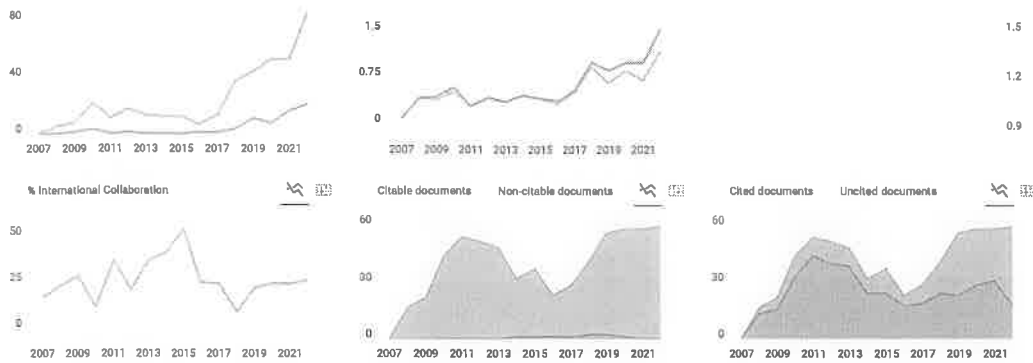
options

|                                             |                                                      |                     |                                |                                       |
|---------------------------------------------|------------------------------------------------------|---------------------|--------------------------------|---------------------------------------|
| 1<br>Tourism Management Perspectives<br>USA | 2<br>Asia Pacific Journal of Tourism Research<br>GBR | 3<br>Tourism<br>HRV | 4<br>Tourism Management<br>GBR | 5<br>Current Issues in Tourism<br>GBR |
| 88%<br>similarity                           | 87%<br>similarity                                    | 87%<br>similarity   | 86%<br>similarity              | 86%<br>similarity                     |



2/13/24, 9:50 AM

## International Journal of Tourism Policy



← Show this widget in your own website

Just copy the code below and paste within your html code:

<a href="https://www.scimagoj.com" data-bbox="191 338 284 348">

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

A Ananda Hussein 2 years ago

Please advise me whether this journal is still actively indexed by scopus or not? I checked on scopus.com it is under scopus coverage. I also checked to the publisher and they said that this journal is currently still indexed by scopus. However, on this page it is mentioned that the coverage year is between 2008 and 2014. Thanks

reply



Melanie Ortiz 2 years ago

SCImago Team

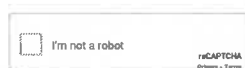
Dear Ananda,  
Thank you very much for your comment.  
All the metadata have been provided by Scopus/Elsevier in their last update sent to SCImago, including the Coverage's period data. The SJR for 2020 was released on 17 May 2021.  
For further information, please contact Scopus support:  
[https://service.elsevier.com/app/answers/detail/a\\_id/14883/kw/scimago/supporthub/scopus/](https://service.elsevier.com/app/answers/detail/a_id/14883/kw/scimago/supporthub/scopus/)  
Best Regards, SCImago Team

#### Leave a comment

Name

Email

(will not be published)



Access and authentication: Please [visit our page](#).

Close ✕

Enter your search terms here



Advanced  
search

[Home](#) / [Journals](#) / [International Journal of Tourism Cities](#) / [Volume 9 Issue 3](#)

/ Social media sites and nightlife tourism: an empirical study of tourist decision-making on nightlife entertainment consumption

# Social media sites and nightlife tourism: an empirical study of tourist decision-making on nightlife entertainment consumption

[Chayanon Phucharoen](#), [Surarak Wichupankul](#), [Nichapat Sangkaew](#), [Kristina Stosic](#) ▼

[International Journal of Tourism Cities](#)

ISSN: 2056-5607

(International

Article publication date: 31 August 2023

Standard

[Permissions](#)

Serial publication date: 7 November 2023

Number.)

DOWNLOADS



201

[PDF \(614 KB\)](#)

[Table of contents](#) ▼

PDF

Help

## International Journal of Tourism Cities

| COUNTRY                                                                                                                                             | SUBJECT AREA AND CATEGORY                                                                                                                                                                                                  | PUBLISHER                     | H-INDEX                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------------------------------------------------------------|
| United Kingdom<br><br><small>Universities and research institutions in United Kingdom</small><br><br><small>Media Ranking in United Kingdom</small> | Business, Management and Accounting<br>Tourism, Leisure and Hospitality<br>Management<br><br>Environmental Science<br>Management, Monitoring, Policy and Law<br><br>Social Sciences<br>Geography, Planning and Development | Emerald Group Publishing Ltd. | 22                                                                                     |
| PUBLICATION TYPE                                                                                                                                    | ISSN                                                                                                                                                                                                                       | COVERAGE                      | INFORMATION                                                                            |
| Journals                                                                                                                                            | 20565615, 20565607                                                                                                                                                                                                         | 2015-2022                     | Homepage<br><br>How to publish in this journal<br><br>a.coca-stefaniak@greenwich.ac.uk |

### SCOPE

A peer-reviewed journal, the International Journal of Tourism Cities provides an international forum for the critical study of urban tourism and tourism cities. The journal aims to be inter-disciplinary in its appreciation of tourism cities and tourism in urban areas, and welcomes original, theoretically-informed articles from those involved in the planning, management or marketing of tourism in city destination or places adjoining urban areas. Urban tourism and travel cover many disciplines and impinge on numerous aspects of daily life within cities. Moreover, they play a key role in domestic and international tourism in most countries, and cities often function as key travel gateways and tourism destinations. The International Journal of Tourism Cities contents include primary research articles, expert discussions on current urban tourism issues, and tourism city case studies. Articles are selected that are relevant to both academics and practitioners. The journal particularly encourages contributions on contemporary topics and issues in urban tourism including smart cities and tourism, environmental impact and sustainable tourism development in cities, citizen and stakeholder involvement in tourism, city destination governance, and the development of policies and standards for city tourism development. The International Journal of Tourism Cities has four distinct purposes: To encourage greater research and scholarship related to tourism in urban settings. To stimulate more interdisciplinary research on tourism in cities, particularly the integration of tourism and urban studies theories and principles. To generate more research studies on tourism at the edge of cities, where urban and rural areas converge. To create more literature on best practices in city tourism worldwide through in-depth analyses and the production of exemplary case studies.

Join the conversation about this journal

### Quartiles

#### FIND SIMILAR JOURNALS

options

|                                       |                                             |                            |                      |                                                       |
|---------------------------------------|---------------------------------------------|----------------------------|----------------------|-------------------------------------------------------|
| 1<br>Current Issues in Tourism<br>GBR | 2<br>Tourism Management Perspectives<br>USA | 3<br>Tourism Review<br>GBR | 4<br>Anatolia<br>GBR | 5<br>International Journal of Tourism Research<br>GBR |
| 91%<br>similarity                     | 89%<br>similarity                           | 89%<br>similarity          | 87%<br>similarity    | 87%<br>similarity                                     |

SJR

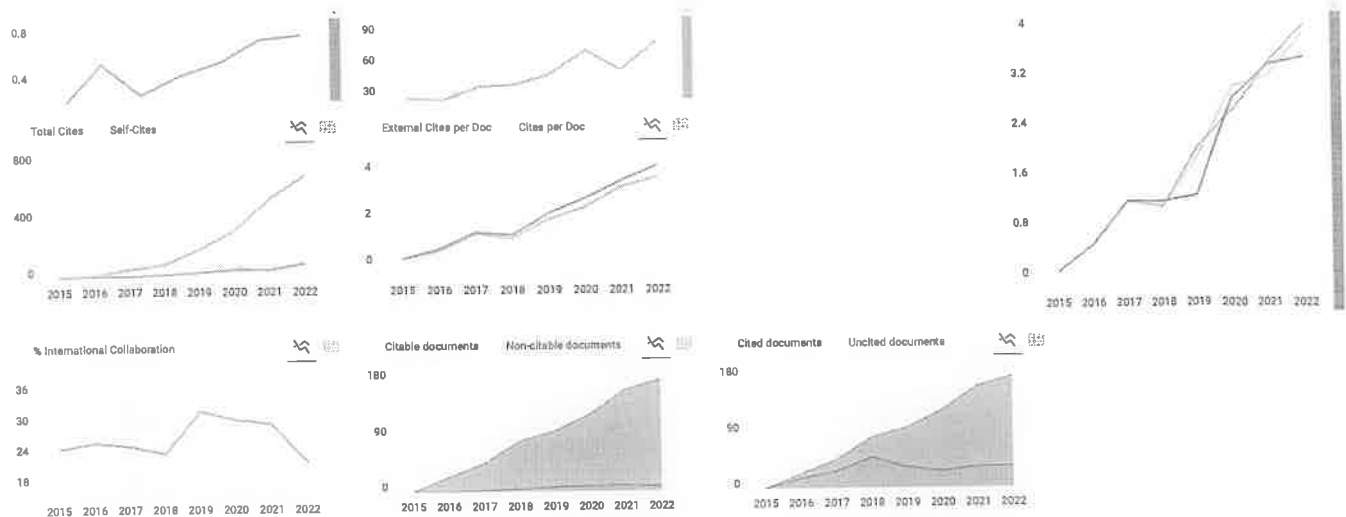


Total Documents



Citations per document





← Show this widget in your own website

Just copy the code below and paste within your html code:

`<a href="https://www.scimagojr.com" data-bbox="195 408 286 416">`

### SCImago Graphica

Explore, visually communicate and make sense of data with our new data visualization tool.



Metrics based on Scopus® data as of April 2023

Dr. Mas'ud Bello, 2 years ago

Dear sir, I want to find out if you publish monthly and what is the cost of the publication. Thank you. Best regards.

reply

Professor J. Andree Coca-Stefaniak (Co-Editor-in-Chief of IJTC) 9 months ago

Publishing of articles in the International Journal of Tourism Cities is free of charge. However, all manuscripts go through an anonymous peer review system.

SCImago Team



Melanie Ortiz 2 years ago

Dear Dr. Mas'ud Bello,  
Thank you for contacting us.  
We suggest you visit the journal's homepage or contact the journal's editorial staff, so they could inform you more deeply.  
Best Regards, SCImago Team



Rekha Rani 4 years ago

Dear sir/mam,  
good evening.  
My name is Rekha Rani. I am a research scholar and doing Ph.D in subject commerce with BMU Rohtak Haryana. I want to send my research paper in your esteem journal. kindly share the fees and total time duration to publish a paper.  
Thank you.  
Regards

reply

# Social media sites and nightlife tourism: an empirical study of tourist decision-making on nightlife entertainment consumption

Chayanon Phucharoen, Surarak Wichupankul, Nichapat Sangkaew and Kristina Stosic

## Abstract

**Purpose** – This paper aims to investigate the effect of tourists' social media usage when planning trips on the probability of tourists consuming nightlife activities and their spending on nightlife consumption.

**Design/methodology/approach** – Two thousand questionnaires comprising questions about social media usage, consumption of nightlife entertainment and decisions to consume nightlife activities are distributed to international visitors at the departure hall of Phuket International Airport. A series of regressions are estimated. A Heckman two-step correction model is conducted to avoid the potential of selection bias.

**Findings** – Results show that the information available on Facebook positively links with the probability of tourists consuming nightlife activities. Furthermore, findings indicate that the usage of YouTube in tourist trip planning could statistically influence tourists to spend more on their nightlife consumption. Therefore, the results suggest that entrepreneurs could use Facebook to stimulate tourists' nightlife consumption, while YouTube could be used to elevate tourists' spending on nightlife consumption. The influence of these two social media sites on tourists' decisions aids the authorities in the mitigation of the negative impacts of nightlife tourism.

**Originality/value** – Given the increasing role of social media in tourists' consumption choices, to the best of the authors' knowledge, this is the first paper to quantitatively explore the relationship between tourists' social media usage and nightlife consumption in Thailand. The revealed relationship between the use of specific social media sites (Facebook and YouTube) and tourists' decisions to consume and the amount spent on nightlife consumption could be used by nightlife tourism entrepreneurs and destination marketers in their marketing campaigns, yielding competitive advantages. Meanwhile, related authorities and non-profit organisations could apply this study's findings to demarket tourists' consumption of nightlife activities in areas affected by the negative impacts of tourists' nightlife consumption.

**Keywords** Nightlife, Entertainment, Social media, Phuket, Thailand

**Paper type** Research paper

Chayanon Phucharoen, Surarak Wichupankul, Nichapat Sangkaew and Kristina Stosic are all based at the Faculty of Hospitality and Tourism, Prince of Songkla University Phuket Campus, Phuket, Thailand.

## 1. Introduction

Tourism is one of Thailand's core economic drivers, contributing over 18% of the gross domestic product in 2019 (Ministry of Tourism & Sports, 2021). The vital role of international tourists, who are direct income disseminators, is explicitly represented by the highest global tourism expenditures (US\$16,852m) among Southeast Asian countries in the same year (World Bank, 2021). According to the Ministry of Tourism and Sport, tourists' trip spendings include accommodation, shopping, food and beverages, sightseeing, local transportation and entertainment (Ministry of Tourism & Sports, 2019). Meanwhile, nightlife entertainment has a notably significant role in Thailand's tourism income. As shown in Appendix 1, 48% of the nation's international tourists spent over US\$110 on nightlife entertainment per trip,

Received 18 November 2021  
Revised 20 February 2022  
16 June 2022  
7 October 2022  
10 February 2023  
16 June 2023  
Accepted 7 August 2023

© International Tourism Studies Association

transportation, accommodation, food and dining activities, shopping and leisure activities. The authors conceptually illustrated that social media acts as a need generator, a supporter, a guider, and eventually, an approver of a tourist's selections during the decision-making process. Their proposed concept indicated that tourists with selected destinations would use social media as a guide and approver in the selection of their consumed activities within that destination. Moreover, tourists often intentionally use social media during the information-seeking process before and while travelling within a given destination (Dwityas & Briandana, 2017). Social media is also used as a means of gaining approval through user-generated rating features. Tourists imitate the attitudes and behaviours of others, thereby behaving in a similar way towards and involving themselves in the same experiences as others (Dedeoğlu, Bilgihan, Ye, Wang, & Okumus, 2021). Consequently, social media content is likely to influence tourists' purchasing and consumption behaviours (Mariani, Ek Styven, & Ayeh, 2019). Gupta (2019) perceived firm-generated content as the least reliable source for tourists considering the understated negative expressions about the offered products and services. In addition, the social media content available on different platforms influences tourists' purchasing decisions (Zhang, Abound, & Cobanoglu, 2017), including purchasing actions (Mariani et al., 2019), future purchase intentions and impulse purchasing (Cheung, Leung, Cheah, & Ting, 2021). Therefore, tourists are likely to consume various types of content during their trip planning, although they often rely on certain types as their source of decision-making.

The availability and accessibility of social media have rapidly accelerated the rising number of both tourism experience consumers and tourism firms (Dedeoğlu et al., 2021), leading to widespread use across the tourism industry. The two-way communication afforded by social media promotes an environment of expression, information exchange, engagement and sharing among consumers, thus allowing for the contribution of reliable sources of information and, in turn, influencing tourists' behaviour (Cheung et al., 2021). Indeed, social media platforms are perceived as reliable information sources when tourists make travel destination choices (Cheung et al., 2021; Liu et al., 2020; Ma, Au, & Ren, 2020; Osei, Mensah, & Amenumey, 2018). Furthermore, Andrić and Alwis (2016) found that tourists' behaviours could be shaped by the extent of their social media usage, especially when targeting tourists with high social media use. Almeida, Ramos, Alonso-Almeida, Fernandes, and Gamarra (2018) also suggested that tourists use social media when seeking travel inspiration, as well as a source of information, particularly when selecting a destination and destinations' nightlife entertainment.

## ***2.2 Nightlife tourism***

Nightlife activities include hedonistic activities, such as drinking, eating and other forms of entertainment, at night-time leisure venues (Eldridge & Smith, 2019). The role of nightlife tourism has expanded to become one of the more significant factors among younger tourists when selecting their desired destination (Calafat et al., 2010). Although each country has its own specific attributes, forms of nightlife entertainment worldwide share some common characteristics. Nightlife tourism can be broadly defined as nightlife activities consumed by tourists at a particular time and space. Zmyslony and Pawlusinski (2020) highlighted time as a core element of nightlife entertainment activities, as they typically occur from late evening to early morning. Additionally, studies exploring nightlife entertainment have focused their attention on the space or venues of night-time activities, including pubs, bars, nightclubs, dance clubs and lounges, all of which involve informal social activities among both strangers and friends (Chew, 2009; Currid-Halkett, 2007; Eldridge, 2019; Florida, 2004; Mendes & Mendes, 2011; Ngesan & Karim, 2012). Nonetheless, in addition to bars and clubs, nightlife entertainment can involve night-time social and cultural tours, for instance, visiting urban arts and local night markets (Pieron & Naef, 2019). This study, however, applies the definition of nightlife tourism as engagement

Previous studies related to nightlife tourism have primarily applied qualitative analyses (Liempt & Aalst, 2016; Taecharungroj, 2019) and focused on social impacts (Eldridge, 2019; Garcia, 2018; Mecca, 2019; Nofre, 2021; Peperkamp, 2018) and gentrification (Bauder, 2020; Litvin, 2017; Calvo et al., 2017; Pieroni & Naef, 2019). Conversely, the present study applied a quantitative method to meet its objectives of evaluating the relationship between social media usage and nightlife consumption. Questionnaires were used to acquire information from tourists who had travelled to Phuket. Due to the possibility of misperceptions of those participating in nightlife entertainment concerning the purpose of this study, and for the safety of the field researchers, it was decided that 2,000 questionnaires would be distributed at the departure hall of Phuket International Airport rather than within the entertainment spaces themselves, as a part of the Phuket Tourism Expectation Index survey (PTEI, 2017). The PTEI questionnaire for the provincial index survey was designed to capture the expectations, satisfaction and expenditure of tourists at the end of their visit. Key elements addressed in this survey included attractions, infrastructure and tourism activities. This survey, along with its subsequent iterations, has undergone the required protocols; for example, the item-objective congruence (IOC) test. As a component of this provincial index survey, tourists were asked about their expenditure on various activities, including nightlife experiences. The survey also included questions about the perceived value of nightlife and the satisfaction derived from nightlife experiences. Questionnaires were translated into English, Chinese and Russian and distributed in the second half of 2017. It is essential to highlight that not all respondents had spent money on nightlife activities.

It is crucial to avoid the potential for sample selection bias caused by missing information regarding respondents' spending amount on nightlife consumption, which is the endogenous variable of this study's interest. This study excludes a sample of respondents who, despite indicating their engagement in nightlife activities in the screening question, do not report their spending amount on nightlife consumption. The Heckman two-step correction econometric model is adopted to treat this missing data as an omitted variable and verify whether the estimation is subjected to selection bias (Giles, 2001).

The amount spent on nightlife consumption is the main endogenous variable, while the Heckman two-step correction model represents whether the respondents have engaged in nightlife experiences during their trip as the first regression. The key independent variable is whether respondents have used social media in their travel planning, and other control variables, including age, income, type of trip arrangement, number of days in Phuket and the perceived value of nightlife activities, are included in the vector of exogenous variables. The following equations illustrate the sequences of selection and response in the Heckman two-step model (Sales, Plomondon, Magid, Spertus, & Rumsfeld, 2004):

$$S_i^* = x_i\beta + \epsilon_i \quad (1)$$

$$D_i = \{1 \text{ if } \gamma_i z_i + v_i > 0\}, \{0 \text{ if } \gamma_i z_i + v_i \leq 0\} \quad (2)$$

where  $S_i^*$  is the amount spent on nightlife entertainment, which is only observable in respondents who consumed nightlife entertainment.  $S_i^*$  equals  $S_i$  if  $D_i$  is 1, refers to the respondent who identified that they had consumed nightlife entertainment during the trip; otherwise, it would be 0.  $X_i$  is the vector of variables that could influence tourists' expenditure on nightlife entertainment, while  $z_i$  is the vector of variables that could affect tourists' decisions to consume nightlife entertainment.  $\gamma_i$  is the vector of coefficients of these independent variables.  $\gamma_i$  and  $v_i$  are assumed to be normally distributed. Equations (3) and (4) enlist variables in equations (2) and (1), respectively. The definitions of the variables used in each equation can be found in Table 1:

$$\begin{aligned}
SPENDING_i = & \alpha_0 + \alpha_1 DAYSTAY_i + \alpha_2 NUM_i + \alpha_3 FAMILY_i + \alpha_4 AGE35TO44_i \\
& + \alpha_5 AGE45TO64_i + \alpha_6 INCOME_i + \alpha_7 FIRSTTIME_i \\
& + \alpha_8 ARRANGETRIP_i + \alpha_9 NATIONALITY_i + \alpha_{10} SAT\_NIGHTLIFE_i \\
& + \alpha_{11} SAT\_SAFETY_i + \alpha_{12} SAT\_FARE_i + \alpha_{12} ACCOMODATION_i \\
& + \alpha_{12} FOODandBEVERAGE_i + \alpha_K SOCIAL_{ik} + \theta_i
\end{aligned} \tag{4}$$

In this study, social media usage was operationalised by assessing whether respondents have sourced information about nightlife activities in Phuket through popular platforms such as Facebook, Twitter, YouTube and Instagram. This operationalisation enables this study to quantify the degree and nature of social media engagement in the context of nightlife planning. Conceptually, the nightlife experience is influenced by digital information sources, which shape tourists' perceptions and two decisions about nightlife activities in Phuket; the decision to participate in nightlife activities while travelling in Phuket and the budget allocation for these nightlife activities.

The subscript  $i$  represents respondent  $i$ , and subscript  $k$  represents the type of social media in the disaggregate analysis, thus distinguishing respondents' social media use between Facebook, Instagram, Twitter or YouTube. With regard to tourists' general consumption behaviour, the first control variable would be the number of days the tourists spent on a trip. This is due to the assumption that the higher number of days in a trip, the higher likelihood that tourists would explore more attractions and activities at a destination. The variable concerning whether participants travelled with family was included following Agrusa, Agrusa, Henkel, Henkel, and Tanner's (2006) research, which found that married respondents viewed nightlife entertainment as insignificant when planning a trip to Thailand.

Hence, the expected sign for this variable in this analysis was negative. The age variable was included as a dummy variable, as suggested by Calafat et al. (2010). Tutenges (2012) also found that young people viewed nightlife activities favourably. Therefore, the dummy variable representing age ranges above 35 was expected to be negatively linked with consumption probabilities of nightlife activities. Monthly income, whether respondents were international visitors and whether they were first-time visitors to Phuket were also included as control variables in the model. Travellers who had travelled as part of arranged group tours were also less likely to consume nightlife activities due to their more rigid daytime schedules and remote accommodation. Respondents' perceived value of nightlife entertainment and the importance of trip safety were included as control variables in the selection equation [equation (3)]. These satisfaction scores regarding nightlife entertainment, respondents' trip safety and transportation fares were instead used in the response equation to control the effects of tourist satisfaction on nightlife activity spending [equation (4)].

The questionnaire for the provincial index survey was designed to capture the expectations, satisfaction and expenditure of tourists at the end of their visit. Key elements addressed in this survey included attractions, infrastructure and tourism activities. This survey, along with its subsequent iterations, had undergone the required protocols; for example, the IOC test. As a component of this provincial index survey, tourists were asked about their expenditure on various activities, including nightlife experiences. The survey also included questions about the perceived value of nightlife and the satisfaction derived from nightlife experiences. The Heckman model's first step used a probit model to estimate the likelihood of a respondent participating in Phuket's nightlife activities based on variables – demographics and social media usage. The second step, a regression model, estimated the nightlife expenditure of those who chose to participate, incorporating the same variables and the Inverse Mills Ratio (IMR) from the first step to correct selection bias. In this study, Eview Version 9 was used, where the reported Lambda ( $\gamma$ ) represented the IMR.

**Table 2** Descriptive table and *t*-test on spending

| <i>Nightlife consumption</i> | <i>N</i> | <i>Group statistics</i> |           |                        | <i>T</i> | <i>Df</i> | <i>Sig.</i><br><i>(two-tailed)</i> | <i>Independent samples test</i> |                              |              |              |
|------------------------------|----------|-------------------------|-----------|------------------------|----------|-----------|------------------------------------|---------------------------------|------------------------------|--------------|--------------|
|                              |          | <i>Mean</i>             | <i>SD</i> | <i>Std. error mean</i> |          |           |                                    | <i>Mean difference</i>          | <i>Std. error difference</i> | <i>Lower</i> | <i>Upper</i> |
| Social                       | 139      | 959.21                  | 1,911.98  | 162.17                 | −0.59    | 420       | 0.56                               | −174.96                         | 296.99                       | −758.73      | 408.80       |
| Non-social                   | 283      | 1,134.17                | 3,233.59  | 192.22                 |          |           |                                    |                                 |                              |              |              |
| Facebook                     | 106      | 898.40                  | 1,881.35  | 182.73                 | −0.74    | 420       | 0.46                               | −237.90                         | 321.76                       | −870.37      | 394.57       |
| Non-Facebook                 | 316      | 1,136.30                | 3,126.85  | 175.90                 |          |           |                                    |                                 |                              |              |              |
| Instagram                    | 48       | 668.75                  | 1,029.60  | 148.61                 | −1.05    | 420       | 0.30                               | −460.13                         | 439.23                       | −1,323.49    | 403.24       |
| Non-Instagram                | 374      | 1,128.88                | 3,017.88  | 156.05                 |          |           |                                    |                                 |                              |              |              |

Source: Created by the authors

**Table 4** Key results from applied equations (3) and (4), particularly for Facebook, Instagram, Twitter and YouTube (the results of other control variables are reported in Appendix 4)

| Variable               | Facebook                           |                 | Instagram                          |                 | Twitter                            |                 | YouTube                            |                    |
|------------------------|------------------------------------|-----------------|------------------------------------|-----------------|------------------------------------|-----------------|------------------------------------|--------------------|
|                        | Marginal effect<br>(Selection eq.) | (Response eq.)  | Marginal effect<br>(Selection eq.) | (Response eq.)  | Marginal effect<br>(Selection eq.) | (Response eq.)  | Marginal effect<br>(Selection eq.) | (Response eq.)     |
| Social media sites     | 0.1460** (0.0430)                  | 0.3728 (0.1370) | 0.0880 (0.3160)                    | 0.2600 (0.2180) | -0.1156 (0.3870)                   | 0.2820 (0.4620) | 0.0325 (0.7250)                    | 0.5720*** (0.0090) |
| Number of observations |                                    | 407             |                                    | 407             |                                    | 407             |                                    | 407                |
| Selected               |                                    | 197             |                                    | 197             |                                    | 197             |                                    | 197                |
| Non-selected           |                                    | 210             |                                    | 210             |                                    | 210             |                                    | 210                |
| R-squared              | 0.476                              |                 | 0.472                              |                 | 0.469                              |                 | 0.487                              |                    |
| Pseudo R <sup>2</sup>  |                                    | 0.198           |                                    | 0.193           |                                    | 0.192           |                                    | 0.191              |

Notes: The number in parenthesis is the p-value of coefficients; figures reported with \*\* are significant with a 0.05 significance level and figures reported with \*\*\* are significant at a 0.01 significance level

Source: Created by the authors

instance, be emphasised that the present study did not account for the use of widely popular Chinese social media sites, such as Taobao, Weibo and TikTok. Further studies could also verify the impact of such social media sites on Chinese tourists' behaviours, particularly since many destinations primarily attract Chinese tourists as a significant group of visitors. In fact, the more prominent social media sites (Facebook, Instagram, Twitter and YouTube) enlisted in this study are not popular among the Chinese people due to state policy accessibility. Further studies on how social media sites, particularly Facebook and YouTube, could be effectively used to minimise negative externalities of nightlife tourism should be conducted in parallel with the economic studies of nightlife tourism.

### *5.1 Theoretical implications*

This research offers theoretical contributions to the understanding of how social media usage influences nightlife entertainment consumption. It delves into the role of specific social media platforms, thereby enriching the body of knowledge on tourist decision-making, with a focus on nightlife consumption. While prior studies have identified Facebook as a catalyst for travel intentions and consumption (Liu, Wu, & Li, 2019; Marder, Archer-Brown, Colliander, & Lambert, 2019), this study broadens these findings by exploring the impact of social media platforms on nightlife engagement and consumption. In particular, it reveals that Facebook content stimulates engagement in nightlife activities, whereas YouTube content fosters spending.

### *5.2 Practical implications*

This study also has practical implications in its suggestion that Facebook and YouTube have positive impacts on tourists' consumption of nightlife entertainment. Based on the findings of this study, entrepreneurs are advised to implement marketing plans using the two sites simultaneously: Facebook can be used to promote nightlife venues, and YouTube can be used to increase tourists' spending on the nightlife activities on offer. Plausible marketing strategies for these entrepreneurs could include posting photos by the use of Facebook to penetrate a new group of customers while using YouTube's video content to facilitate the spending of the existing customers. With the application of results from other control variables, this paper also recommends that advertising content displayed on Facebook and YouTube should be designed to target FIT tourists rather than tourists who travel under package tours, as the former are more likely to patronise and spend more on nightlife activities than the latter. The linkage between the probability of visiting a specific destination and the usage of Facebook implies that tourism authorities could use this platform to promote the nightlife experience as a key attraction. Meanwhile, publishing video content concerning nightlife venues through YouTube, either by bloggers or the venues themselves, could increase the amount of money spent in the venues. Finally, this study's results could have implications for authorities who aim to mitigate the negative impacts of nightlife tourism. For example, they could monitor relevant posts on social media platforms, such as Facebook and YouTube, to prevent tourists' overconsumption of alcohol. At the same time, authorities could use these findings as part of their "demarketing" to avoid negative externalities in the nightlife tourism areas, for instance, road fatalities and violence caused by intoxicated tourists.

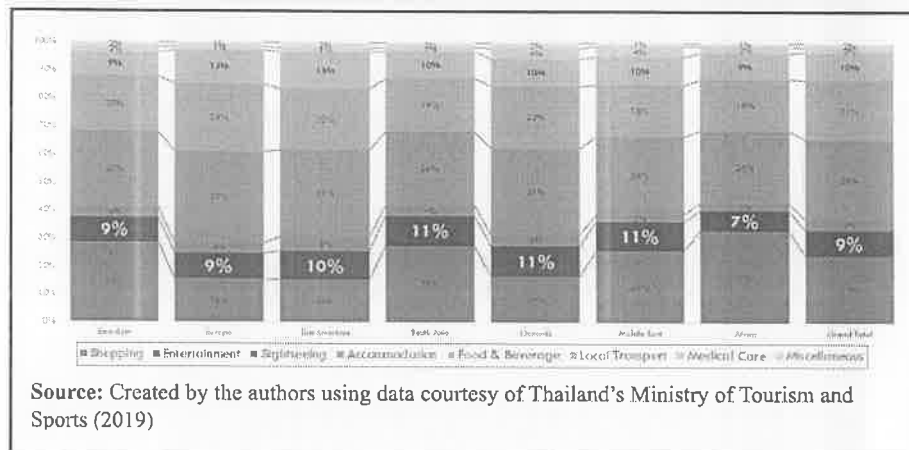
## **References**

Agrusa, J., Agrusa, W., Henkel, P., Henkel, R., & Tanner, J. (2006). Thailand as a tourist destination: Perceptions of international visitors and Thai residents. *Asia Pacific Journal of Tourism Research*, 11(3), 269–287.

- Jang, S., & Moutinho, L. (2019). Do price promotions drive consumer spending on luxury hotel services? The moderating roles of room price and user-generated content. *International Journal of Hospitality Management*, 78, 27–35.
- Kemp, S. (2019). Digital 2019 global digital overview. Retrieved from <https://datareportal.com/reports/digital-2019-global-digital-overview> (accessed 5 November 2021).
- Lee, S. K., Jee, W. S. F., Funk, D. C., & Jordan, J. S. (2015). Analysis of attendees' expenditure patterns to recurring annual events: Examining the joint effects of repeat attendance and travel distance. *Tourism Management*, 46, 177–186.
- Leung, X. Y., Sun, J., & Bai, B. (2019). Thematic framework of social media research: State of the art. *Tourism Review*, 74(3), 517–531.
- Liempt, V., & Aalst, V. (2016). Whose responsibility? The role of bouncers in policing the public spaces of nightlife districts. *International Journal of Urban and Regional Research*, 39(6), 1251–1262.
- Litvin, S. W. (2017). Charleston's newfound "entertainment zone": Should we be concerned? *Current Issues in Tourism*, 20(3), 233–237.
- Liu, H., Wu, L., & Li, X. (2019). Social media envy: How experience sharing on social networking sites drives millennials' aspirational tourism consumption. *Journal of Travel Research*, 58(3), 355–369.
- Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2020). The roles of social media in tourists' choices of travel components. *Tourist Studies*, 20(1), 27–48.
- Ma, C., Au, N., & Ren, L. (2020). Biased minds experience improved decision-making speed and confidence on social media: A heuristic approach. *Information Technology & Tourism*, 22(4), 593–624.
- Mak, J. (2004). *Tourism and the economy: Understanding the economics of tourism*, (p. 35), University of HI Press, Honolulu.
- Marder, B., Archer-Brown, C., Colliander, J., & Lambert, A. (2019). Vacation posts on Facebook: A model for incidental vicarious travel consumption. *Journal of Travel Research*, 58(6), 1014–1033.
- Mariani, M., Ek Styven, M., & Ayeh, J. K. (2019). Using Facebook for travel decision-making: An international study of antecedents. *International Journal of Contemporary Hospitality Management*, 31(2), 1021–1044.
- Mecca, M. (2019). The role of village and local festivals in adolescents' discovery of nightlife. *World Leisure Journal*, 61(4), 260–275.
- Mele, E., Kerkhof, P., & Cantoni, L. (2021). Analyzing cultural tourism promotion on Instagram: A cross-cultural perspective. *Journal of Travel & Tourism Marketing*, 38(3), 326–340.
- Mendes, F. J., & Mendes, R. M. (2011). Club health "healthy and safer nightlife of youth project": Staff training for nightlife premises. Retrieved from [www.club-health.eu/docs/Club\\_Health\\_training\\_of\\_staff\\_manual\\_EN.pdf](http://www.club-health.eu/docs/Club_Health_training_of_staff_manual_EN.pdf) (accessed 10 February 2022).
- Meng, F., & Xu, Y. (2012). Tourism shopping behavior: Planned, impulsive, or experiential? *International Journal of Culture, Tourism and Hospitality Research*, 6(3), 250–265.
- Meta (2022). What are the video upload requirements for videos on Instagram? Retrieved from [https://help.instagram.com/1038071743007909/?helpref=uf\\_share](https://help.instagram.com/1038071743007909/?helpref=uf_share) (accessed 17 February 2022).
- Ministry of Tourism and Sports (2019). Tourism receipts from international tourist arrivals by expenditure item Q1-Q4 of 2018. Retrieved from [www.mots.go.th/more\\_news\\_new.php?cid=529](http://www.mots.go.th/more_news_new.php?cid=529) (accessed 20 November 2021).
- Ministry of Tourism and Sports (2021). Share of tourism contribution to the gross domestic product (GDP) value in Thailand from 2017 to 2020 [graph in Statista]. Retrieved from [www-statista-com.ezproxy.lb.polyu.edu.hk/statistics/1143467/thailand-share-of-tourism-to-gdp/](http://www-statista-com.ezproxy.lb.polyu.edu.hk/statistics/1143467/thailand-share-of-tourism-to-gdp/) (accessed 6 February 2022).
- Ngesan, M. R., & Karim, H. A. (2012). Impact of night commercial activities towards quality of life of urban residents. *Procedia – Social and Behavioral Sciences*, 35, 546–555.
- Nghiêm-Phú, B. (2020). Sensory inputs in tourists' nightlife experiences – a study of Bangkok, Kuala Lumpur and Singapore. *International Journal of Culture, Tourism and Hospitality Research*, 14(2), 259–272.
- Nofre, J. (2021). Nightlife as a source of social wellbeing, community-building and psychological mutual support after the covid-19 pandemic. *Annals of Leisure Research*, 1–9.

## Appendix 1

**Figure A1** International tourist spending in Thailand in 2018, categorised by the type of spending



## Appendix 2

**Table A1** Ramsey RESET test

| <i>H0: Model has no omitted variables</i> | <i>Overall social media</i> | <i>Facebook</i> | <i>Instagram</i> | <i>Twitter</i> | <i>YouTube</i> |
|-------------------------------------------|-----------------------------|-----------------|------------------|----------------|----------------|
| F                                         | 2.41                        | 2.05            | 2.12             | 2.05           | 1.89           |
| Prob.                                     | 0.0684                      | 0.1092          | 0.0996           | 0.1092         | 0.1323         |

Source: Created by the authors

**Table A2**

| <i>Variable</i>                 | <i>Importance of<br/>nightlife</i> | <i>Importance of<br/>safety</i> | <i>Importance of<br/>fare</i> | <i>Satisfaction of<br/>nightlife</i> | <i>Satisfaction of<br/>safety</i> | <i>Satisfaction of<br/>fare</i> | <i>Accommodation<br/>(ratio)</i> | <i>F&amp;B<br/>(ratio)</i> | <i>Social</i> |
|---------------------------------|------------------------------------|---------------------------------|-------------------------------|--------------------------------------|-----------------------------------|---------------------------------|----------------------------------|----------------------------|---------------|
| Spending                        |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Day stay                        |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Number of tourists              |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Family                          |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Age (35–44)                     |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Age (45–64)                     |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Income (dummy)                  |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| First time in Phuket<br>(dummy) |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Arrange trip (dummy)            |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Nationality (foreigner)         |                                    |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Importance of nightlife         | 1.00                               |                                 |                               |                                      |                                   |                                 |                                  |                            |               |
| Importance of safety            | 0.26                               | 1.00                            |                               |                                      |                                   |                                 |                                  |                            |               |
| Importance of fare              | 0.11                               | 0.07                            | 1.00                          |                                      |                                   |                                 |                                  |                            |               |
| Satisfaction of nightlife       | 0.06                               | 0.04                            | 0.03                          | 1.00                                 |                                   |                                 |                                  |                            |               |
| Satisfaction of safety          | 0.12                               | 0.09                            | 0.07                          | 0.07                                 | 1.00                              |                                 |                                  |                            |               |
| Satisfaction of fare            | 0.13                               | 0.00                            | 0.03                          | −0.04                                | 0.05                              | 1.00                            |                                  |                            |               |
| Accommodation (ratio)           | −0.14                              | 0.07                            | −0.03                         | 0.07                                 | −0.08                             | −0.05                           | 1.00                             |                            |               |
| Food and beverage<br>(ratio)    | 0.01                               | −0.08                           | 0.00                          | −0.12                                | −0.03                             | −0.02                           | −0.14                            | 1.00                       |               |
| Social                          | −0.03                              | 0.10                            | 0.03                          | 0.05                                 | 0.01                              | −0.12                           | 0.13                             | −0.02                      | 1.00          |