



ICoHOTH

**THE  
2ND**

**INTERNATIONAL  
CONFERENCE OF  
HEALTH-ORIENTED  
TOURISM & HOSPITALITY**

**Compiled Abstracts**

## MEDICAL TOURISM HOSPITAL TOUR AND PRESENTATION

### SunMed Corporate Presentation

#### Ms Faith Tang Pui See

Head of International Business (East Asia)  
Sunway Medical Centre (Malaysia)

Crowned as the “Medical Tourism Hospital of the Year in Asia-Pacific 2018 and 2019” by the Global Health and Travel, and also named as “International Hospital of the Year” by International Medical Travel Journal (IMTJ) consecutively in 2016 and 2017, Sunway Medical Centre is a tertiary care hospital which serves close to half a million patients annually and more than 50,000 international patient visits from more than 130 countries. Established in November 1999, Sunway Medical Centre (SunMed) is the first hospital in Southeast Asia to receive accreditation from Australian Council on Healthcare standards (ACHS). With more than 25 centres of excellence, 636 beds (with total capacity of 650 beds), more than 200 specialists, SunMed provides comprehensive range of medical and surgical solutions. SunMed is also at the forefront in adopting latest technology such as Gamma Knife ICON, Varian TrueBeam STx, da Vinci robotic-assisted surgical system, Philips Azurion, Siemens xSPECT-CT, Intra Operative Radiation Therapy (IORT), to provide best clinical care to its patients.

## KEYNOTE 1

### Health Tourism in Asia: Development, Current Issues and the Future

#### Prof Dr Ghazali bin Musa

Professor and Head of Business Strategy & Policy Department  
Universiti Malaya (Malaysia)

Commercialising health tourism in Asia will be discussed during this keynote. The possibility of merging both medical (modern and traditional) and wellness tourism is also one of emerging trends in the field. Heading towards this direction, it is important that a framework for commercialising medical tourism in Asia is being developed. Accordingly, this presentation will focus on the main developments of health tourism in Asia, as well as examining emerging and current issues. This will then set the context to contextualise the future direction of health tourism in Asia.

### Health Tourism: Public-Private Cooperation to Drive Growth and Revenue

#### Ms Sherene Azli

Chief Executive Officer  
Malaysia Health Travel Council (Malaysia)

The healthcare travel industry is thriving globally, in line with the aging world population and rise of healthcare costs. Majority of research has predicted annual double-digit growth for this industry. Critical components of a great healthcare travel destination include world-class Quality, easy accessibility, and competitively Affordable healthcare services. Malaysia’s vision to be the leading global healthcare destination is reinforced with Malaysia’s Ease of Communication, Global Halal Hub and other features such as socio-cultural similarities, religious affinities, etc. Since 2011, Malaysia’s medical travel industry has recorded a double digit of growth annually, ranging between 16 - 17% every year.

To maximise impact for global marketing and serving healthcare travellers, public-private partnerships are formed with strategic partners globally. Government Ministries work alongside the private sector and hospitality providers further strengthens Malaysia Healthcare’s value propositions and creating higher degrees of accessibility for those needing healthcare. Such strong partnership underpins good access and demonstrates the commitment of governments to ensuring the health of their populations.

## SESSION 1: WELLNESS AND SPA TOURISM

### **Insights into the Dimensions of Wellness Tourism in Bali: A Study of Consumer Experience through Social Media**

**Ketut Suriasih, WayanSukartiasih and Luh Micke Anggraini**  
Bali Dwipa University (Indonesia)

Wellness tourism has become a major industry in the past decade. Following the increasing activity in wellness tourism in the era of digitalization, the marketing communication of service providers and the consumer review of experience of the wellness facilities and services have become increasingly important to the related parties. The present study aims to offer the insights of wellness tourism that incorporates the important dimensions by assessing the providers and users experience by validating them through the social media communication. Tourist motivations, to a certain extent, can be inferred from consumers' past travel and consumption experiences. In this regards, marketing communication can assist the service providers to learn through the mechanism of consumer's feedback. This study discusses (1) how has the concept of tourist motivation and marketing communication literature has been used in the context of wellness tourism? (2) what are the perceived benefits and perceived services of the wellness tourism in Bali? The factors deemed important in the existing wellness tourism practices were used as data in a qualitative study in Bali. Structured product / service profiles and consumer experience reviews were collected from social media (user generated contents) and were examined using content analysis to understand the perspective of the two important parties (providers and users) that affect the quality of wellness tourism experience. The findings of the study support the significance of the majority of the variables proposed as important dimensions of wellness tourism in Bali. There are significant differences in the opinions of the providers and the consumers of the wellness tourism in terms of company's product/ experience communication and the consumer's choice criteria. This indicates discrepancy with service providers in understanding of the consumer decision process. The study was carried out by analyzing the existing online data from wellness tourism facilities and service providers in the main tourist areas of Bali as the targets of analysis; however, this creates a limitation in scope and may have limited representativeness of the overall market. The study provides a model that can be used to gain insights on how product purchase and consumption are motivated by communicative interventions, and also provides the stakeholders of the wellness tourism industry with a sound managerial foundation to develop their product experience, however this model has yet to be tested on a larger scale. Only a limited number of studies were carried out in Bali that focuses on wellness tourism, and the present study will fill a notable research space in wellness tourist motivation.

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### **The Cooperation in Health and Wellness Tourism Connectivity Between Thailand and Malaysia**

**Chiranuch Sopha<sup>1</sup> and Chompunuch Jittithavorn<sup>2</sup>**  
Suan Dusit University<sup>1</sup> and University of Phayao<sup>2</sup> (Thailand)

Nowadays, there are many countries using the service sectors in stimulating their economic stability, including telecommunication, transportation and logistics, tourism, and health services. According to the 20-Year National Strategy (2017 – 2036) and the 12<sup>th</sup> National Economic and Social Development Plan (2017 -2021), Thailand has set its policy to develop and promote various activities in the service sector to increase revenue into the country's economy. Therefore, Thailand is paying particular attention to promote the country as a health and wellness tourism hub in Southeast Asia. It also aims to utilize health and wellness tourism as the new engine of growth (Robroo ASEAN Year 5 Volume 5, The Secretariat of the Senate, February 2018). Health and wellness tourism is health preventive tourism, where tourists are involved in lifestyle change through participation in various activities to promote physical, mental, and spiritual wellness (Global Wellness Institute, 2015). However, within the Southeast Asian region, Malaysia is another country that has introduced the Malaysia Urban Retreat Festival ('Murfest'). Murfest uses various health and wellness activities such as yoga, meditation, and varieties of exercises. Hence, the objective of this study is to identify the health and wellness tourism connectivity between Thailand and Malaysia. Even though, both Thailand and Malaysia have adopted health and wellness tourism promotion, it does not mean that the two countries have to be the rivals; especially since Thailand and Malaysia are located in Southeast Asia which has the cooperative tourism promotion under the ASEAN Tourism Connectivity. Hence, the coordination of the two countries in promoting health and wellness tourism will help to stimulate high income into their economic

dramatically. Therefore, the two countries have to utilize their unique identities to build the differentiation in their sales and promotion schemes, but still keep their coherence and co-promotion. While, Thailand has paid attention to Thai herbs for physical and mind therapy, Malaysia has put the emphasis on the spa industry (<http://travel.earth/wellness-tourism-coutheast-asia>). Moreover, the two countries have introduced of Phuket and Lungkawi to provide effectiveness of health and wellness connectivity destinations. Such cooperation between the two countries, will help to prosper the tourism connectivity within the Southeast Asian countries as a whole. In conclusion, the aim of this paper is to provide a clear understanding of each country using health and wellness tourism to attract tourists both domestically and internationally so that such cooperation and connectivity will help to promote the industry. However, the key task of each country is to find its uniqueness and identity to differentiate one from another.

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### **Customer Value Co-Creation and Satisfaction in Women's Personal Development Retreats**

**Liza Rybina**

KIMEP University (Kazakhstan)

The process of co-creation offers a potentially new aspect to understanding wellness tourism. Co-creation helps in constructing memorable and unique experiences that enhance customer satisfaction. The current study addresses the gap in research on value co-creation in tourism and hospitality specifically focused on the female wellness tourism. This study examines the impact of five dimensions of co-created value (CCV), namely meaningfulness, contribution, collaboration, recognition and emotional response, on women's satisfaction with personal development retreat tours. The survey data were collected during series of women's wellness and personal development retreats in four cities of CIS region. The questionnaire contained 25 items of original CCV scale, items measuring retreat satisfaction, and demographic questions. The factor analysis and regression model were performed using data from a sample of 84 female retreat participants. The results indicate that only three out of five dimensions of co-created value, namely meaningfulness ( $p = 0.20$ ), collaboration ( $p=0.38$ ), and emotional response ( $p = 0.40$ ) have significant impact on women's satisfaction with personal development retreats. Contribution and recognition were not significantly related to satisfaction. The findings have implications for the practitioners in wellness tourism and personal development seminars.

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### ***On the Right Track. Or Not? Exploring Travel Motivation and Identity Construct through Participation in Wellness Tourism Among Urban Indian Women in Malaysia.***

**Sally Anne Param**

Sunway College (Malaysia)

Within the domain of health-oriented tourism, wellness tourism has begun to take priorities in people's lives. An individual's well-being has become an important determinant in this development, even as components of leisure and work-life balance are now more and more incorporated within urban employment structures. In this paper, this scenario is evidenced in Kuala Lumpur, Malaysia, together with the tendencies of working communities to find solace in wellness tourism, either locally, or abroad. However, within this perspective, there exists a minority community where wellness tourism is not a priority; urban-dwelling Indian women, who are mothers, and involved in professional employment. No detailed study on wellness tourism has been done on this community. Using a gendered and ethnographic lens, this paper is an exploratory attempt to capture the underlying values and attitudes for these women's decisions to either not indulge, or have minimal indulgence in wellness tourism. Gendered, socio-economic or ethnic interpretations are sometimes glossed over in tourist narratives, often giving way to escalating types of travel or strategies to enhance tourism. The inter-disciplinary approach of this paper draws on historical, cultural and sociological factors to postulate the factors that shape the lack of wellness-based holiday motivations among this community. Underlying this discussion is the contested nature of identity construct among this group of women. The findings could be used to enlighten academics or practitioners of tourism management on other nuanced elements that obstruct the development of wellness tourism.

## SESSION 2: HEALTH TOURISM, MARKETING AND THE CONSUMER

### Travel Decision-Making Process of a Medical Tourist – The Conceptual Framework

**Mageswari Ranjanthran**  
Sunway University (Malaysia)

Destination image has been well studied in investigating the role of information provided to tourists, perceived risks and benefits. On the other hand, the medical tourism industry has yet to be examined meticulously on this research area. The concept deliberated in this paper is drawn from well recognized models in tourism research works. The purpose of this paper was to identify the source of information, travel benefits and perceived risks related to immovableness of medical tourists and develop a conceptual model based on deep-rooted theory. Medical tourists are always concerned about benefits and risks related to travel. These benefits and risks form images of destinations in the minds of international patients. Different sources of information make medical tourists familiarize about the associated benefits and risks, which could lead to the development of an intention to visit a destination. Therefore, this conceptual paper benefits in establishing a model for the decision-making process of medical tourists in developing visit intention. An abundant amount of literature is obtainable specifying diverse factors involved in travel the decision making of tourists; even so, literature explaining the relationship between these factors is limited especially on medical tourists too.

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### South African Health Tourism: Still Seeking An Identity?

**Haretsebe Manwa**  
North West University (South Africa)

Tourism is acclaimed to be the world's largest industry contributing substantially to economies of both developing and developed countries. The South African government has prioritised tourism as a sector that will alleviate poverty especially for previously disadvantaged groups. However, conventional tourism which emphasises sun, sea and sand has been found to be unsustainable. Governments all over the world are therefore seeking alternative or new tourism which does not have negative impacts and ensures communities in touristic areas of beneficiation. Health tourism which involves seeking medical treatment and using the recuperation period to enjoy a holiday is now a buss word. In the case of South Africa, medical tourism rather than health tourism is widely publicised, targeting North Americans or European as well as BRICS member states who seek cheaper medical treatment such as plastic surgery. The study made extensive use of reflexivity in interpreting written literature, the websites of South African medical tourism suppliers and our own lived experiences of health tourism in South Africa. The examined literature shows paucity of research on medical tourists who come from other African countries seeking general medical care because of inadequacy of medical services in their own countries. More importantly such tourists do not go on safari holidays. South Africans strongly believe in traditional medicines where certain parts of the country are known for such healing powers because of the unique roots and herbs found in these provinces. This is a big market for most black South Africans. The study concludes by recommending inclusion of all the facets of health specialities in marketing South Africa as a health tourism destination. South Africa Tourism, the destination marketing organisation, should partner with local communities to develop such products. In addition, public private partnership is advocated in the development of a traditional health tourism route to guide tourists who are interested in alternative medicine.

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### Influence of Destination Branding on Medical Tourists' Behaviour in Malaysia

**Stanley Nwobodo, Julian Viceli, Anjum Amin Chaudhry, and Ming Huui Lee**  
Swinburne University of Technology (Malaysia)

The rapid growth of medical tourism around the globe has led to destinations competing intensely for a share in the market. As a result, the main concern of destination marketers is attracting medical travellers to their destination through increased marketing effort. This means that medical tourists satisfied with services received from a destination can help spread a positive word of mouth about the

destination, thereby attracting prospective medical tourists to that particular destination. However, to determine the appropriate marketing strategy to adopt in attracting medical tourists, it is important for destinations to understand the reasons for medical tourists' choice of destination. Hence, this study intends to understand the perception of medical tourists towards Malaysia as a medical tourism destination. The concept of destination branding is critical for a destination to be uniquely identified and differentiated from alternative destinations in the minds of target consumers. Past studies have shown that marketing is neglected by many medical tourism destinations, and the medical institutions therein and little is known about what influences the behaviours of medical tourists. Malaysia is a growing destination for medical tourism in the world due to the favourable exchange rate, the short waiting period for surgery, state-of-the-art facilities, highly qualified medical specialists, and affordable medical costs. Countries such as Singapore, Thailand, and India are well established and remain major regional competitors. Therefore, this research aims to recommend strategies to make Malaysia a medical tourism hub in Asia by developing a destination branding model for medical tourism. To achieve this, this study focuses on medical tourists visiting Malaysia as target respondents. These inbound tourists will be surveyed to determine their perception of Malaysia as a medical tourism destination. The findings of the study are likely to enhance our understanding of destination branding and how it might influence the medical tourism industry in Malaysia.

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## **Development of Hot Springs as a Tourist Attraction in South Africa: Opportunities and Challenges**

**Ndivhoniswani Aaron Tshidzumba and Akintayo Adesoji Ogunsanya**  
North West University (South Africa)

Natural hot springs are increasingly becoming an important aspect of health tourism and are attracting a large segment of recreational tourists. As a growing research area, a lot needs to be done to understand this niche field, special needs of the market segment and how destinations can respond to such unique needs and wants. South Africa is blessed with a number of natural hot springs making the country an ideal destination for wellness tourists. However, more research is needed to understand wellness tourism. The study explores challenges and opportunities in the development and management of hot springs as a tourism attraction in South Africa. Most hot springs are located within tribal communities, who over centuries have used these for traditional rituals and spiritual purposes. Issues that must be dealt with include access, ownership and profit sharing as well as sustainability. These factors are critical in realising the tourism potential of hot springs given the on-going land ownership debate in the country. For centuries, communities have held sole custodianship of these resources and many community-based attractions have not succeeded because of ownership contentions. Consequently, the study addresses the influence of community on exercising the authority and power on as well as access to hot spring destinations. Who benefits from the attractions as well as opportunities? How can traditional practices be reconciled with commercial tourism objectives? If these questions are addressed, the paper argues that the development of hot springs as a tourist attraction has the potential to alleviate poverty among host communities. Additionally, it will facilitate cultural exchanges between tourists and communities thereby ensuring the sustainability of the sites. The paper concludes by recommending the formulation of a policy for the protection and preservation of the sites and inter-governmental dialogues to facilitate the development of hot springs as tourist attractions.

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## **KEYNOTE 2**

### **World Health Tourism Industry Market Trends, Innovation and Sustainable Development**

**Dr Jia Xiao Fang**  
President

China International Health & Medical Tourism Association (China)

Dr. Jia Xiao Fang will deliver a general market overview of global health tourism and the medical tourism industry. There will also be an insightful analysis about the China Belt and Road Initiative Strategies and their positive impacts on the cross-border health tourism industry in countries along the Belt and Road, and Silk Road International Economy Belts, such as investment, trade and business opportunities.



The framework of elements and roadmap for strategic planning, economy and industrial sustainable development of international health tourism destinations, medical tourism city clusters will also be shared during this keynote. The keynote also acknowledges the successful launch of health tourism programs through the China market entry strategy, consulting, investment, brand marketing, business development, projects stakeholder management, certification and education etc.

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## SESSION 3: PRINCIPLES, CHALLENGES AND THE FUTURE OF HEALTH-ORIENTED TOURISM

### Developing Hospitality Principles for Health-Oriented Tourism

**Liping Cai**  
Purdue University (USA)

Hospitality in everyday language refers to “the friendly and generous reception and entertainment of guests, visitors, or strangers”. Hospitality management as a field of study is traditionally confined to managing and operating commercial entities such as hotels and restaurants (i.e., hospitality industry) for the enjoyment of guests and patrons. In a much larger context of tourism system, hospitality management is concerned with the equality and quality of relationships between people away from home and those who host. In practices at marketplace and in educational setting, however, the management of hospitality is skewed toward maximizing the profits of commercial businesses. The benefits of the guests are considered as secondary or the means to the host's profit-making end. This study develops a set of hospitality principles that aim at balancing these profit-making practices with a more humanizing approach to the wellbeing of the guests in the health-oriented segment of tourism system. Defining hospitality as “*a human science that studies and manages relationships for positive interactions to optimize the goals of an organization or community*”. the proposition of its principles in health-oriented tourism is inspired by both ancient philosophies and contemporary phenomena that are diluting positive human interactions. As the society becomes more and more dependent on machines and artificial intelligence for essential functions, human interactions are losing humanity as we know it. These interactions in health-oriented tourism are likewise confronted with the impact of technological advancements as well as encroachments on the actions and behaviours of its stakeholders in an increasingly digitized, mobile, and diverse society. The proposed principles can be applied to better human interactions and improve the relationships in health-oriented tourism, especially in places with at-risk populations.

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### Envisaging the Future of Health-Based Tourism

**Perry Hobson**  
Sunway University (Malaysia)

As the world's population grows and ages, and as environmental issues become more pressing, health is rapidly becoming more central to our thinking about travel. For decades the central focus of so much tourism marketing was not just pivoted around the classic 4P's of marketing (product, place, price and promotion), but overlaid with the 4S's of tourism marketing - Sun, Sea, Sand and Sex. The focus was largely appeal to a younger cohort of post-war baby-boomers and Generation X. It was 25-years ago that a call was made in the *Journal of Travel & Tourism Marketing* for a re-think of the 4S's of tourism marketing – and that tourism marketing would in the future need to be more Socially Responsible (to society, and in the creation of its aspirational images), Sensitive (to the needs of the environment) , Salubrious (in promoting activities that are healthy), and Sedulous (in providing tourists with relevant and accurate information). As we look to the future, and as health and environmental-related concerns take central stage, we have to ask what is next for health-oriented tourism marketing?

## **A Critical Evaluation of the Darker Side of Medical Tourism: Concerns and Conflicts Entrenched within the Transplant Tourism Industry**

**Marcus Lee Stephenson<sup>1</sup> and Nazia Ali<sup>2</sup>**

Sunway University<sup>1</sup> (Malaysia) and University of East London<sup>2</sup> (UK)

The objective is to form a critique of transplant tourism, which illustrates the 'darker side of tourism'. This paper draws on lessons from the teachings of Karl Marx, focussing on his perspective of the political economy, economic dependency and commodity fetishism. Key Marxist concepts of 'exchange-value' and 'use-value' are applied to the study of transplant tourism. Deconstructing transplant tourism contributes to critiquing the neo-liberalists approach to tourism and mobility, and indeed notions associated with the right to travel and the freedom of movement. Debates in this paper transcend 'glossy' appreciations of medical tourism by engaging with critical matters associated with bioethical consumption and economic citizenship and the right to sell and global rights. The authors propose future agendas for research and international policy, which encourage transnational dialogue between academics, practitioners and governments for equitable, responsible and 'safer' transplant tourism initiatives.

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### **SESSION 4: HEALTH TOURISM, POLICY AND SOCIAL WELFARE**

#### **Role of the Public Sector in the Development of Healthcare Travel in Malaysia**

**Fabian Bigar**

Undersecretary (Policy and International Relations Division)  
Ministry of Health (Malaysia)

Health tourism or healthcare travel as it is known in Malaysia is a heavily promoted sector. It is a promising sector with the compounded annual growth rate (CAGR) of 18.5% while the number of healthcare travelers has grown from 881,000 in 2013 to 1,050,000 in 2017 and the revenue generated has grown from RM726 million in 2013 to RM1,274 million in 2017. The move towards encouraging foreigners to seek treatment in Malaysia started in 1997. When the Asian financial crisis hit Malaysia then, the number of Malaysians seeking private healthcare declined and private hospitals had to turn to foreign patients for revenues. The government then established the National Committee for Promotion of Medical and Health Tourism in 1998 to help the private healthcare sector to attract foreign patients. The sector gathered momentum as the healthcare travel sector received substantial support and funding under Economic Transformation Programme (ETP). In 2009, Malaysia Healthcare Travel Council was set up by Ministry of Health (MOH) to promote the industry and the promotion board has been successful in partnering with the private healthcare hospitals and attracting foreign healthcare travelers from Indonesia, India, China and Middle Eastern countries. The government also provides various tax incentives to the industry as part of the promotion strategies. On the other hand, MOH tightly regulates and monitors the healthcare service, ensuring high level of standards in the healthcare industry. With the aim of reaching the projected RM2.8 billion in revenue by 2020, the government will continue to intensify its effort in improving the ecosystem for the sector.

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#### **Qualitative Examination of Destination Social Responsibility and Its Challenges: How Destination Social Responsibility Enhances Health Tourism**

**Yuan Lee<sup>1</sup> and Timothy Lee<sup>2</sup>**

Pusan National University<sup>1</sup> (South Korea) and University of Sunshine Coast<sup>2</sup> (Australia)

DSR refers to "the collective ideology and efforts of destination stakeholders to conduct socially responsible activities" (Su et al. 2018). This study reveals the challenges and benefits of destination social responsibility from the perspective of tourism officials and practitioners. This study also discusses that how destination social responsibility promote the physical or psychological health of an individual and enhances health tourism. Based on a qualitative approach, data collection was conducted by purposeful sampling using in-depth and semi-structured interviews of tourism practitioners and government officials in Korea. The interviews with participants were transcribed and were analyzed



using comparative analysis. The preliminary codes for broader concepts were extracted after repeated modification to achieve conceptual density. The main categories and subcategories of destination social responsibility were derived from the responses of 12 participants. The theoretical and practical concerns of destination social responsibility and health tourism were discussed.

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## **The Political Economy of Medical Tourism in Africa**

**L.A. Tseane-Gumbi**

North West University (South Africa)

People participate in medical tourism to access medical treatment. Medical tourism represents a strong market opportunity to entrepreneurs and investors in the healthcare and tourism. While medical tourism has been popular and its contribution has been measured at the destination, its impact on the generating region has not been evaluated. The tourism system by Leiper in 1990 guided the study. The aim of this paper was to identify the possibilities of those participating in medical tourism in influencing development and investment on medical tourism when returning home. This was a qualitative study and content analysis methodology was used. A total of 8 African countries who recorded to have political leaders that travelled to overseas countries for medical purposes in 2016, 2017 and 2018 were evaluated. Of the overseas countries, 7 countries were visited for various medical purposes by African leaders. There is no evidence of any development or investment on medical facilities upon their returns from their medical trips. It is obvious then that even though African leaders travelled to overseas due to lack of trust in local medical systems, slow or poor advances in medical technology or availability of procedures, their travelling for medical purses does not influence them to invest on medical tourism or facilities in their own countries. It is advisable that African leaders travelling to other countries for medical purpose, should use their experience to improve medical facilities at their own countries upon their return trips. Africa needs to learn from others to improve its development rather than promoting dependency.

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## **Exploring the Costs and Benefits of Medical Tourism to the UK National Health Service (NHS)**

**Daisy Gayathri Kanagasapapathy**

Sunway University (Malaysia)

Since the establishment of the National Health Service (NHS) in 1948, health services in the UK have been funded through taxes that covers the costs of essential healthcare for all individuals with permanent resident status. NHS is also the largest single-payer healthcare system in the world. However, recent decades have witnessed an expansion in the global market for health services. This has been manifest in diverse approaches including an unprecedented increase in the volume of patients willing to traverse national borders for the purposes of receiving medical care. This niche segment has grown primarily because of the high costs of treatment in their home countries, long waiting lists, the relative affordability of international air travel and favourable economic exchange rates. The UK has experienced a steady inward flows of patients who travel to access a range of health care services and pay out of pocket, being treated in both NHS and private facilities. This study examines the effect of inbound and outbound medical tourism on the NHS by analysing the UK International Passenger Survey, interviews with two NHS doctors and a review of published literature. Costs of inbound tourism used to analyse this relied on data obtained through 28 Freedom-of-Information from NHS Foundation. Findings demonstrate that the UK is net exporter of medical travellers rather than being a net importer of patients. In 2017, an estimated 118,000 residents of foreign countries travelled to the UK for treatment, while 303,000 UK residents sought treatment outside the UK. Yet, inbound medical tourists treated as private patients within NHS facilities is profitable to the country. As the UK medical tourism is a growing spectacle that offers risks and opportunities to the NHS, it is recommended that the NHS invest in research and monitoring to comprehend further the opportunities from this segment. The estimated cost presented here is based on limited data available. As such, future research of comparative outcomes based on volume of travel would be needed.

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## KEYNOTE 3

### Health, Healing and Wellbeing: From Curiosity to Motivation

**Dr Laszlo Puczko**

Director of Industry Intelligence  
Resources Leisure Assets (Austria)

Healthcare and wellbeing have become major topics not only for researchers but not for politicians, industry leaders as well as for the general public. There are many trend reports, studies and papers being published every year indicating and discussing how healthcare, wellbeing and wellness have become 'big business'. Still, this buzz may not mention every delicate but rather important detail. Destinations, decision makers and higher education need to consider the range of motivations why anyone may look for and consequently purchase any health related service. Visiting a hot spring in South Korea, for instance, may have nothing to do with health, but more to do with heritage or curiosity. We will discuss how to address the various motivational challenges and opportunities relevant to any destination.

## SESSION 5: TOURISM, ASPECTS OF AGING AND HEALING

### Case Study: Factors that Influences the Intention of Middle-Aged Adults' in Tebrau District to Move into a Retirement Village

**Krishnaveni Sritharan, Hong Koh Yiin, Karthik Krishnan, Khor Ben Nee, Mangair Karasi Manickam, Phua Cun Uei, Rachel Chin May Ying, Siti Suraya Abd Razak, Sheela Devi Muthu, Yoong Wai Sin Wais**

Sunway College Johor Bahru (Malaysia)

Medical tourism is rapidly expanding in Malaysia and it has emerged as the third preferred medical tourism destination in South East Asia. In conjunction to that, the Malaysian Government is promoting Malaysia My Second Home (MM2H) programme to boost the tourism industry and macroeconomics. Malaysia is in the fifth place for world's top ten retirement havens. In light of the combination of medical tourism and MM2H, a few developers are experimenting with the concept of retirement village. Due to the strict requirements and time constraining of the MM2H processes; developers have opened the doors to the residence of Malaysia to buy property in the retirement village. The current study aims to explore and gain a better understanding of the factors that will influence the intention of middle-aged adults in Tebrau District to move to a retirement village. Based on the Theory of Planned Behaviour this study proposes that middle aged adults' Attitude, Subjective Norms and Perceived Behavioural Control will influence their intention to move to a retirement village. A quantitative approach with the use of a Likert scale questionnaire adopted from Ajzen. I (2013) was applied in this research. Random sampling method is used whereby 384 middle-aged residents from Tebrau district were surveyed. Utilising One-way Anova, we found that Attitude and Subjective Norm have a positive and significant impact on the intention of middle-aged adults in Tebrau district to move into a retirement village. Perceived Behavioural Control has not accurately predicted intention of the middle-aged adults in Tebrau district to move into a retirement village. The results indicate that those with tertiary education earning more than RM10,000 have intention to move in to the retirement village. The study itself have plausible explanation of the results and has paved more opportunities for future research.

### Estimating the Preservation Value of Urban Forest Parks: Focused on the Restorative Healing Experiences and Environmental Concern

**Jinok Susanna Kim<sup>1</sup>, Timothy Lee<sup>2</sup>**

Sehan University<sup>1</sup> (South Korea) and University of the Sunshine Coast<sup>2</sup> (Australia)

Due to growing urbanization around the world, the number of large cities with more than ten-million population is continuously on the rise. Noise, traffic congestion, and air pollution generated in the urban

environment have become the cause of urban stress as they are making urban residents feel under pressure. If recovering from stress becomes impossible for urban residents in an increasingly urbanized society, it is likely that they will suffer from various health problems in the long run. Therefore, the value of the urban forest is increasingly emphasized considering the importance of the urban environment and the public health of urban residents. However, there are very few studies that evaluate the preservation value of urban forests, which play significantly positive roles as urban leisure spaces on the level of both public health and the environment. This study aims to evaluate the economic value of urban forests as daily leisure spaces in urban areas from a tourism studies viewpoint, focusing on their healing function associated with public health and their environmental function. To this end, an on-site survey was conducted of Korean urban residents in Seoul, Korea. In the real setting scenario, willingness to pay (WTP) was US\$27 per capita per year, and the total value was US\$528 million depending on mean WTP and truncated WTP.

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### **Respite Tourism for Family Caregivers**

**Robert Holda**

Independent Respite Care Specialist (USA)

One of the most misunderstood and unappreciated segments of society in relation to medical tourism is the family caregiver; those caring for a loved one who sacrifice their own employment schedule, their personal time for relaxing and recreation, and often and importantly their own health. The purpose of this chapter is to raise awareness of the plight of family caregivers as an issue for medical tourism, the effects of stress and burnout, and the essential need for respite of body, mind, and spirit for these central assistants in the matter of healthcare for patients. Though healthcare and its subset, medical tourism, are frequently perceived as focused on the “patient”, they also encompass many other individuals and organizations. As addressed here, the focus is on the family member caring for a loved one. The intent is to link the concept of medical tourism as an avenue for relaxation and respite to enhance the wellness of this specific target market.

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## **SESSION 6A: HEALTHY FOOD, AND FOOD CULTURE & BEHAVIOUR**

### **Potentiality Developmental Model & Guideline of Business and Tourist Street Food: Yaowarat Road and Khoasarn Road**

**Siriporn Praesri and Kosol Meekun**

University of Phayao (Thailand)

This research aims 1) to study the relationship between the attitude of tourists towards the marketing mix and their consumption behavior of street food in Yaowarat road and Khao Sarn road, and 2) to propose the guidelines for the development of restaurants' potential for business and tourism in street food business. The 415 samples were 210 Thai and 205 foreign tourists, 57.90% female, 42.10% male with an average age of 32.87 years, most of them held bachelor's degree (41.95%). The research tools were two summated rating scales with item-total correlation ( $r$ ) from 0.279 to 0.822, and Cronbach's Alpha coefficient of 0.767 and 0.920. The Thai, English or Chinese questionnaire were used in data collection together with interviewing tourists, street food vendors and restaurant operators. The statistics used to analyse the data were t-independent, one-way ANOVA, multiple comparison by Scheffe's method, simple correlation, and stepwise multiple regression. The results of the study were as following: (1) Foreign tourists perceived marketing mix (7Ps) of street food, which was better and more suitable than those of Thai tourists, while there were no differences in the behavior of tourists in using restaurant services. (2) The tourists perceived marketing mix of 6 out of 7 could be explained the tourists' behavior in using restaurants for 40.2%. The good explaining factors of marketing mix were price, service process and promotion. (3) The research proposed a model for potential development of restaurants in Yaowarat Road and Khao Sarn Road by focusing on the service process, price, sales promotion, service provider, and image development. (4) Foreign tourists also suggested the importance of food gastronomy and cleanliness for health safety. The results from this research could

help to understand street food for tourism. The studied models of Yaowarat road and Khao Sarn road may be used directly or applied appropriately for other Asian region. But it should be aware that there are limitations of the explanation and coverage of variables that were studied, which led to the suggestion for further research.

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### **Impact of Self-Perception and Emotions on Solo Dining Intention: A Cross-Cultural Study**

**Yevvon Yi-Chi Chang<sup>1</sup>, Jason Winston Wibawa<sup>2</sup>, Chrissy Lin<sup>1</sup>, Zhanhao Zhou<sup>1</sup> and Zhekai Jiang<sup>1</sup>**

Tunghai University<sup>1</sup> (Taiwan) and Petra Christian University<sup>2</sup> (Indonesia)

In recent years, solo dining has become more and more popular among young adults. The trend is supported by the increasing number of solo dining restaurants as well as creative accommodations for solitary diners (such as offering discounts to solo diners, as opposed to running a solo-diner-only restaurant, as a way to appeal to a broader customer base). People from different countries and cultural backgrounds have different perspectives on solo dining, which in turn affects solo diners' self-perceptions and emotions. The aim of this study is to investigate the effects of solo diners' self-perception, measuring both negative and positive impressions on solo dining intention. The study adopts a cross-cultural perspective by sampling university students from two countries: Indonesia and Taiwan. Our interest is on solo diners' self-perception, ranging from satisfaction to discomfort. Examining the differences in perspectives on solo dining by Indonesians and Taiwanese will help researchers know the extent to which the solo dining experience brings pleasure to Indonesians and Taiwanese, as well as how service providers can enhance pleasure and promote solo dining intention. The purposive sampling method will be employed: questionnaires will be distributed from May 25th, 2019 to June 1st, 2019 through a Google survey. The target participants will be 200 Indonesian college students and 200 Taiwanese college students based in both countries. Then, the data will be analyzed utilizing SPSS. Practically, the results of this study may encourage new business trends for the future dining market and give restaurant owners and managers new ideas to promote their restaurants and expand their customer base.

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### **Tourists' Food Choice Behaviour: A Comparison between West and East**

**Hsu Fu-Chieh**

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Research studies specifically related to tourists' food consumption behaviour are growing in number. Nevertheless, one of the major issues of food consumption behaviour in travel destination is the neglect of heterogeneity among tourists. Specifically, the differences among tourists need to be further investigated. Each group of tourists comes from different cultural backgrounds with different values, attitudes, lifestyles and beliefs. All of these attributes make tourists perform differently. Likewise, for most Asians, a tendency to avoid unfamiliar food is prevalent. Westerners, in contrast, are found to be more interested in sampling new cuisine. Also, due to cultural differences, some food items and ingredients are deemed to be edible in Eastern culture while it may not be the case in Western culture. Additionally, with all the motivational factors that could influence tourist food buying behaviour, studies seldom explore what factors could provide more tourists' food experience. Therefore, this study applied the theory of consumption value to explain tourists' food choice behaviour in travel destination. Further, this study expands the consumption value theory and incorporates cultural and health value to provide more insightful explanations of tourists' food choice behaviour in travel destination. Data collection was conducted in Macau, a city which is recognized by the UNESCO as a creative city of gastronomy. The participants involved 252 Western tourists and 249 Eastern tourists. Findings indicated that Western and Eastern tourists have significant differences in food choice behaviour in the travel destination. Specifically, while Eastern tourists highlight emotional value, functional value, cultural value, and conditional value, Western tourists focus on the epistemic value, health value, and social value. This study has also found emotional value, health value, and cultural value have significant effect on food experience. Finally, food experience exercises a positive impact on behavioural intention.

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## **Culture does Matter? Motivations and Barriers to Minimizing Household Food Waste**

**Yevvon Yi-Chi Chang, Wang Chu-yen, Chiuзу Chilumbu, Hsieh Wan-ying, and Sa Hou-wang**  
Tunghai University (Taiwan)

In recent years, food waste has become a pressing issue, as it negatively impacts environmental, economic, and social conditions in many countries. In spite of recycling policies that lead the region, Taiwan still has food waste problems. Taiwan's efficient recycling system has the unintended consequences of producing more food waste; this is because recycling makes Taiwanese less aware of the negative impacts of food waste disposal. This study explores the motivations and barriers to minimizing household food waste based on age and gender, in an effort to find progressive, affordable, and environmentally sound solutions to food waste problems in Taiwan. The research framework is adapted from Graham-Rowe, Jessop, and Sparks (2014), utilizing semi-structured interviews. A focus group interview will be conducted with subjects from ten geographically diverse areas, and the transcripts will be subjected to content analysis. Because Taiwan is less culturally diverse compared to the UK and other European countries, the individual and social causes of food waste should be easier to identify and address. In particular, a cultural tendency of saving and frugality, at least compared to the West, should contribute to positive solutions in regard to minimizing food waste and its attendant harms. The paper examines not only household food waste, but also implications for the food supply chain, including how consumers can be encouraged to reduce food waste in their purchasing behaviour.

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## **Features and Roles of Overseas Japanese Restaurants**

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Osaka Seikei University<sup>1</sup> (Japan) and University of Sunshine Coast<sup>2</sup> (Australia)

Recently, the number of overseas Japanese restaurants has been expanding due to a global health and wellness boom, along with increasing experiences gained by tourists visiting Japan. The image of Japanese food overseas is highly evaluated as being "healthy," "beautiful," "safe" and of "high quality." According to research conducted by the Ministry of Agriculture, Forestry and Fisheries, there were approximately 118,000 Japanese restaurants worldwide as of October 2017, a 30% increase over July 2015, when there were approximately 89,000 restaurants: 12,200 Japanese restaurants are located just in Europe. Accordingly, the Japanese government has launched the Japanese Food and Food Culture Promotion Committee and from an inbound point of view, they are strategically promoting the creation of an environment in which Japanese food and Japanese culture can be utilized as tourism resources. Therefore, this study investigated the features and roles of overseas Japanese restaurants. We also discussed how to convey authentic Japanese food from an inbound perspective. Japanese restaurants have recently been growing around major cities in Italy. Especially popular is the buffet style where guests are able to enjoy not only Yakisoba and Udon but also multi-national dishes with fusion around sushi. The price was as low as 10 € - 30 €. Also, there were two main types of restaurants visited, one was the high-end restaurants owned by Japanese or people of Japanese descent. Another was the casual restaurants owned by local people. As a result, we found out that Japanese restaurant chains and local Japanese restaurants overseas are organic tourism resources that play a role of showrooms that announce Japanese food and food culture to the world every day.

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## **LOHAS Consumer Behaviour: Satisfaction Scale Development for Restaurant Product and Services**

**Daniel Chong Ka Leong**  
Sunway University (Malaysia)

The demand for environmentally friendly products has progressively increased over the past several decades. The development of environmentally friendly products is largely fuelled by the emergence of a new segment of consumers with an emphasis on improving sustainable lifestyles and health, known as the LOHAS (Lifestyles of Health and Sustainability) consumer. LOHAS consumers generally promote the movements that support the production of organic, local and food choices that reduces greenhouse gas emissions. Even though the LOHAS sector has shown significant growth in the recent

foodservice market, there have been limited studies paying attention to LOHAS consumer behaviour within a restaurant context. The relationship between LOHAS consumer's satisfaction and their revisit intention is important to restaurant operators, however past studies have not sufficiently explored this subject. Previous studies show that LOHAS diners are different from non-LOHAS diners in their food choice and service expectations. The present study, therefore, aims to answer the following questions: (1) what are the main satisfactory attributes of a LOHAS friendly restaurant? and (2) is it possible to measure LOHAS consumers' satisfaction of the restaurant product and services using a proposed scale? This research intent to develop a measurement scale for consumer satisfaction is specific to LOHAS-friendly restaurants. Both a reflective and formative approach were considered in the assessment of latent constructs such as the 1) Healthy food choices, 2) Sustainable food practices, 3) Perceived trust, 4) Perceived emotional value, and 5) Service Quality by using conventional scale development procedures. Particularly, attaining these objectives provides both practical implications and academic contributions. From a practical perspective, managers will have a dependable and effective evaluation mechanism for measuring the effectiveness of LOHAS promises, promoted by the restaurants which also enables an assessment of the weaknesses and strengths of their restaurant offerings. From the academic perspective, the LOHAS restaurant satisfaction scale represents an extension of the SERQUAL scale pertaining to the effectiveness of restaurant operations specific to LOHAS segment.

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## **SESSION 6B: HEALTHY FOOD, AND FOOD CULTURE & BEHAVIOUR**

### **Investigating the Perceptions of Non-Muslims towards Halal Tourism**

**Hiruni Hettiaratchy & Michael M Dent**  
Sunway University (Malaysia)

The world Muslim population is growing at a rapid pace and the importance of the Halal tourism sector is widely recognised. Therefore, it is vital that marketers of Halal destinations or Halal tourism activities be mindful when developing their products and services that they adhere to the guidelines of Islamic (Sharia) law. Given that non-Muslims also consume Halal tourism offerings, there are several opportunities for organisations to design ideas that appeal to the needs of both Muslims and non-Muslims in order to optimise their product and service offerings by catering to a wider market. This study uses a qualitative approach to investigate the factors that impact the perceptions of non-Muslims towards Halal tourism and investigate how the Halal tourism sector can be made attractive to non-Muslims. An in-depth analysis of the views of non-Muslims from different genders, backgrounds and nationalities was conducted to determine the key areas that marketers can focus on to overcome the challenges of developing Halal tourism. The conclusion illustrates the value of innovation in communicating the health and safety benefits that Halal tourism offers.

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### **The Impact of Tourism Development on Health Challenges: A Case Study in Cook Islands**

**Maggie Mei Kei Leong and Marcus Lee Stephenson**  
Sunway University (Malaysia)

Cook Islands are small islands located in South Pacific Ocean that are positioned between French Polynesia and American Samoa. Given the strategic location, many New Zealanders, Australians, and Europeans travel to Cook Islands. With the increasing number of tourists' visitation to the islands, numerous tourism developments have taken place to fulfil the marketing propaganda of "paradise island" that offers relaxation, renewal, and physical recuperation to tourists. Fulfilling such a promise can bring more harm to the environment by having massive tourism development. Transformation in terms of infrastructure, resorts, and hotels to become a 'tourism paradise' has impacted the local environment and health of the local populations (and, to some extent, travellers' health too). Those health issues include of stroke, cardiovascular disease, alcoholic intake, and smoking. In Cook Islands, it is relatively easy to be infected by communicable disease and non-communicable disease. The travellers and locals are at high risk of transmitting dengue virus, infectious Hepatitis A and Tetanus while travelling in Cook Islands due to masses of discarded matter created by the travellers and inefficient waste management systems. Hence, marketing programs could be promoted in a more sustainable way by linking to cultural, environmental, and heritage forms tourism, especially to preserve the environment and lifestyle of host



communities. In addition, the availability of health centres is very limited in these islands. The more populated tourism islands, such as Rarotango and Aitutaki, have some issues in providing effective medical services, but the smaller scattered islands such as Atiu, Mauke, and Mitiaro actually have no medical practitioners and developed clinics. The main reasons are because of the transportation issues, followed by insufficient medical equipment, under-resources staff and lack of medical or specialist services. Thus, this research aims to highlight the health issues of Cook Islands as the cause of tourism development. This research will be an added value to the academicians and industrial practitioners to understand health issues in the Cook Islands, a popular tourism hotspot.

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### **The Impact of Positive Psychological Personality on Employee's Attitude and Turnover Intention in the Hotel Industry**

**Kamelia Chaichi<sup>1</sup>, Dahlia Zawawi<sup>2</sup> and Yuhanis Abdul Aziz<sup>2</sup>**  
Sunway University<sup>1</sup> and Universiti Putra Malaysia<sup>2</sup> (Malaysia)

The hospitality and tourism industry is recognized as a potential service sector in contributing to the Malaysian economy. The development of the hotel sector has been thoroughly associated with the hospitality and tourism industry to sustain the economic growth of the country. One of the most significant problems for the hotel managers is employee turnover. The hotel industry is highly dependent on human resources. Employees play an important role in hotel operations. The issue of high voluntary turnover is a matter of grave concern at the national level that it is poorly affecting Malaysia's competitiveness. Moreover, for this paper, we conducted short interviews with front office manager and staff office managers from a few hotels in Malaysia. Based on the short interviews, staff turnover and employees' bad attitude were the significant problems mentioned by the managers in the hotels. Furthermore, previous researchers emphasized that employees' personal and psychological resources, are essential as they exert critical influences on employee's job-related outcomes. Researchers exposed that positive psychological personalities make a valuable contribution on individual outcomes such as employee health and well-being as well as organizational outcomes and occupational health. These employees can deliver competitive advantage by maintaining quality customer relationships and building customer loyalty. The main purpose of the present research is to propose and investigate positive psychological personality traits in predicting employee's favorable attitude towards the hotel industry and, consequently, reducing turnover intention, drawing upon the theory of reasoned action. Data were collected via self-administered surveys from hotel employees in Malaysia (n = 200). Model assessment was performed using partial least structural equation modelling (Smart-PLS). Specific findings reveal that employee resilience, hope, and optimism increase employee's positive attitude towards the hotel industry and consequently reduce the turnover intention. This study has important implications for HR practitioners and hotel managers interested in the determinants of employees' positive attitude towards hotels and employees' turnover intention in the hotel industry in Malaysia.

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### **Commercializing Nanohealth Products by the Fitted Marketing Mix Model – Preliminary Study**

**Hossein Nezakati<sup>1</sup> and Amir Reza Sadrolhosseini<sup>2</sup>**  
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Nanotechnology has been the main research area in science, nanomedicine, health care, biosensor biotechnology, medical instrument and green technology. It has caused a revolution in industries related to food, nanomedicine, electronics industry, and energy. The major industrial gap is the commercialization of quality control of nanoproducts in health care instruments, nanomedicine and biosensors. The acceptability, assurance, reliability and accessibility of nanoproducts can ensure the application of health care and medicine products based on nanomaterials. This study aims to propose the impression of marketing mix model fitted for commercializing the mentioned products. This idea and research provides the condition to present high quality nanoproducts for health care and medical instruments. It can guarantee health care products, medicine and medical instruments. The modern fitted marketing mix model can facilitate the method of nanoproduct commercialization and it can impress the health and medical tourism industry. Given the 3<sup>rd</sup> millennium trends toward health care issues, many countries place significant efforts on becoming the pole of attraction toward healthcare/medical tourism. Consequently, the marketing and business of nanoproducts will establish stable, trustworthy and reliable forms of healthcare (and in relation to the medical tourism industry).

## **Travelling to Crisis Prone Destinations: Does Government Responsiveness Matter?**

**Siti Aqilah Jahari and Zubeida Rossenkhan**  
Sunway University (Malaysia)

The issue of safety and security associated with destinations has become a pressing concern amongst tourists (Poon & Adams 2000). With the growing incidences occurring around the world, the tourism industry has become highly susceptible to internal (e.g. financial risk, political instability) and external threats (i.e. natural disasters, terrorism risks) (Sonmez et al., 1999). Consequently, the role of the government has become imperative to restore confidence in tourists. The current research aims to explore how governments are able to successfully intervene in such a manner that provides the necessary reassurance needed to mitigate these issues. To the best of our knowledge, a holistic understanding of tourist's expectations of the government is currently lacking. This study draws on the context of New Zealand to address this gap by elucidating the tourist's perspective of how a government are expected to respond during a time of crisis. New Zealand maintains high level of inbound tourism despite high susceptibility to natural disasters, as well as a recent terrorist attack. This makes New Zealand an ideal context to understand what governments can do to mitigate the perceived risks associated with a crisis or natural disaster. Perceived risks theory is used as the theoretical lens to guide the research. The study will be operationalised using in-depth interviews with tourists who travelled or intend to travel to New Zealand. It is hoped that findings from this study will help better design government interventions to cushion the impact on tourism and restore feelings of safety and security.

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## **An Exploration of Malaysian Traveler Lodging Behavioral Intention in Taiwan: An Empirical Study**

**Yevvon Yi-Chi Chang<sup>1</sup>, Tzu Ting Chen<sup>1</sup> and Michael Hsin-Kun Su<sup>2</sup>**  
Tunghai University<sup>1</sup> and Hungkuang University<sup>2</sup> (Taiwan)

In recent years, the government of Taiwan has been promoting its New Southbound Policy, including a concerted effort to attract travelers from Southeast Asian countries to Taiwan for tourism or business trips. The strategy of "pluralistic opening and global reach" of the tourism industry is a cornerstone of Taiwan's expanding in-flow tourism market. The questionnaire was distributed from September 01, 2018 to January 31, 2019 in a total of eight hotels in Taichung, Taiwan. The questionnaire was distributed near Taichung Railway Station in Taiwan, adjacent to Fengjia Business Circle, and adjacent to Taiwan Avenue. A total of 400 copies were issued, and 385 valid questionnaires were returned, with a recovery rate of 96.25%. Malaysian travelers now constitute the second largest in-flow population from Southeast Asia. This study explores Malaysian travelers' behaviors based on several variables, in an effort to measure satisfaction and repeat business. The results of price, location and location have positive impact on the repurchase intention. But interestingly, the lodger who has been visiting Taiwan over 3 times is slightly differently to first time visited in Taiwan on the location and hotel facility. The managerial implication was discussed and provided in a wide-variety of lodging contexts.

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## **Relationships among Perceived Quality, Fantasy and Destination Relational Value of Honeymoon Tourists**

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The honeymoon travel market has become a vital segment of the tourism industry in many destinations (Lee, Huang, and Chen 2010; Reisenwitz, 2013; TAT, 2013). Although honeymoon tourism has been highly recognized for its economic importance among industry practitioners (TAT, 2013), research on honeymoon travel has received trivial attention in the past decades. In particular, underlying quality attributes have not been fully discovered in the honeymoon tourism literature. The main purposes of this study are to develop a quality scale for honeymoon tourism and explore the structural relationships among perceived quality, fantasy and destination relational value. This study uses Phuket, Thailand as

a context for examination and draws a mixed method approach to obtain the results. The empirical validation of a scale shows that honeymooners perceive quality based on seven factors (honeymoon service provider, honeymooners' privileges, hospitality of local residents, accessibility, dining experience, honeymoon accommodation, and local tour product). The structural model also reveals that honeymoon service provider, honeymooners' privileges, accessibility, honeymoon accommodation and local tour product exert a significant effect on fantasy, and subsequently, destination relational value. For the contribution, this study enriches potential research topics regarding honeymoon tourism, and offer implications for tourism scholars as well as industry practitioners.

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\*\*\*\*\*THE END\*\*\*\*\*