ADVANCES IN HOSPITALITY AND LEISURE

EDITED BY

JOSEPH S. CHEN

Indiana University, Bloomington, USA



Amsterdam – Boston – Heidelberg – London – New York – Oxford Paris – San Diego – San Francisco – Singapore – Sydney – Tokyo

CONTENTS

LIST OF CONTRIBUTORS	ix		
AIMS AND SUBMISSION GUIDELINES	xiii		
EDITORIAL BOARD	xv		
FULL PAPERS			
A COMPARATIVE ANALYSIS OF MULTICULTURAL INVOLVEMENT IN CULTURE AND ART ACTIVITIES Sangkwon Lee and Joseph T. O'Leary	3		
THE IMPACT OF TRAINING ON INTERFIRM DYNAMICS WITHIN A DESTINATION QUALITY NETWORK: THE CASE OF THE FUCHSIA BRAND, IRELAND			
Megan Woods and Jim Deegan	25		
THE HIDDEN COSTS OF CHEAP GROUP TOURS – A CASE STUDY OF BUSINESS PRACTICES IN AUSTRALIA			
Bruce Prideaux, Brian King, Larry Dwyer and Perry Hobson	51		
THEME PARK VISITORS' DYNAMIC MOTIVATIONS Hsin-You Chuo and John L. Heywood	73		
IMPACTS OF NO-ESCAPE NATURAL DISASTER ON TOURISM: A CASE STUDY IN TAIWAN Tzung-Cheng Huan, Chin-Fa Tsai and Lori B. Shelby	91		
1 2000 g Theng 11 man, Chin 1 a 15an and 1011 B. Shelby	/1		

vi CONTENTS

PREDICTIVE MODEL FOR REPEAT VISITORS TO SINGAPORE	
Hui Tak-Kee and David Wan	107
SWEDISH HOTEL SERVICE QUALITY AND LOYALTY DIMENSIONS	
Peter Schofield and Nicole Katics	123
VALUE RELEVANCE OF EQUITY, EARNINGS AND CAPITAL STRUCTURE IN THE RESTAURANT INDUSTRY	
Arun Upneja and Nan Hua	159
THE RELATIONSHIP AMONG TRUSTWORTHINESS, TIME LAPSE, AND ONLINE RESERVATION IN THE HOSPITALITY AND TOURISM INDUSTRY	
David Y. Chang, France Bélanger and Muzaffer Uysal	179
YOUTH PATRONS' TRIP PREFERENCES AND PERCEPTIONS OF ACCOMMODATIONS IN SWITZERLAND	
Colin Johnson, Thouraya Gherissi Labben and Joseph S. Chen	199
RESEARCH NOTES	
TRENDS IN TOURISM ACCOMMODATION INVESTMENT IN AUSTRALIA Mainul Haque	215
•	
INTERNATIONAL VISITORS' PERCEPTIONS OF OKLAHOMA Suosheng Wang	239
-	

Contents		vii

THE EFFECTS OF AIRFARES AND FOREIGN EXCHANGE RATES ON GLOBAL TOURISM Henry G. Iroegbu	255
CUSTOMERS' PREFERENCES TO HEALTHY MEALS Willy Legrand and Philip Sloan	265
AN INVESTIGATION OF PERCEIVED JUSTICES AND CUSTOMER SATISFACTION Denver E. Severt	275
SUBJECT INDEX	291

LIST OF CONTRIBUTORS

France Bélanger Department of Accounting and Information

Systems, Virginia Polytechnic Institute and State

University, VA, USA

David Y. Chang Department of Nutrition and Hospitality

Management, East Carolina University, NC,

USA

Joseph S. Chen Department of Recreation and Park

Administration, Indiana University at

Bloomington, IN, USA

Hsin-You Chuo Department of Hospitality Management,

Tunghai University, Taichung, Taiwan

Jim Deegan National Centre for Tourism Policy Studies,

University of Limerick, Ireland.

Larry Dwyer School of Economics, University of New South

Wales, Sydney, Australia

Mainul Haque Tourism Division, Department of Industry,

Tourism and Resources, Canberra City,

Australia

John L. Heywood School of Natural Resources, The Ohio State

University, OH, USA

Perry Hobson School of Tourism & Hospitality Management,

Southern Cross University, Lismore, Australia

Nan Hua The School of Hospitality Management, The

Pennsylvania State University, PA, USA

Tzung-Cheng Huan College of Management, Graduate Institute of

Leisure Industry Management, National Chia-yi

University, Chia-yi, Taiwan

Henry G. Iroegbu Hospitality and Tourism Management Program, School of Business and Public Administration. University of the District of Columbia, WA, USA Colin Johnson Department of Hospitality Management, San Jose State University, CA, USA Nicole Katics Management and Management Sciences Research Institute, University of Salford, Salford, UK Centre for Hospitality, Tourism & Marketing, Brian King Victoria University, Victoria, Australia Thouraya Gherissi Lausanne Hospitality Research, Ecole hôtelière Labben de Lausanne, Le Chalet-à-Gobet, Lausanne, Switzerland Department of Recreation, Park, and Tourism Sangkwon Lee Sciences, Texas A&M University, TX, USA Willy Legrand Department of Hospitality Management, International University of Applied Sciences Bad Honnef. Bonn, Bad Honnef, Germany Joseph T. O'Leary Department of Recreation, Park, and Tourism Sciences, Texas A&M University, TX, USA Bruce Prideaux School of Business, James Cook University, Queensland, Australia Management and Management Sciences Peter Schofield Research Institute, University of Salford, Salford, UK Denver E. Severt Rosen College of Hospitality Management, University of Central Florida, FL, USA Lori B. Shelby Department of Natural Resource Recreation

Philip Sloan

Department of Hospitality Management,
International University of Applied Sciences Bad
Honnef, Bonn, Bad Honnef, Germany

USA

and Tourism, Colorado State University, CO,

Hui Tak-Kee Department of Decision Sciences, NUS Business

School, National University of Singapore,

Singapore

Chin-Fa Tsai Department of Business Administration,

National Chia-yi University, Chia-yi, Taiwan

Arun Upneja The School of Hospitality Management, The

Pennsylvania State University, PA, USA

Muzaffer Uysal Department of Hospitality and Tourism

Management, Virginia Polytechnic Institute and

State University, VA, USA

David Wan Department of Management and Organization,

NUS Business School, National University of

Singapore, Singapore

Suosheng Wang Department of Tourism, Convention & Event

Management, Indiana University Purdue

University, Indianapolis, USA

Megan Woods Swiss Hotel Management School, Leysin,

Switzerland