Accommodation, 73–74	Cornell Hotel Sustainability
Administrative Center Park, 112	Benchmark Index (CHSB),
Aging society, 41	7
Air transport, 8	COVID-19, 143–145, 150–151
Analysis of variance (ANOVA), 146	COVID-19-related policies,
Artificial intelligence (AI), 151	151–152
Attractive quality, 110–111	pandemic, 6, 144–145
Australia, 66, 68	Cronbach's alpha coefficient, 92
gray nomads in, 66	Cruise industries, 143–145
Authenticity, 12	Cruise Lines International
	Association (CLIA),
"Barefoot luxury" concept, 12	143–144
&Beyond Phinda Private Game	Cruise ports, 148
Reserve, 11	Cruise tourism, 144–145
"Black Water Ditch", 112	Cultural heritage, 84–85, 89
Branding, 74–75	Cultural heritage tourism, 85-86, 90,
Brando, The, 11, 13	100
Building process, 10	cultural identity, 87
Businesses in tourism, 74	cultural intelligence, 87–88
	data analysis, 92–93
Caravanning, 70	Howard-Sheth model, 85
Case study	implications, 100–102
luxury hospitality and	influence on cultural identity, 89
sustainability, 10–11	influence on NTI, 88-89
Centers for Disease Control and	limitations and future research
Prevention (CDC), 143-144	directions, 102
Charm attributes, 111	literature review and theoretical
Chi-square tests, 51–53	model, 85–90
China's tourism image, 84	managerial implications, 101–102
Chinese youth, 84	measurement model, 93–100
cultural identity, 102	measures, 91
Cluster analysis, 48	method, 91–93
Combined reliability (CR),	moderating effect of CQ, 90
93–95	NTI, 86–87
Commercial caravan parks/accom-	relationship between NTI and
modation, 73	cultural identity, 89–90
Comparative fit index (CFI), 35–36	results, 93–100
Competence, 31–32	S-O-R theory, 84–85
Confirmatory Factor Analysis (CFA),	sample and data collection, 91–92
35–36, 93, 95, 128–129	sampling, 93
33 30, 73, 73, 120 127	54111511115, 75

theoretical basis, 84-85	visitor surveys, 76
Cultural identity, 87, 100-101	• *
influence of cultural heritage	Economic Development and
tourism perception on, 89	Construction Commission,
relationship between NTI and,	The, 26
89–90	Economics
Cultural intelligence (CQ), 87–88,	perception, 28
98–101	subjective perception of, 28
moderating effect of, 90	Education, 13–14
Culture, 85	Elderly in Taiwan, 26
Culture, 65	Electric vehicles (EV), 66
Decision-making process, 130–132	Emotion, 124
Descriptive statistical analysis, 92–93	direct impact of emotion on place
Descriptive statistical analysis, 72–75 Destination competitiveness, 79	attachment, 126
Destination cooperation, 71	direct impact of food experience
Destination image, 86	on, 126
Destination management	Environmental impact of luxury
organizations (DMOs),	hospitality, 4
121–122	Estimated path coefficients, structural
Destination revisit intention, 122	model with, 130
Directorate-General of Budget,	· · · · · · · · · · · · · · · · · · ·
	Experience economy, 49 Exploratory Factor Analysis (EFA),
Accounting, and Statistics,	
26	128–129
Discriminant validity, 130	E 1 12 101 100
Distance-decay relationships, 68	Food, 13, 121–122
"Double translation" process, 91	consumption, 126
Drive tourism, 66–69	experience, 123
accommodation, 73–74	Forestry Bureau in Taiwan, 107–108
background, 65–66	Formal data analysis, 92–93
branding, 74–75	Funding for marketing, 74
challenges, 73	
coordination of resources, 75	Gastronomy, 121–122
destination cooperation, 71	Generation groupings, 75
drive tourists, 69	Global Sustainable Tourism Council,
findings, 72–76	The (GSTC), 5
funding for marketing, 74	"Grey nomad", 70
literature review, 66–71	Gross domestic product (GDP), 9,
methods, 71–72	66–67
stakeholder interviews, 72–75	
study region, 66	Head-mounted display (HMD), 46
tension between free sites and	Health
commercial caravan parks/	management, 27–28
accommodation, 73	perception, 27–28
tourism businesses or businesses in	subjective perception of, 27-28
tourism, 74	Heritage tourism (see also Cultural
trends, 69–71	heritage tourism), 100

Index 157

Heritage tourists' revisit intention CFA, 129–130	Learning destination concept, 79 Least significant difference (LSD), 50
demographic profile, 128	Leisure, perceived freedom in, 28–29
EFA and reliability analyses, 128	Leisure activities process, 31–32
emotion, 124	Leisure Diagnostic Battery (LDB), 29
food experience, 123	Leisure satisfaction, 29–30, 34
hypothesis, 126–127	Lesbian, gay, bisexual, and trans-
implication for practice, 134	gender (LGBT), 47–48
limitations and directions for	Life cycle assessment (LCA), 9–10
further research, 134	Liters per occupied room (L/Occ.
literature review, 123–127	Room), 8
measurement, 127	Local food, 121–122
methodology, 127–128	Local government authorities
place attachment, 124–125	(LGAs), 63–64
purpose of study, 122–123	Local Tourism Organization (LTO),
results, 128–130	65–66
revisit behavioral intention,	Luxury hospitality, 9
125–126	case study, 10–11
sampling procedure, 128	conservation, 13
structural model with estimated	education, 13–14
path coefficients, 130	energy, 12
Hierarchical clustering analysis, 51	facilities, 12
Hotel Carbon Measurement Initiative	findings, 11–14
(HCMI), 7	food, 13
Hotel Sustainability Benchmark Index	impacts of luxury hospitality, 7-10
(2021), 7	limitations and future research, 15
Hotel Water Management Initiative	literature review, 5–10
(HWMI), 7	luxury and philosophy, 11–12
Howard-Sheth model, 84–85, 100	methodology, 10-11
Hypothesis testing, results of, 36–39	sustainable tourism, 5
	sustainable tourism and UN
Importance performance analysis	SDGs, 6–7
(IPA), 108, 110, 114–115	waste, 12–13
IPA-Kano model, 111, 116	Luxury tourism, 12
model, 110, 118	concept, 4
Indifferent quality, 110–111	product, 4
Informal social support, 28	Luxury tourist, 4
K-means algorithm approach, 50	Market overview for cruise industry
Kano analysis, 115–116	data analysis, 146
Kano two-dimensional quality model,	findings, 146–151
110–111	method, 145-146
Kaohsiung Evergreen Academy,	research design and measurement,
33–34	145
	Marketing, funding for, 74
Lapa Rios Lodge, 11	Measurement model, 93–100

Mixed methods approach, 71–72 Qualtrics XM, 49–50 Mixed-method research design, 145 Must-be quality, 110-111 Recreational Vehicles (RVs), 66, 69 tourism, 70 Regional destinations, 65 National Tourism Image (NTI), 84, Regional Tourism Organization 86-87 (RTO), 65-66 influence of cultural heritage Regression equations, 98 tourism perception on, Reliability analysis, 92, 128 Reverse Quality, 110-111 relationship between cultural Revisit behavioral intention, 125–126 identity and, 89-90 direct impact of place attachment Natural ecosystems, 11 on, 126-127 Neo luxury approach, 11 Route 66, 68 New luxury approach, 11 Royal Caribbean International, 148 Non-normed fit index (NNFI), 35-36 Nutrition, 13 Sampling, 93 NVivo, 72-73 Sea trade Cruise Global Conference (2022), 143-144One-dimensional model, 110 Segmentation concept, 45–48 One-dimensional quality, Self-determination, 31–32 110-111 Service attributes, 111 Online questionnaires, 112–113 satisfaction and importance of, Opportunity cost, 64 114 model, 79 Service quality attributes, 109–110 Overseas Chinese youth, 101 Six Senses Hotels Resorts Spas, 11 Six Senses Sustainability Fund, The, Pearson correlation analysis, 95 13 Perceived freedom in leisure, 28-29, Social competence, sense of, 32 34, 40 Social support, 31, 35, 39 Perceived Severity of COVID-19 Sociocultural environment, 5 Infection (SER_{COVID-19}), Soneva, 11 151 SPSS, 92-93 Place attachment Squared multiple correlations (SMC), direct impact of food experience 35 - 36on, 126 Stakeholder interviews, 72–75 direct impact of place attachment Standard regression equation, 98 on revisit behavioral Stimulus-Organism-Response theory intention, 126-127 (S-O-R theory), 84–85, 100 Place identity, 124–125 Stockholm Resilience Centre, 6-7 Prolific (platform), 49-50 Structural equation model (SEM), 32, Protective Behaviors (PB), 151 95, 97–98, 129–130 of cultural heritage tourism Qualtrics (American Experience perception, 99-100 Management Company), Structural model with estimated path

coefficients, 130

146-148

Index 159

Subjective perception	businesses or businesses in tourism,
of economics, 28, 34	74
of health, 27–28, 34	experiences, 123
Subjective well-being (SWB), 30	image construction, 88-89
Sustainability, 7	industry, 125–126
case study, 10–11	Tourism Atherton Tablelands (TAT),
conservation, 13	65–66
education, 13–14	Tourist
energy, 12	process, 85
facilities, 12	satisfaction, 108–109
findings, 11–14	segmentation criteria, 48
food, 13	segmentation methods, 48
fund, 13	Travelers, 5
impacts of luxury hospitality, 7–10	Trophy collection, 4
limitations and future research, 15 literature review, 5–10	Tropical Tourism North Queensland (TTNQ), 65–66, 75
luxury and philosophy, 11–12	Two-dimensional quality analysis of
methodology, 10-11	Kano, 115–116
sustainable tourism, 5	Two-factor theory, 109-110
sustainable tourism and UN	•
SDGs, 6–7	United Nations Educational,
waste, 12–13	Scientific and Cultural
Sustainable Hospitality Alliance, 7–8	Organization (UNESCO),
Sustainable management policies, 4	88–89
Sustainable tourism, 4–7	United Nations Sustainable
	Development Goals (UN
<i>T</i> -test, 114	SDGs), 4, 6–7, 14–15
Taijiang Academy, 112	UNWTO, 5–6
Taijiang National Park (TNP), 108,	User experiences
112	data analysis, 50
IPA, 108, 110, 114–115	experience economy, 49
IPA-Kano analysis, 116	limitations and future research
IPA-Kano Model, 111	directions, 54
Kano analysis, 115–116	literature review, 46–49
Kano two-dimensional quality	method, 49–50
model, 110–111	questionnaires and measurements,
methods, 111–113	50
questionnaire design, 112-113	results, 50–53
results, 113–116	sampling and data collection, 49
satisfaction and importance of	theoretical and practical
service attributes, 114	implications, 53–54
study site, 111–112	VR tour user segmentation, 48-49
Visitor Center, 112	
Taiwan, 107–108	Variance-extracted test, 130
Taiwanese Dollars (TD), 113	Virtual reality (VR), 46, 48-49
Tourism, 6–7, 11	data analysis, 50

experience economy, 49
limitations and future research
directions, 54
literature review, 46–49
method, 49–50
questionnaires and measurements,
50
results, 50–53
sampling and data collection, 49
theoretical and practical
implications, 53–54
tour user segmentation, 48–49
Visitor information centers (VICs),
71–72

Waste, 12–13 "Waste-to-wealth" approach, 12–13 Water intensity, 8 Well-being, 30, 34–35

CFA, 35–36 hypothesis, 30–32 implications, 40-41 leisure satisfaction, 29-30 limitations and future study, 41 literature review, 27-32 measurements, 32-35 methodology, 32–35 perceived freedom in leisure, 28–29 purpose of study, 27 respondent's profile, 35 results, 35-39 results of hypothesis testing, 36–39 sampling procedure, 33-34 social support, 28 subjective perception of economics, subjective perception of health, 27-28