ATRAC2018

ASEAN – SUSTAINABLE CONNECTIVITY, BOUNDLESS PROSPERITY

ASEAN TOURISM RESEARCH ASSOCIATION CONFERENCE 2018

28-29 JANUARY 2018 | PRINCE OF SONGKLA UNIVERSITY, PHUKET | THAILAND

CONFERENCE PROCEEDINGS

ASEAN TOURISM RESEARCH ASSOCIATION

amazing THAILAND

Proceedings of the ASEAN Tourism Research Association (ATRA) Conference 2018

Editors: Frederic A.L. Bouchon and Prathana Kannaovakun

Published by Taylor's University Press
1, Jln Taylor's
Subang Jaya, Malaysia
February 2018

eISBN 978-967-0173-57-3

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ASEAN TOURISM RESEARCH CONFERENCE
(ATRAC) 2018

ASEAN Tourism Research Association—ATRA

ASEAN, Sustainable connectivity, Boundless Prosperity

Phuket, Thailand 28-29 January 2018

Message from ATRA President

ASEAN Tourism Research Association (ATRA) is proud to organize the fourth scientific event since its inception in November 2013. I am pleased that the ATRA Conference (ATRAC 2018) has grown into an established re- gional conference with participation from all over ASEAN countries and beyond. It is also my pleasure to note that for the second time the ATRA conference is now held out of its secretariat at Taylor's University, Malaysia and hosted by Prince of Songkla University, Phuket Thailand. I would like to personally thank Assoc. Prof. Dr. Worawut Wisutmethangoon, Vice President, and Assoc. Prof. Dr. Prathana for their immense contribution in hosting this conference with great enthusiasm and success.

Since its formation, ATRA has actively expand its network and today we are pleased to announced that 20 univer- sities in the South East Asian countries are affiliated and with more expressing their interest and support to the ASEAN Tourism agenda, and contributing for the development of Tourism Research and Tourism Education through diffusion of knowledge, organization of scientific conferences and joint research projects. As tourism is one of the major drivers in ASEAN economies, ATRA aims to be the hub of expertise on ASEAN tourism and related disciplines. ATRA also aims at enhancing collaboration among ASEAN nations and offer research consul- tancy services to tourism authorities and decision makers.

Tourism is one of the priority sectors for regional integration of the ASEAN Economic Community (AEC) that was implemented in 2015. To achieve this objective, the ASEAN Tourism Strategic Plan (ATSP) 2016-2025 aims to strategically transform the region into a competitive, sustainable, and more socio-economically inclusive and integrated tourism destination. Thus, this stimulates an interesting discourse during ATRAC 2018 amongst aca- demics and researchers especially on topics for mutual and multiple research opportunities in the region.

I would like to thank all of you for attending ATRAC 2018 and sharing your valuable research findings in this scientific event and I am sure as academician, scholars, researchers you have the vision, the knowledge and the experience to pave our way into the future of ASEAN. Wishing all of you a fruitful and engaging conference and Thank you.

ATRA PRESIDENT

Dr. Neethiahnanthan A.R.

Welcome Message from Vice President for Phuket Campus,

Prince of Songkla University

On behalf of Prince of Songkla University (PSU), Phuket Campus, I am delighted to welcome all the delegates to our campus for the ASEAN Tourism Research Association Conference (ATRAC) 2018.

Bearing the theme of ASEAN – Sustainable Connectivity, Boundless Prosperity, this year’s conference will be a special occasion for PSU in the celebration of its 50 years of achievement since its establishment back in 1967.

We hope this conference will offer participants a platform to exchange ideas and discover opportunities to broaden their knowledge. Our committees all aim to make this a quality and enjoyable conference for each and everyone of you.

The conference organising committee and staff members of PSU Phuket are looking forward to welcoming you at the conference at our campus in Phuket.

VICE PRESIDENT FOR PHUKET CAMPUS

Associate Professor Dr. Worawut Wisutmethangoon

Message from the Conference Chair

On behalf of the ASEAN Tourism Research Association Conference (ATRAC) 2018 Organizing Committee, it is my great pleasure to welcome you to the ASEAN Tourism Association Conference 2018 at the Faculty of Hospitality and Tourism, Prince of Songkla University in Phuket, Thailand. The theme of the conference is "ASEAN – Sustainable Connectivity, Boundless Prosperity".

The ATRAC 2018 reflects the Thai's government emphasis on awareness of ASEAN as a community of opportunity and people-centeredness for a better livelihood under the mechanism of sustainable development. The connection of all aspects aim to create economic and social opportunities for locals that leads to the reduction of development gaps between all ASEAN member countries. Furthermore, the opportunities given to connect regions are the consequences of the collaboration and the development of cross-border tourism integration. The ATRAC 2018 provides a platform for all ASEAN scholars concerning this crucial issue to exchange ideas and knowledge culminating in sustainable connectivity from this academic crossroad.

I would like to express my appreciation to all the conference committee members who have been involved in conference planning and organizing, both scientific and supporting programs. We are also thankful to scientific committee members who provided timely reviews of the papers. We also thank our conference sponsors supporting this conference.

I wish you a fruitful ATRAC 2018 conference and a pleasant stay in Phuket.

CONFERENCE CHAIR

Associate Professor Dr. Prathana Kannaovakun

WELCOME NOTE

Greetings and a warm welcome to the delegates of the ASEAN Tourism Research Association Conference (ATRAC) 2018. The theme of the conference in Phuket on 28-29 January 2018 is "*ASEAN, Sustainable connec- tivity, Boundless Prosperity*" .

Issues of connectivity between ASEAN countries are keys to foster tourism development and improving the economic environment of many peripheral regions. Connectivity also enables seamless travel between nation states for tourists and residents. For many countries in Southeast Asia, tourism has been an important driver of their economy.

The tourism industry has provided not only a source of income but also help communities in this region to benefit from improved infrastructure and showcase their unique cultural heritage to a global audience. Like other industries, the tourism sector is not immune from issues and challenges. This is especially obvious with ASEAN goals of deeper integration of its economic community. Issues of sustainability, growth management, environment, remain in a region with various levels of economic development.

This conference was the opportunity to discuss issues, generate ideas and hopefully raise suggestions that can be considered by policy makers and industry. ATRAC scope is also to grow research capabilities and skills for scholars through seminars, research projects, and conferences, and prepare the future of ASEAN tourism.. More than forty full papers were submitted to the secretariat of ATRAC 2018 for review by a panel of international experts in tourism from the ASEAN region.

The presentation of papers during themed sessions give opportunities for discussion and exchange of views that will be useful for ASEAN Tourism practitioners.

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Interpretation of Educational Tourism and the Potential of ASEAN Countries

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ABSTRACT

The paper is an attempt to conceptualize the notion of educational tourism, which quite recently has piqued interest of economists as a potentially new, but as it happens, old and forgotten, kind of tourism activities. We define educational tourism, delineate its boundaries with other types of tourism and education activities, and develop a theoretical framework for classification of academic mobility types, in which the main parameter for us is the time, duration of mobility. We also raise the issue of educational tourism potential (ETP) and try to assess it for ASEAN countries.

Key words: *Educational tourism, education, tourism, educational tourism potential*

INTRODUCTION

Most of ASEAN countries have traditionally been exposed to increased international tourist interest, having the competitive advantage of warm climate and sea access. Thus the growth of tourism industry contributed a lot to economic and social dimensions in countries such as Thailand, Indonesia, Malaysia, Vietnam, Cambodia, Singapore, Myanmar and Lao. More engagement into global economy brings more added value into the sector of such a competitive advantage. Albeit education plays an important role not only in tourism growth in terms of providing necessary human resource potential but also it happens to lead to a whole new avenue in added value creation - educational tourism, defined as ‘purposeful learning and travel’ (Ritchie, 2003).

With growing numbers of incoming tourists, the absolute numbers of incoming students grows too, bringing more investment into local educational systems, especially in the form of taxes if private educational institutions are concerned. The case of ASEAN countries seems to prove this point with growing rates of inbound students’ arrivals and growing ratio of private sector enrolments. We can assume that ASEAN countries do possess certain degree of educational tourism potential which if developed properly will create more added value.

As some of the theoretical issues are still an unchartered territory in the study of educational tourism and its impact on the economic growth, in this paper we will try to uncover the question of precisely defining what educational tourism is, and its boundaries within education and tourism. Another question for this paper is to define the educational tourism potential, what measure can be used to assess it. And finally this paper will try to evaluate the current potential for educational tourism in ASEAN countries.

LITERATURE REVIEW

The very concept of educational tourism is not new to the extant research in both tourism and education. It is believed that the first mentioning of the phenomenon as an object of scholarly interest was under the term of 'educational travel' (Kalinowski &Weler, 1992; Bodger, 1998; Randell, 1992) or edu-tourism (Holdnak & Holland, 1996), which was defined as a 'program in which participants travel to a location as a group with the primary purpose of engaging in a learning experience directly related to the location' (Bodger, 1998), or 'purposeful learning and travel' (Ritchie, 2005 referring to Paul, 2003).

Most literary impact has been made by the work of Ritchie (2003) and Smith and Jenner (1997), who define the parameters of educational tourism and even acknowledge that as all tourism broadens the mind, all of it can be considered educational (Smith& Jenner, 1997).

In terms of the object itself, Kaul (1985), Ritchie (2003), Haukeland et al. (2013) and others point out that the first forerunner to educational tourism as a phenomenon was the Grand Tour undertaken by British aristocracy in 17-19 centuries with the main purpose of civilising the participants through a series of lasting tours around the countries of Europe (Ritchie, 2003) another example is the usual way of legal training acquisition for early American colonists, who travelled to the British Inns of Court to be trained for legal work back in the colonies and the newly formed American state. Since that time, and especially with more global involvement most countries in the world the phenomenon gained certain growth and nowadays we can see constantly growing numbers of student mobility over the years, namely it increased by nine times between 1963 and 2006 (Varghese, 2008). Other publications, for instance Canadian Tourism Commission (2001) and Rappolo (1996) also point out significant increase in the learning-oriented tourism experiences. Later studies try to quantify the parameter and measure the economic impact of educational tourism (Stroomberge, 2009) where the academics face the problem of the lack of statistical data, or rather the lack of widely used statistical indicators able to measure the size and impact on educational tourism on an economy. Thus the issue of measurement prevails and in this paper we will try to suggest viable indicators to measure some of the aspects of educational tourism.

Another problem is the definition. The currently used definitions and classifications of educational tourism vary widely from 'general interest while traveling' to 'purposeful learning' (Paul, 2003) thus the clear picture as to what to include in educational tourism and what not is lacking, as well as the quantifiable parameters. Ritchie (2003) suggests a theoretical framework of educational tourism which tries to classify the phenomenon by different parameters, including purpose, time, formality, intentions etc., where, again, the parameters are hardly quantifiable.

However the object has two dimensions and both of them have to be explored, and neither one of them shows consistency in research and statistical publications. Thus there is also a lack of understanding as to what to consider tourism and what not. The extant research in tourism marks the lower time limit of a travel to be considered tourism with a minimum of 24-hour stay required (CTC, 2001) or an overnight stay by another definition (Weaver & Opperman, 2000). However the maximum duration of stay to be considered a tourist is not clear, as long as different immigration requirements operate in different countries, for example EU has a clause of maximum 90 days (EACEA, 2017), and research papers disagree on the issue. For the purpose of this research we will use the WTO requirement of 12 consecutive month as a maximum (WTO, 2017).

In terms of the other parameter the extant research abound in suggestions as what to consider education, from Smith's classic (1982) 'the organized, systematic effort to foster learning, to establish the conditions, and to provide the activities through which learning can occur' to UNESCO's 'all learning activity undertaken throughout life, with the aim of improving knowledge, skills and/or qualifications for personal, social and/or professional reasons' (1984) pertaining more to LLL, however we will agree with Ritchie (2003) who associates education and learning for the purpose of defining educational tourism.

METHODOLOGY

The objective of this research is to define educational tourism, delimit its parameters, and create a classification of activities falling within educational tourism. We will also use the suggested framework to try to assess the importance and potential of educational tourism in ASEAN countries.

1) Defining educational tourism. In defining any notion there has to be precision about its structure. 'Educational tourism' has two main structural elements: the first and main is tourism, which includes the parameters of duration and mobility. For the purposes of this research we are using the WTO defined parameters of tourism which are: 'tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes' (UNWTO). For the lower limit of duration we will use Weaver & Opperman's 24 hours.

Education has a broader definition than that of tourism. However having agreed with UNESCO's definition of LLL, which we, for the purpose of this research will use as the foundation in educational tourism, because as we have established the said area refers to all knowledge improvements, but it has to be more precise than Smith & Jenner's default interpretation of all tourism as educational.

Thus in educational tourism we are dealing with all learning activities undertaken outside of home geographical environment within a duration limit of between 24 hours and 12 consecutive months.

2) To delineate the boundaries of educational tourism from other types of tourism and education we need to develop a framework for further classification. For such a framework we will use two main variables – duration, as long as it is the main parameter of tourism dimension of the notion, and the level of educational attainment, as long as education is primarily classified into levels, and some of them can be attained within the specified range of time; another parameter to be considered is the formality, by which education is usually classified too. We will use the parameter of formality later within the framework.

For building the framework we will use the graphic approach and put the variables on a graph with X axis showing duration and Y axis showing the level of educational attainment, which we will quantify based on ISCED (1997) scale of educational levels augmented with our own observations, thus:

Level of educational attainment will range from 0 to 11, with the following benchmarks:

0 – early childhood education
1 – primary education
2 – lower secondary education
3 – upper secondary education
4 – post-secondary non-tertiary education
5 – short-cycle tertiary education

6 – short-cycle non-tertiary education
7 – long-cycle tertiary education
8 – long-cycle non-tertiary education
9 – bachelor or equivalent education
10 – masters' or equivalent education
11 – doctoral or equivalent education
12 – Life Long Learning experiences

On the 'duration' axis the data will be ordered from 24 hours to 12 consecutive years.

RESULTS & DISCUSSION

Based on the acknowledged parameters we built a framework chart of educational tourism in the form of a scatter chart on which we plotted the types of educational tourism Fig. 1), however not all the types in the chart area fall within the definition of educational tourism simply deviating by duration, for which reason we divided the chart area into 2 fields (A and B) by the parameter of duration – under 12 months and over 12 months.

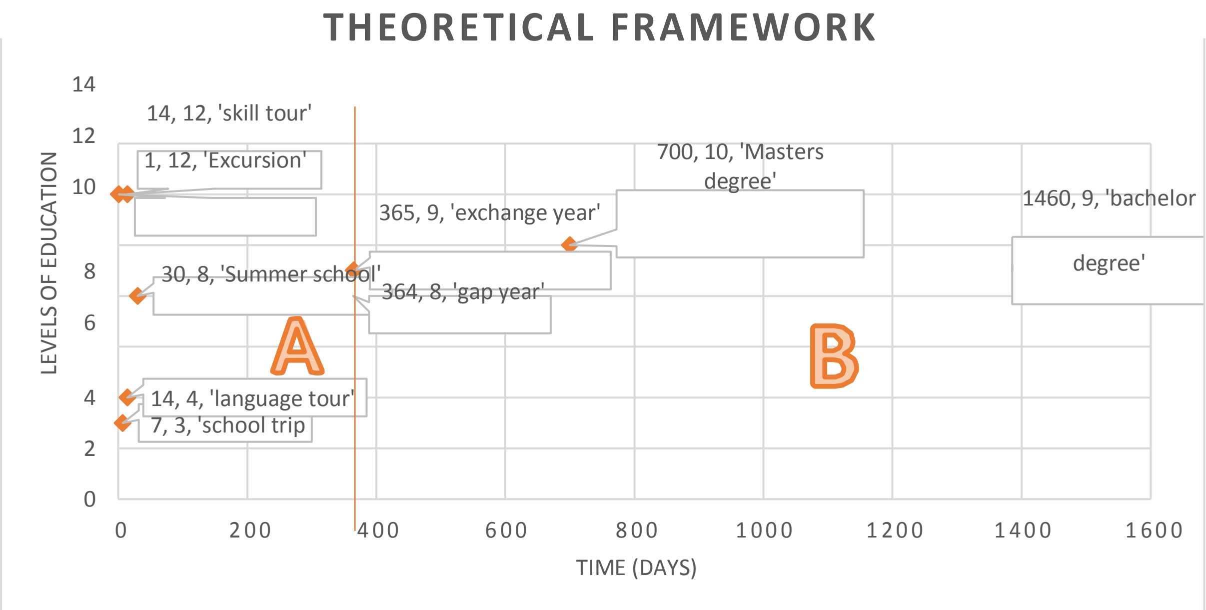

Fig 1 – Theoretical framework of academic mobility

As can be seen from the chart many levels of educational attainment fall into the field B, which cannot be defined as educational tourism, thus has to be defined otherwise.

We suppose that there needs to be more definity about the usage of the terms and suggest to apply time limits, at least approximate ones, towards the terms 'tourism', 'mobility', also suggesting using the term 'migration' towards longer term relocation occurrences.

Analysing the definition of 'mobility' itself we find a lot of controversy. On the one hand mobility is said to imply only leaving the usual geographical environment (if geographical mobility is meant), on the other hand in broader terms 'mobility' is used in economic geography to denote more permanent relocation ('labour mobility') or less permanent as in 'academic mobility'. Mobility as defined by United Nations Development Programme (UNDP) as movement from one place of residence to another (UNDP, 2009), however we find the same definition of 'migration' in Clarke (1965), 'movement involving a change of residence for substantial duration'; Lee (1970) also defines migration as permanent or semi-permanent change of residence. Sinha (2005) agrees on a lack of conclusive definition of the term migration and quotes Newman and Matzke (1985) calling for distinguishing between the terms migration and circulation, both of which fall under the broader heading of mobility. Thus we suggest distinguishing between tourism and migration (agreeing with Newman and Matzke on defining circulation as permanent rotation of human resources, for instance commuters to work etc.). The boundary between mobility and migration is unidentified though, however this not being an object of this research we will accept OECD’s limit of 12 months at least as a starting point of migration. Both terms ‘tourism’ and ‘migration’ are forms of mobility, thus in terms of academic mobility two types of mobilities exist - educational tourism and academic migration.

Thus in our chart (Fig. 1) the area A encompasses ‘educational tourism’ and the area B encompasses ‘academic migration’.

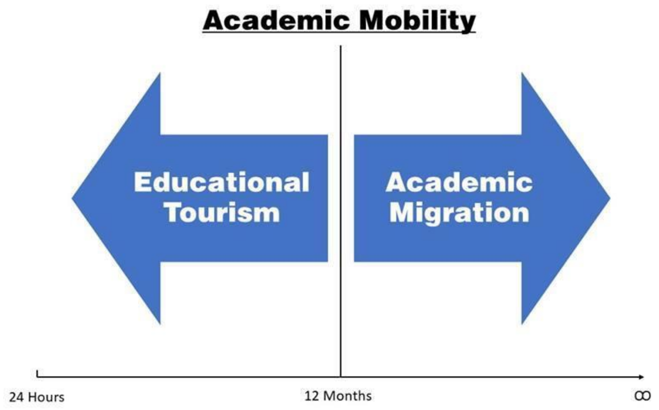

Fig. 2 Time framework of academic mobility

Therefore in our framework educational mobility ranges within the duration area of 24 hours to 12 months, and all learning activities taken and completed within this period can be categorised as educational tourism, so we place the following activities there:

- Excursions
- Summer camps
- Courses (under 12 months) and the like.
- One year MBA programmes
- Gap year tours

Having delineated the boundaries of educational tourism we need to try to assess its size and potential of such a kind of tourism. The problem with assessment and the reason why educational tourism is such an unpopular area of research is the lack of data on the topic in the statistical databases. So assessing the size or impact of educational tourism on an economy is rather a challenging task, also considering that companies rendering such services are usually small or medium sized enterprises (SMEs).

The said activities usually are paid thus the activity is commercial and creates added value, thus we consider educational mobility beneficial for local economies, it entails certain private investment and apart from short MBAs does not involve excessive public funding. Short MBAs are not numerous in the world, only some countries have such programmes, thus their weight is highly insignificant.

Various sources (Sharma, 2005; Ritchie, 2003; Ankomah, 2000) mention classifying educational tourism activities by themes, which is an important point in our opinion in identifying the triggers for its growth. The most widely mentioned educational tourism themes are cultural, nature (eco), historical, and language.

Territories benefitting from educational tourism can have significant tax revenues from those activities altogether with new jobs creation and increased overall business activity. The question of the actual impact of educational tourism on the area is the one to be further explored. Ritchie and Priddle (2000) give a case of educational tourism in Canberra (Australia) and evaluate its total economic impact as 25 mln AUS$ in a year. Another good example is Malta and its highly popular LLE courses (Dimech, 2013).

We suggest that ASEAN countries, and especially Thailand, have sufficient qualities to become an attractive educational tourism destination. Most of the market for such a tourism comes from an immediate geographical vicinity (Russia, China, Asian countries, Middle East) and there are main tourist attractions growing in popularity.

In assessing the educational tourism potential we also should point out certain conditions without which the area would not be able to provide the services, those the essential elements of educational tourism infrastructure. We define them as follows:

- presence of educational institutions (public and private, with private ones being more important because they provide more availability and flexibility);
- number of programmes in English;
- English proficiency (territorial);
- number of internationally qualified teachers;
- presence of a general underlying trigger, such as climatic, historical or natural attraction measured also in growth of tourist inflows over years.

Thus, in case with ASEAN countries we see a stably growing number of tourists arriving each year (9.4% of growth on the average for ASEAN) with Lao, Myanmar and Cambodia at the lead (21.4 %, 16.4 % and 15.8% of average yearly growth respectively) (Appendix A). Such numbers prove that the underlying trigger exists and provides stable inflow of tourists (Fig. 3).

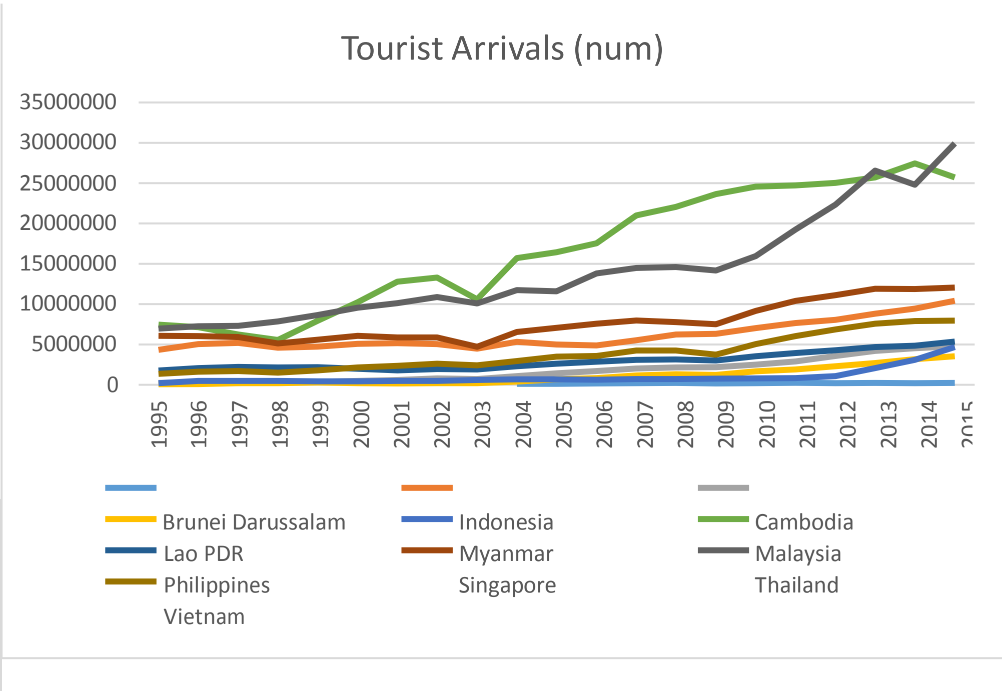

Fig. 3 – Tourist arrivals, ASEAN countries, 1995 – 2015 (UNICEF)

Figure 4 shows our approximate estimate of availability of private educational institutions in the ASEAN countries in dynamic aspect, again we can see that the share of students enrolled in private EIs is high and growing, with Indonesia and Cambodia in the lead with 65% and 67% respectively (Appendix B).

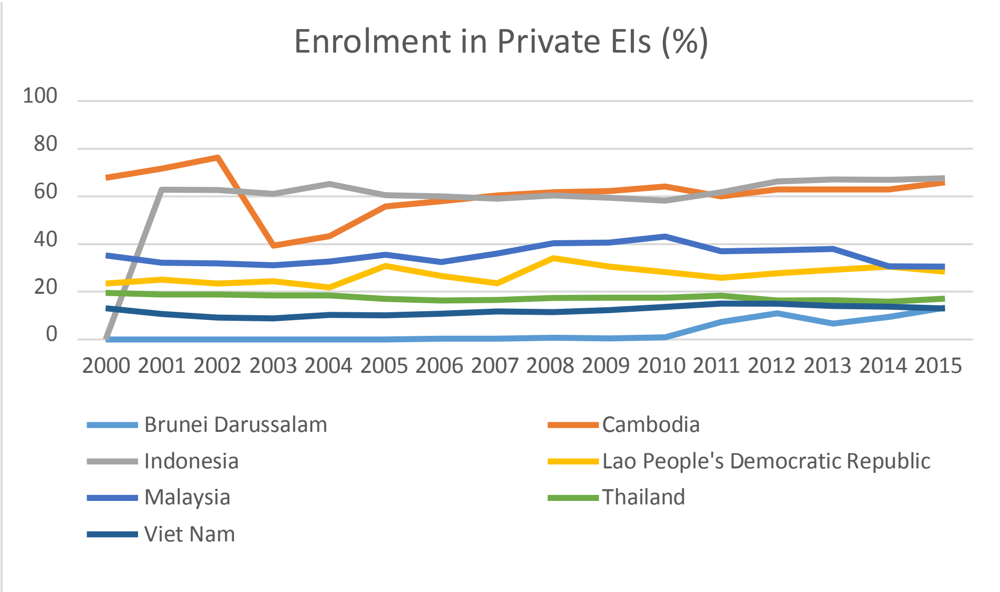

Fig. 4 – Enrolment in Private EIs (%) (UNICEF)

In terms of programmes offered in English Malaysia is the leader with 6 universities in top 1,000, offering 239 English-taught degrees, including 142 Bachelors and 97 Master's programmes (Masters Portal, 2017). The overall statistic that roughly shows the availability of programmes in English, as well as the number of international teachers, is the total number of incoming international students, in which category countries of ASEAN show significant and stable growth (with the only exception of Vietnam where the average annual growth over the period between 2006 – 2015 was -1.3%) (Appendix C), with Brunei, Thailand and Malaysia in the lead with 13.4%, 9.1% and 9.5% respectively.

English proficiency is measurable through the EF English Proficiency Index (EF EPI), in which ASEAN countries take the following places:

Table 1. ASEAN countries English Proficiency Index data

Country	EPI 2017	Rank (of 80 countries)	Rank (of 20 in Asia)
Singapore	66.03	5	1
Malaysia	61.07	13	2
Philippines	60.59	15	3
Vietnam	53.43	34	7
Indonesia	52.15	39	10
Thailand	49.78	53	15
Cambodia	40.86	77	19
Lao PDR	37.56	80	20

Table 1 data shows that ASEAN countries mainly have sufficient English proficiency to host tourists and international students, though some countries with growing inflow of tourists (Thailand, Cambodia and Lao PDR) have certain room for improvement of its educational tourism potential.

Our overall estimate of educational tourism potential (ETP) of ASEAN countries is positive, with most tourist attractive countries showing positive dynamics of ETP indicators.

CONCLUSIONS & IMPLICATIONS

Educational tourism remains an unpopular field of study due to lack of statistical data, though we argue that widely used statistical measures can and should be used to assess at least the potential for this type of tourism growth. Educational tourism is not a new concept but it has drawn considerable academic attention of late being a whole new opportunity to attract new investment to emerging markets, to which category most of ASEAN countries refer, and boost export figures. We defined educational tourism as 'all learning activities undertaken outside of home geographical environment within a duration limit of between 24 hours and 12 consecutive months' and delineated its boundaries with other types of mobility, pointed out what types of academic mobility are to be considered educational tourism and made an attempt to assess the ETP of ASEAN countries, however it is yet to be found out how and through which channels educational mobility impacts the territory. We agree with most authors (Ritchie, 2003; Smith, 2013; Ankomah et al., 2000; Sharma, 2015) that territories benefit from educational tourism but reserve it for further research as to what measures are to be taken to evaluate that impact. Further research must also include a more precise method of assessing the ETP of a territory.

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APPENDICES

The Effect of Recreation Specialization on Leisure Constraints, Constraint Negotiation and Continuous Participating Intention

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ABSTRACT

This study started from the idea that despite various constraints on leisure activities, there are people who overcome those constraints and continue to participate. If so, what are the important variables that drive them to keep participating in leisure activities? Based on previous studies, we identified that recreation specialization, leisure identity, and negotiation efficacy play important roles in managing leisure constraints and leading to continual participation in leisure activities. The purpose of this study is to investigate the effects of recreation specialization, leisure identity, and negotiation efficacy on continual participation of outdoor leisure activities through leisure constraints and constraint negotiation. A series of 9 hypotheses were proposed and empirically tested with bicycle riders.

Data included a total of 285 questionnaires that were distributed to bicycle riders. Out of 285 questionnaires, 274 were used for data analysis, after deleting 11, which were considered to be inadequate or unreliable. The data were analysed using exploratory factor analysis, correlation analysis, independent sample T-test, and multiple regression analysis with SPSS 23.0.

The results of this study are as follows. Recreation specialization is positively related to leisure identity and negotiation efficacy. In addition, riders who have a high level of leisure identity and negotiation efficacy are likely to perceive leisure constraints less and to negotiate leisure constraints more actively. Subsequently, these people are more likely to continue to participate in bicycle cycling.

These results imply that the effects of recreation specialization, leisure identity, and negotiation efficacy act as important variables in the process of coping with leisure constraints. Also, the results imply that this process help leisure participants continue to participate in the activity.

Key words: *Recreation Specialization, Leisure Identity, Negotiation Efficacy, Constraints Negotiation Process, Bicycle Riding*

INTRODUCTION

In 2000, with the implementation of a five-day workweek (40-hour work week) to reduce working hours, leisure time has increased comparatively and the types of leisure activities have also diversified. With this change, people are increasingly seeking ‘well-being’ and their desire for their health is also increasing. As health is considered to be an important value of society and life expectancy continue to increase, participation in leisure activities draws more attention than ever. Among various leisure activities, participating in outdoor recreation activities such as trekking and bicycle riding is widely recognized as an effective way to improve health and well-being. Accordingly, the number of people who participate in these activities has been continually increasing. Nevertheless, many people indicate that they cannot participate as much as they want to due to various restrictions on leisure activities. While most people face various leisure constraints, they make use of various negotiation strategies so they continue to participate in their preferred activity. In fact, in this process of negotiating constraints, it is known that various factors act as intervening variables such as recreation specialization and negotiation efficacy.

This study started from this idea: ‘Despite various constraints on leisure activities, there are people who overcome those constraints and continue to participate. What are the important variables that drive those people to participate?’ Recreation specialization, leisure identity, and negotiation efficacy are among important factors that explain the relationships between leisure constraints and negotiating constraints. These variables are also important to explain how people continually participate in the activity while they successfully negotiate constraints. It is assumed that these variables mutually interact with each other while they help overcome leisure constraints and exert negotiation strategies (Choi, & Kim, 2013; Lee, 2007; Lee, & Kang, 2010; Kim, 2014; Hwang, 2010; Lee, Kim, & Oh, 2013). In fact, it is reasonable to conjecture that people with a high level of recreation specialization, leisure identity, and negotiation efficacy are actively willing to overcome leisure constraints. As a result, recreation specialization and leisure identity positively affect exerting negotiation strategies for continual participation, which help them make a progress toward a higher continuum over time (Oh, Shin, & Yeon, 2012; Choi, 2009).

The purpose of this study is to verify the effects of recreation specialization, leisure identity, and negotiation efficacy on the leisure constraint negotiation process. The result of this study will help us understand the role of recreation specialization and leisure identity in the process of constraint negotiation. The following research questions were proposed. First, how does the recreation specialization of outdoor leisure participants influence leisure identity and negotiation efficacy? Second, how does the leisure identity and negotiation efficacy of outdoor leisure activities affect leisure constraints and constraints negotiation? Finally, how are leisure constraints and constraint negotiation related to participants’ continual leisure participation?

LITERATURE REVIEW

In an early study of *Recreation Specialization*, specialization was defined as "a continuum of behavior that develops from a general participant to a special participant as a phenomenon that occurs in the area of equipment or technology used in recreational activities and preferred leisure activities" (Bryan, 1977, p. 175). Recently, specialization was defined as a developmental process using three sub- dimensions (i.e., behavior, skill and knowledge, and commitment) of leisure participants (Scott & Shafer , 2001).

As for *Leisure Identity*, Laverie (1995) defined social identity, which is similar to leisure identity. Lee (2007) explained that leisure identity is consistently involved in certain leisure activities, and its behavior is accommodated by participants. All leisure participants do not form leisure identity, and there are differences in leisure identity depending on individuals. Park and Kim (2002) defined leisure identity as a role expectation formed through identification, respect, and attachment to leisure groups as a result of continuous participation in specific leisure activities.

Bandura (1997) indicated that people with high self-efficacy are more willing to overcome their constraints despite of various difficulties. Loucks and Mannell (2007) defined *Negotiation Efficacy* as “people’s confidence in their ability to successfully use negotiation strategies to overcome constraints they encounter” (p.22). McAuley and Mihalko (1998) also defined it as the personal belief of ability to overcome obstacles to exercise'. In other words, Negotiation Efficacy is a belief that individuals can overcome the problems that they perceive about specific leisure activities.

Leisure constraints are those that limit the benefits or satisfaction that can be gained from leisure participation as an obstacle to limiting the leisure activities of an individual. *Constraint Negotiations* are strategies to reduce or avoid obstacles to participation in leisure activities. Jackson (1988) defined leisure constraints as factors that suppose or suppose researchers perceive or inhibit leisure participation and enjoyment. However, Jackson et al. (1993) argue that leisure participation is determined by the leisure constraint negotiation or overcoming process rather than the existence of leisure constraints.

Willis and Campbell (1992) and Robinson and Rogers (1994) defined *Continuous Participation* as the accumulated time, willingness to continue exercise and Time ratio. Jeong (2008) defined continuous participation as the participation of a specific individual directly and regularly in the exercise and non-organizational participation. In other words, when voluntary participation shows a certain frequency of participation, it can be called continuous participation.

Recreation specialization has a significant effect on leisure identity. However, many studies have used single dimension measures. In this study, specialization was measured using the self-classification method that reflects multi-dimensional aspects. Also, there is a lack of research that examines the direct influence of leisure specialization and negotiation efficacy. However, the relationship between leisure identity and specialization can be deduced from the results of studies that the leisure identity has a significant effect on negotiation efficacy.

Previous studies have shown that leisure identity has a significant effect on overcoming constraints. In addition, it was also confirmed that negotiation efficacy has a significant effect on the process of overcoming the constraints. In this study, we examine these two processes at the same time and examine the effects of specialization, identity, and efficacy.

Leisure constraints and negotiations have significant impacts on continuous participation. This will also affect the intention to continue participation. If constraint factors and negotiation factors that have a great influence on this intention are identified, basic data that can help expand participation of leisure activity can be constructed.

METHODOLOGY

Respondents and Procedure

Data for this study were collected with recreation bicycle riders. Bicycle riding is a popular outdoor recreation that anyone can enjoy. Also, it is non-competitive and natural-friendly, which helps riders improve their health and relieve stress. Data were collected using online and face-to-face survey methods from September 1st, 2017 to September 30th.

Out of 285 questionnaires completed, 274 were retained for data analysis after dropping 11 with missing values. Descriptive statistics show that 57.3% of study participants were man, 34.7% were in their thirties, 57.7% were married, 28.8% were office workers, 74.8% had at least college or a university education, and 52.6% lived in metropolitan cities. In terms of bicycle riding, 35.8% of them had less than one year of riding experience, 43.1% rode a bicycle once a week, 38.7% enjoyed riding for 1~2 hours each time, and 42.7% rode a bicycle alone.

Variables

Recreation specialization was measured using the self-classification measure proposed by Scott et al. (2005). This asked respondents to check on the level of specialization (Lee, Kim, & Oh, 2013). *Leisure identity* was measured using the scale developed by Park (2002). *Negotiation-Efficacy* was measured using the scale of White (2008). *Leisure Constraints* was measured using the scale of Lee, & Hwang, (2012) based on review of precedent literature. *Constraints negotiation* was measured using the scale of Lee, Song, & Song, (2011) based on the studies about Korean Constraints Negotiation strategies. *Continuous participating intention* was measured using the scale of Jeong (2008).

RESULTS

Method of Analysis

The data were analysed using exploratory factor analysis, correlation analysis, independent sample T-test, and multiple regression analysis with SPSS 23.0.

Recreation Specialization, Leisure Identity, and Negotiation-Efficacy

A group which had a higher level of specialization had stronger leisure identity and negotiation efficacy. Leisure identity was positively related to negotiation efficacy. In other words, recreation specialization was positively connected with leisure identity and negotiation efficacy. Those with a high level of recreation specialization were more likely to show a high interest in leisure, knowledge, and investment.

TABLE 1 Difference in Leisure Identity based on Recreation Specialization

Independent Variables	Dependent Variables	N	M	S.D.	t-value	p
Identification	General	138	3.19	.645	-8.478	.000***
	Active	136	3.82	.582		
Emotional Affection	General	138	2.75	.740	-3.806	.000***
	Active	136	3.10	.772		
Respect	General	138	3.24	.560	-1.675	.095*
	Active	136	3.36	.622		

*p<.1, ***p<.01

TABLE 2 Differences in Negotiation Efficacy based on Recreation Specialization

Independent Variables	Dependent Variables	N	M	S.D.	t-value	p
Negotiation Efficacy	General	138	3.11	.575	-3.815	.000***
	Active	136	3.38	.630		

***p<.01

TABLE 3 The Effect of Leisure Identity on Negotiation Efficacy

Independent Variables	Dependent Variables	S.E.	β	t	F	R²
Efficacy Negotiation	Identification	.048	.455	9.512***	55.558***	.375
	Emotional Affection	.048	.285	5.950***		
	Respect	.048	.306	6.387***		

***p<.01

Leisure Identity and Constraints Negotiation

Leisure identity had a positive effect on leisure constraint negotiation. In other words, people who had a high level of leisure identity actively make use of leisure constraint negotiation strategies. People with a higher level of leisure identity also had more positive perceptions of leisure. Therefore, they want to participate in the preferred leisure activity to use negotiation strategies actively.

TABLE 4 The Effect of Leisure Identity on Constraints Negotiation

Independent Variables	Dependent Variables	S.E.	β	t	F	R²
Finding Partner	Identification	.056	.230	4.132***	17.450***	.153
	Emotional Affection	.056	.108	1.934*		
	Respect	.056	.313	5.616***		
Management Of Cost and Time	Identification	.053	.364	6.910***	30.411***	.244
	Emotional Affection	.053	.346	6.584***		
	Respect	.053	-.019	-.365		
Adjustment Of Intensity	Identification	.057	.334	5.841***	12.161***	.109
	Emotional Affection	.057	-.039	-.676		
	Respect	.057	.079	1.381		
Change in Aspirations	Identification	.059	.132	2.221**	4.365***	.036
	Emotional Affection	.059	.118	1.987**		
	Respect	.059	.122	2.053**		

*p<.1, **p<.05, ***p<.01

Negotiation-Efficacy, Leisure Constraints, and Constraints Negotiation

Negotiation efficacy had a negative effect on leisure constraints. It was also positively related to leisure constraint negotiation. In other words, those who had a strong efficacy for negotiation perceived constraints less. In addition, they used negotiation strategies actively. Constraints and negotiations affect participation. Therefore, developing a high level of negotiation efficacy would ultimately have a positive impact on participation.

TABLE 5 The Effects of Negotiation Efficacy on Leisure Constraints and Constraints Negotiation

Independent Variables	Dependent Variables	S.E.	β	t	F	R²
negative recognition	Negotiation Efficacy	.060	-.159	-2.648***	7.010***	.022

facility and environment	.061	-.015	-.244	.060	-.003
Technique	.059	-.243	-4.139***	17.133***	.056
Conditions	.061	-.054	-.887	.787	-.001
Finding Partner	.058	.309	5.367***	28.804***	.092
Management of Cost and Time	.057	.324	5.657***	32.005***	.102
Adjustment of Intensity	.059	.223	3.782***	14.301***	.046
Change in Aspirations	.058	.270	4.629***	21.427***	.070

***p<.01

Constraints, Negotiation, and Continuous Participating Intention

Constraints had a negative effect on continuous participating intention. In particular, negative perceptions had the negative impact on continuous participating intentions. In other words, it was necessary to give a positive perception of leisure activities in order to increase continuous participation.

Negotiations had a positive effect on continuous participating intention. Among the negotiation strategies, strength control factors had the positive impact. In other words, self-regulation of intensity of leisure activity would be a great help to participation in leisure.

TABLE 6 The Effects of Constraints and Negotiation on Continuous Participating Intention

Independent Variables	Dependent Variables	S.E.	β	t	F	R²
Continuous Participating Intention	negative recognition	.044	-.664	15.156***	63.102***	.476
	facility and environment	.044	-.099	-2.267**		
	Technique	.044	-.147	-3.365***		
	Conditions	.044	-.109	-2.497**		
	Finding Partner	.051	.199	4.192***	20.303***	.287
	Management of Cost and Time	.051	.322	6.764***		
	Adjustment of Intensity	.051	.367	7.709***		
	Change in Aspirations	.051	.140	2.943***		

**p<.05, ***p<.01

CONCLUSION

Study results show that recreation specialization is positively connected with leisure identity and negotiation efficacy. In addition, those with a high level of leisure identity and negotiation efficacy perceive leisure constraints less, more actively negotiate leisure constraints, and accordingly intend to participate in the activity on a more continual basis. The results of this study will be useful materials to come up with effective plans to vitalize continuous participation for outdoor recreation participants.

The findings indicate that recreation specialization, leisure identity, and negotiation-efficacy have an important role for participating in outdoor recreation continuously. They also provide that ‘negative recognition’ of leisure constraints factors has the strong negative influence on continuous participation. And ‘adjustment of intensity’ of constraint negotiation factors has the strong positive influence on the continuous participation. Therefore, in order to maintain participating on leisure, it is necessary to help participants have a positive perception of leisure. Leisure enjoyment and pleasure increase the satisfaction of leisure activities and affect continuous participation. Also, education should be a good tool that can help recreationists effectively control the intensity of leisure activities. Most of outdoor recreation activities are considered physical activities. Thus, it is important that people know their level of strength or skill. From this perspective, diverse leisure programs need to be developed.

In this study, it is worth noting two study limitations. First, this study was only conducted with bicycle riders. Thus, future research needs to be conducted with other activity participants for evaluating generalizability of study findings here. Second, it could be examine the influence of other factors related to the six factors of this study. For example, there is Serious leisure which has a close correlation with Recreation specialization. So, the effect of Serious leisure on the process of Constraint negotiation could be examined. Also, leisure satisfaction or leisure motivation are related to six factors in this study. Thus, the mediation effect of leisure satisfaction and motivation on leisure constraints and negotiation might be verified. In the future study, it might be meaningful to examine the relationship between the process of constraint negotiation and various factors.

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iPlay, iLearn, iConserve: Digital Game-based Learning for Sustainable Tourism Education

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ABSTRACT

There has been increased global advocacy in recent years for the need to integrate sustainability agendas in tourism education and practice. Concurrently, there is growing interest and research on game-based learning (GBL), and its effectiveness in achieving pedagogical and learning outcomes in higher education. While there have been a number of studies about GBL across diverse educational disciplines and contexts, there has been no significant study to date investigating the application and effectiveness of Digital Game-based Learning (DGBL) for sustainable tourism education. The aim of this conceptual paper is to examine the key attributes influencing learning effectiveness (knowledge acquisition outcomes) of DGBL within the context of sustainable tourism education. The study will review current research agendas within the dimensions of (1) sustainable tourism education, and (2) gamification and game-based learning. These will be discussed within the context of a Sustainable Tourism Simulation Game, which was developed to incorporate game-based strategy as part of the blended learning curriculum in an undergraduate sustainable tourism unit. A proposed conceptual framework recommends key assessment indicators for measuring DGBL outcomes in sustainable tourism education.

Key words: Digital Game-based Learning, Gamification, Sustainable Tourism, Sustainability Education

INTRODUCTION

In the last three decades, sustainable development has emerged as a core concern in tourism, prompting the operationalization of sustainable tourism (hereafter ST) efforts in business, destination planning and management (Hall, Gössling, & Scott, 2015). Whilst tourism development can bring positive outcomes (e.g., economic prosperity, environmental and cultural sensitivity and awareness), it also depletes sociocultural, environmental and economic resources (Dwyer, 2005; Higgins-Desbiolles, 2006). Given the sheer scale and double-edged nature of tourism, there is a need to ensure positive developments and advocacy towards the conceptualization and implementation of ST. Subsequently, there have been increased efforts in recent years to integrate ST into tourism education curriculum and design

(Boyle, Wilson, & Dimmock, 2014). Concurrently, with rapid advancements in gaming, entertainment and educational technologies, there is an upsurge in interest and discourse on the impacts of gamification, serious games and game-based learning; and its effectiveness in achieving educational, pedagogical and learning outcomes (All, Castellar, & Van Looy, 2015; Plass, Homer, & Kinzer, 2015; Wilson et al., 2009). Within the context of blended learning curriculum in higher education, digital learning games may be adopted to enhance deep learning and knowledge acquisition (Tsai, Yu & Hsiao, 2012); and consequently, the achievement of cognitive (i.e., knowledge transfer), affective (i.e., attitudinal/behavioral), and skill-based (i.e., skill acquisition) learning outcomes (All, Castellar, & Van Looy, 2016).

While there have been a myriad of empirical research and systematic evaluations of game-based learning (hereafter GBL) and gamification across diverse educational disciplines and contexts, there has been no significant study to date investigating the application and learning effectiveness of digital game-based learning (hereafter DGBL) for ST education. Consequently, there is a dearth of information correlated to the evaluation of learning outcomes (and measurement indicators) derived from the implementation of DGBL strategies within the context of ST education and programs. With the increased adoption of technology-enhanced learning and digitization of learning content in higher education, there is a need to evaluate appropriate integration of such technologies and learning environments vis-à-vis student learning abilities and outcomes (Goodyear & Retalis, 2010; All et al., 2016). Thus, the aim of this conceptual paper is to investigate the key elements influencing learning effectiveness (knowledge acquisition outcomes) of DGBL in ST education. Specifically, it aims to investigate the efficacy of game-based strategies adopted for sustainability education within the dimensions of (1) ST education, and (2) gamification and DGBL. These will be applied and discussed within the context of an online digital game: The Sustainable Tourism Simulation Game, which was developed to incorporate game-based strategy as part of the blended learning curriculum in an undergraduate sustainable tourism unit. Finally, a conceptual model of DGBL for ST education is proposed, in which assessment indicators for measuring effectiveness of DGBL in achieving ST learning outcomes (cognitive, affective and behavioral) are recommended.

LITERATURE REVIEW

Education for Sustainability and Education About Sustainability

Sustainability concerns and advocacy for sustainable development have become prevalent subject fields in the curriculum space of tourism education (Ring, Dickinger, & Wober, 2008; Wang, Ayres, & Huyton, 2010). However, whilst the fundamental ideologies about ST are well acknowledged across education sectors, its constantly evolving, flexible and complex nature as a ‘wicked problem’ (Hall et al., 2015), has rendered the effective integration of ST into tourism curriculum challenging (Junyent & De Ciurana, 2008). Specifically, there are debates within the academic community on issues concerning: (1) content and pedagogy; (2) whether to teach ST as an independent subject or an embedded element in all subjects; and (3) divergent definitions of sustainability across disciplines (Boyle et al., 2014; Wilson & von der Heidt, 2013). Consequently, academics and international organizations have developed various models and tools for implementing meaningful sustainability/ST programs. These frameworks generally aim to identify learning outcomes as well as pedagogical approaches to sustainability education.

Within the context of ST curricula, Education about Sustainability (EaS) and Education for Sustainability (EfS) are two contrasting approaches to sustainability education. EaS refers to teaching students about the content matter of sustainable development and “declarative knowledge sets associated with sustainability" (Jennings, Cater, Hales, Kensbock, & Hornby, 2015, p.381). Hence, it is a value-free, objective approach to sustainability education that creates awareness about sustainability-related issues such as global warming and its related impacts. Conversely, EfS is a pedagogical concept that aims to motivate and equip individuals to make reflective, informed decisions towards a more sustainable world (Huntin, Mah, & Tilbury, 2006). It is, therefore, a value-laden approach to sustainability education that aims to encourage behavioral and lifestyle change for a sustainable future (ARIES, 2009). In an effort to forward the sustainability agenda in tourism education, the Tourism Education Future Initiative (TEFI) was established, wherein a set of value-based dimensions for tourism education (the TEFI Values) were developed to "provide more responsible graduates and better stewardship for destinations, and their environmental and socio-cultural resources" (Sheldon, Fesenmaier, & Tribe, 2011, p.21). These value sets include: (1) ethics, (2) stewardship, (3) knowledge, (4) professionalism, and (5) mutuality. Although the TEFI Values are not exclusively designed for ST education, many of the value sets have direct relevance.

Jamal, Taillon, and Dredge (2011) posit that there are six essential ST pedagogy literacies (STP) vital for educating 'sustainable practitioners': (1) technical literacy, (2) analytical literacy, (3) ecological literacy (4) multi-cultural literacy, (5) policy and political literacy, and (6) ethical literacy. They suggest that learners can develop "theoretical and practical knowledge [phronesis] and skills (through) interactive experience and engagement with environmental, economic, social, and cultural issues in the local community space and the wider regional/global tourism system" (p.138). Thus, they recommend that pedagogical approaches to ST education include "a critical, collaborative and praxis-oriented relationship with people, places, spaces and time" (p.137). Similarly, Junyent and De Ciurana (2008, p.768) propose ten characteristics of effective sustainability education, which include: (1) integrating the paradigm of complexity into the curriculum; (2) introducing flexibility and permeability into disciplines; (3) contextualizing the curricular project; (4) taking the subject into account in the construction of knowledge; (5) considering the cognitive, affective and action aspects of people; (6) consistent relationships between theory and practice; (7) working within prospective orientations of alternative scenarios; (8) methodological adaption of teaching and learning; (9) creating spaces for reflection and democratic participation; and (10) reinforcing commitment to transform relations between society and nature. Although these criteria and approaches are extremely diverse, they can be useful instruments for the development of course content and indicators for assessing learning effectiveness of ST education.

Digital Game-based Learning and Gamification in Education

In the last decade, games and digital online resources have evolved to become ubiquitous within social and educational contexts. Consequently, educators have increasingly began to explore its use as a learning tool (Karagiorgas & Niemann, 2017). As digital natives, today's learners extensively engage with, and play digital games in their individual and social lives (Tsai et al., 2012). With widespread consumption on digital games, it is estimated that 94-99% of youths play digital games, and spend 7-10 hours or more a week on game-play (Plass et al., 2015). In fact, Papastergiou (2009) observes a disparity between the intrinsic impetus and enthusiasm for gaming versus the apathy towards conventional academic curricular contents, wherein "the challenging world of games shape the learners' cognitive abilities and expectations about learning, making scholastic content and practices seem tedious and meaningless" (p.1). This increased dissonance, and the evolution of games (digital and non-digital) as a learning medium has led to two prevalent game-based strategies in education: gamification and GBL.

There have been a myriad of definitions and interpretations about GBL, DGBL and gamification over the years. Generally, gamification refers to the application of game-design features applied to non-game learning contexts (rather than entertainment), whereas GBL refers to the deliberate use of games or simulations to enhance teaching and learning, based upon specific learning objectives (Karagiorgas & Niemann, 2017; Kiili, 2005; Plass et al., 2015; Wiggins, 2016; Tsai et al., 2012). Perrotta et al. (2013) explains that, GBL is

> A form of experiential engagement in which people learn by trial and error, by role-playing and by treating a certain topic not as content, but as a set of rules, or a system of choices and consequences. In curricular terms, this means translating an element of a subject…into the mechanics of a game, which operates within a self-contained system based on choices and consequences". (p.7)

By applying the principles of game-design elements and strategy to curricula, courseware developers integrate gamified experiential activities, problem solving tasks and audience engagement to generate interest and hold attention (Abdul Jabbar & Felicia, 2015; All et al., 2015; Kiili, 2005). Developments in DGBL and its popularity reflect an "emergent awareness of the value of situated cognition to re-engage students who have lost interest in traditional instruction" (Wiggins, 2016, p.20). However, it should also be noted that GBL agendas should not just focus on the elements of game-play. To be effective, GBL should also ensure the accomplishment of specified learning outcomes; and balance game-play motivations with the required topic/subject coverage. Thus, rigorous assessment and a consistent approach for measuring learning effectiveness is necessary to improve the quality of DGBL and determine the most effective way digital games can be utilized to support learning (All et al., 2016). Plass et al. (2015) propose an integrated model of GBL, in which they posit that the interplay of (1) challenge, (2) response and (3) feedback elements within the game structure provide learning experiences that engage learners on a cognitive, affective, behavioral, and social-cultural level. By adopting a learner-centric approach, DGBL activities facilitate active participation and experiential learning; and help students develop their procedural, declarative and strategic knowledge within the subject field (Wilson et al., 2009).

THE SUSTAINABLE TOURISM SIMULATION GAME

This exploratory study is motivated by the desire to measure the learning outcomes and effectiveness of a Sustainable Tourism Simulation Game (hereafter STSG) within the curriculum of an undergraduate ST unit. This unit is offered transnationally in Australia and Singapore using the blended learning approach. Digital content developed within the curricula are designed to fulfil specific learning objectives aligned to topics within the syllabus; and to scaffold the learning outcomes from other units within the program. Therefore, there is a need to investigate the effectiveness of ST learning outcomes from this DGBL activity, and highlight areas for improvement and/or avenues for further development. With the assessment measures proposed in the conceptual framework (Figure 2), educators can better assess the specific learning outcomes of each student utilizing a set of key indicators aligned to ST agendas; and scaffold that with other aspects of the unit's learning activities and assessments.

The STSG was developed with the objective of enabling students to apply knowledge acquired in the ST curriculum to the implementation of ST practice at a virtual tourism destination. In the simulation, students review the destination case study and problem statement outlining key factors that may be affected by their decisions. They are able to hear from key team-members, advisors and local community stakeholders who provide feedback and opinions about tourism development options available. Thereafter, students may explore sub- options within each choice and resulting consequences in terms of the triple bottom-lines of social, economic and environmental outcomes (Figure 1). At the end of the simulation, students obtain an individual report detailing the outcomes from their choice(s). These are then shared and debated in class. The STSG is played at the mid-point of the semester; and again, at the end of the semester. The aim is to determine if there has been a shift in their choices, based on their ST knowledge gained throughout the semester's learning journey. This reflective aspect of the learning exercise is essential to measure outcomes in transformative, experiential and collaborative learning within ST Pedagogy (Jamal et al., 2011).

Figure 1. Screen-shots of various game stages in the STSG

FINDINGS AND DISCUSSION

Based on the preliminary observations of game-based experience of the STSG and literature on ST education, gamification and GBL, it is evident that the application of game-based strategies in academic curriculum can offer interactive and engaging experiential elements in learning activities, and help encourage critical thinking, collaborative learning and knowledge acquisition through game-play (Kiili, 2005; Tsai et al., 2012). In particular, DGBL facilitates the engagement and motivational levels of learners through the use of augmented multisensory environments to stimulate critical thinking and create meaning (Abdul Jabbar &

Felicia, 2015). This complements the learning themes discussed in ST pedagogy that integrates both the EaS and EfS approaches (Jennings et al., 2015) in ST instruction. Appropriate utilization of DGBL strategies in ST education and curriculum can facilitate learner motivation and draw their attention towards the achievement of knowledge acquisition and retention.

Within the context of the STSG, the key principles of ST education and DGBL were considered during its storyboarding, design and implementation processes. In order to encourage participative engagement with the subject matter, learners are prompted to adopt specific ST management roles, logic, and sustainability principles to critically analyze ST destination management concerns. Moreover, to ensure effective application of DGBL, educators need to look beyond the elements of game-play, and determine the key DGBL attributes that substantiate knowledge acquisition and learning outcomes (All et al., 201; Tsai et al., 2012). Therefore, to determine the key elements influencing learning effectiveness and quantifiable learning outcomes from the STSG, a conceptual framework for DGBL in ST education is proposed (Figure 2). The assessment indicators for knowledge acquisition and demonstration of ST competencies are illustrated across two broad themes: (1) ST education dimensions, and (2) DGBL dimensions.

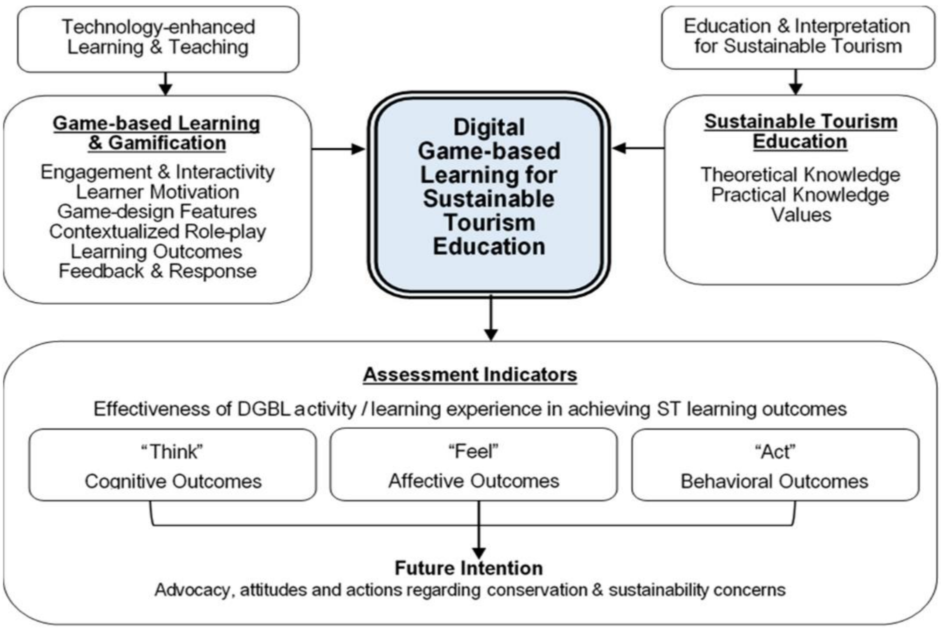

Figure 2. Conceptual Framework: Assessment Indicators for DGBL outcomes in ST Education

In terms of the ST Education dimensions, there are three key themes to be considered: (1) theoretical knowledge, (2) practical knowledge, and (3) values. Theoretical knowledge relates to the 'what' of ST. This dimension incorporates the EaS approach that focuses on developing awareness about the nature and broad issues of sustainability in tourism. The practical knowledge dimension relates to the 'how' of ST education. It is also a form of EaS that comprises knowledge, tools and instruments used to assess, measure and improve sustainability. The third dimension, values, relates to the 'why' of ST, whereby divergent views and perspectives of ST are debated, discussed, and challenged. This dimension incorporates the EfS approach, encouraging and empowering learners to develop their own moral and ethical standpoints in relation to ST.

Within the DGBL dimension, there are six themes reflecting the key elements of GBL and gamification in education: (1) engagement and interactivity, (2) learner motivation, (3) game-design features, (4) contextualized role-play, (5) learning outcomes, and (6) feedback and response. These thematic elements within the assessment framework illustrate the relationship between game-based attributes and sustainability learning outcomes. As highlighted by Wilson et al. (2009), it is important to assess which components of the game are considered to be the key influencers of learning outcomes. They posit that the use of games and simulations in education virtually construct learning activities situated within specified rules, constraints and goals, framed within a specified context. These enable a learner to interact and engage in a range of complex processes and decision-making tasks representing a particular phenomenon. By synergizing essential game attributes with educational objectives situated within the subject matter, there is a potential for academic content to be more learner-centric, contextually relevant and enjoyable. Consequently, learning can also become more interesting and effective (Papastergiou, 2009). Table 1 summarizes the key attributes of DGBL for ST Education.

Table 1. Nine Elements of DGBL for ST Education

Themes	Attributes
ST Education Dimensions	
Theoretical knowledge	Triple bottom line (TBL) of ST; Short- (intragenerational) to long-term (intergenerational) impacts of tourism; Historical development of ST
Practical knowledge	Sustainable business practices and operations; ST policy and planning; ST indicators; visitor/site management strategies and techniques
Values	Sustainability ethics; Morality; Criticality; Collaboration; Reflective thinking
DGBL Dimensions	
Engagement and Interactivity	Learner engagement (cognitively, affectively, behaviorally and social-culturally); Interaction and social collaboration; 'Playful' experiences through game-play
Learner Motivation	Interest and willingness to participate; Goal orientation and self-determination; Challenge and recognition of achievement
Game-design Features	e.g., Narrative/story-telling, thematic elements, and game aesthetics; Multi-media composition and game mechanics; Flow and pacing; Incentives and rewards
Contextualized Role Play	Contextually-situated 'quests' (game context, roles and identities); Problem-solving through play; Specified tasks in the learning journey; 'Graceful failure' and risk-taking (including adaptability and creativity)
Learning Outcomes	Pedagogical foundation and objectives; Instructional design; Knowledge and skills acquisition; Learning mechanics and scaffolding
Feedback and Response	Assessment mechanics; Feedback on achievement of learning objectives /outcomes; Self-reflection and transfer of learning beyond the game

CONCLUSION

This paper is conceptual in nature and its objective is to investigate the dimensions of DGBL and its application in ST education. Specifically, it explores the key elements influencing learning outcomes of digital games and game-based strategies within a blended learning ST curriculum. Whilst there is no empirical data collected at this stage, the exploratory study reviews key attributes influencing learning effectiveness (knowledge acquisition outcomes) of DGBL applicable to an ST simulation game. These attributes established the conceptual framework through which key assessment indicators for measuring ST learning outcomes from DGBL activities are proposed. With increased digitization of learning content in blended learning classrooms, it is critical for the synergistic integration of educational technologies vis-à-vis student learning outcomes. Within the context of DGBL in ST education, the amalgamation of game-based features with sustainability education philosophy may indeed prove valuable. The adoption of gamified experiential learning activities can help to re-engage and interest students who are discontented with traditional ST instruction. Notwithstanding the popularity of game-play, it is imperative that digital content/games developed for ST curriculum must also accomplish specified learning outcomes, ensure adequate topic coverage, and develop sustainability literacies and competencies.

In stage two of this research, the study will apply the assessment indicators to empirical data collected from learners undertaking the ST unit to evaluate which components of the game are key influencers of learning effectiveness and outcomes. This data can serve to provide in-depth user insights into the DBGL experiences/outcomes; providing feedback for further improvements in the ST curriculum. Additionally, there are also opportunities to further develop and adapt this conceptual framework to other forms of gamification in tourism – for example, gamification in mobile-driven trails and applications. It can also enable the evaluation of visitor learning and interpretive outcomes as a result of the game-based tourism experience at the destination.

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The Impact of eWOM on MICE Curriculum in Thailand among ASEAN Countries

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ABSTRACT

Thailand intends to lead in the ASEAN region as a provider of the MICE curriculum. The above approach would require the consideration of capacity to provide international quality education that considers diversity in scopes of communication, culture, and exposure. Many universities and higher learning institutions in Thailand have begun initiative creative strategies to promote the acceptability and reliability of the MICE curriculum in the region. From the international scene, strategies such as MICE Academic Exchange Program have been initiated as a way of illustrating the relevance and capability of Thailand to conduct MICE Curriculum. The MICE Academic Exchange program provides the lecturers, researchers and students the chance to gain insight into the International MICE business through interaction with overseas connections. However, the main issue is that the level of diversity would require a standard model of communication. The above is one of the reasons there is need to research on the impact of the application of eWOM on MICE Curriculum in Thailand among ASEAN Countries. The following study employed 500 high school and university students to assess the effectiveness of the eWOM model of communication in promoting the MICE program. According to the results, the model is most effective in increasing awareness. However, there is a gap on its level of effectiveness in persuading people to take action.

Keywords: *eWOM, Curriculum, MICE, ASEAN*

INTRODUCTION

The electronic word-of-mouth (eWOM) model of communication has gained significant attention from the academic and business world. Recent research has focused on illustrating the effectiveness of the eWOM model of communication in diverse social institutions. For example, Lee & Youn (2009) explained that the eWOM model of communication could offer a significant contribution to preventing the loss of meaning when decoding word of mouth information (Romaniuk, Jenni, Nguyen & Cathy, 2014). A similar observation was upheld by Schindehutte, Morris & Pitt (2009) where they regarded the eWOM model of communication to carry the concept of persuasiveness and credibility of the content. From the business perspective, Ismagilova, Dwivedi, Slade & Williams (2017) noted that the eWOM model plays the role of influencing the consumer decision, attitudes and acquisition intentions. As per Buttle (1998), the above decisions may be impacted by WOM either positively or negatively, as per the skills of the presenter. Under the academic and curriculum development context, the eWOM model was noted by Almalmi & International Islamic

University Malaysia (2013) to bring around the concept of relevancy and credibility. The curriculum can help in preparation of employees to match the needs of a diverse market needs. Most developing nations such as Thailand have adopted a diversity based curriculum such as the MICE curriculum (The Government Public Relations Department, 2014). Thailand strategizes itself to be the leading MICE curriculum provider in the ASEAN region. For Thailand to become the leading MICE curriculum provider in the ASEAN region, utilization of eWOM communication would be of significant impact to the strategy development.

LITERATURE REVIEW

Thailand and the entire ASEAN region was experiencing a boom in the hospitality and tourism industry from the beginning of the 21st century (Gnoth, Andreu & Kozak, 2009). The boom resulted in Thailand becoming an international hotspot for global business and tourism. With the emergence of technology, tourism consumers are mainly found on online platforms (Burgess, Buultjens & Cox, 2009). However, there was the problem of lack of qualified hospitality professionals who had met the standards of serving or dealing with the international online consumers ((Burgess, Buultjens & Cox (2009) and Alexander (2008)). By the year 2012, Thailand and other ASEAN countries such as Korea had become recognized global business hubs (Romaniuk, Jenni, Nguyen, & Cathy, 2014). Unfortunately, the persistent problem of unqualified professionals to handle global business was persistent (PricewaterhouseCoopers, 2010). Under the above problems, the idea of developing a MICE based curriculum was born, and Thailand aimed to position itself as the leading provider of the curriculum in the ASEAN region (International, 2007). The curriculum development would play a huge role in the society, academic setting and the business entity in Thailand and ASEAN region. The set target was to produce 5,000 MICE personnel a year was put forward, to deal with a target of 6,000-7,000 MICE events a year (The Government Public Relations Department, 2014).

The perception was that the MICE curriculum would help cultivate Thai personnel so that they would be armed with specialized expertise to work in bordering countries, where demand for capable workers in the MICE field was on the rise. Thailand main objective of introducing the MICE based international curriculum was to push the nation into the center for MICE business (Siguaw, Smith, & Smith, 2010). Numerous colleges, together with the help of the Thailand Convention and Exhibition Bureau (TCEB), agreed to sign an MOU about cooperation in advance of the MICE curriculum (TCEB, 2014). The development of the MICE international curriculum was one of its first kinds in the ASEAN region. The curriculum would be rolled out in a three-year plan (Bathelt & Zeng, 2015). The rollout was based on a pilot shift to evaluate the value of the program before implementing it on an international level. The first chapter of the MICE curriculum was rolled out only in Thailand which resulted in growth in business in the country (Electronic Word-Of-Mouth Via Twitter, 2012). Thailand has made a significant improvement in the way business is conducted after the emergence and application of eWOM models in the business. With such an achievement, there was the need to roll out the program from an international platform through making Thailand be the hub of the program in the ASEAN region (Devecchi, 2014). However, as expected, there would emerge the challenges of communication while rolling out the program due to the diversity of language existing in the ASEAN region.

Objective of the Study

The major objective of the research is to identify the relevance of eWOM model of communication in the implementation of MICE curriculum in Thailand. The other objective is to illustrate the necessity of a diverse model of communication in achieving the goals and objectives of the MICE curriculum (Lee & Youn, 2009). The above is after considering that the business world is moving fast towards accepting the role of eWOM in business activities. The eWOM model of communication will be tested as to whether it can solve the problem of applying the most reliable communication model to achieve or deal with the diversity problem while implementing MICE curriculum (Kim, 2014).

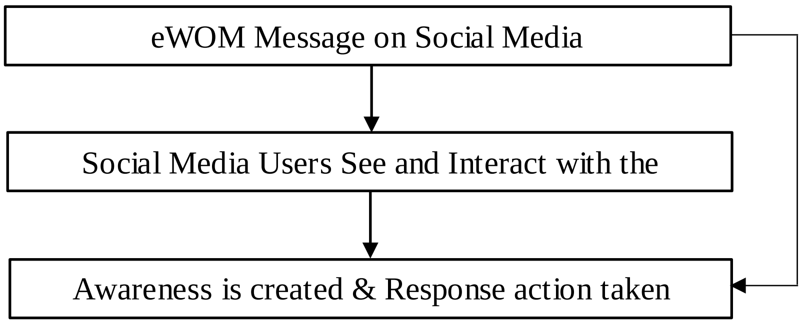
Scope of Research

1. The research sample will be limited to a maximum of 500 survey sample.
2. The research period is a minimum of a maximum of 12 months.
3. Research literature older than ten years will not be considered for use

Theoretical Context

E-WOM is currently a reliable approach for spreading information considering the growth of technology. eWOM messaged circulating in the current popular social media sites like Facebook, Instagram and Twitter are very effective in spreading information. It only requires logging in to the internet and social media network to view some of the information circulating (Erkan & Evans, 2016). The framework will be borrowed to employ the eWOM strategy for promotion of the MICE curriculum in Thailand. The framework is effective as diverse social media campaigns are reaching virtually everyone connected to the social media networks. Once a message is posted on the site, it is automatically displayed to users that are online. Any interaction on the message is recorded such that other users view the activity when they log in. The message remains current until there is no more activity to it which means that people have switched focus to other messages. The theoretical framework allows the limitless spread of information in social media.

Conceptual Framework



The eWOM communication model aspects and concepts will be used to test the hypothesis. The eWOM included the information and messages passed from an individual to the other but through the electronic media other than one on one communications (Gruen, Osmonbekov, & Czaplewski, 2006). eWOM happens mostly in the internet forums and social media and currently perceived as the most effective model of passing information (Chu, & Kim, 2011). The eWOM is viewed to share similar characteristics with the traditional word of mouth communication but is different from the conventional approach (Park, & Lee, 2009).

For instance, the eWOM communication approach has incredible speed and scalability of movement (Cantallops, & Salvi, 2014). Usually, the conventional WOM approach involves exchanging information in small groups or private dialogs and communication (Doh, & Hwang, 2009). The eWOM allows the existence of multi-channels of exchanging information. Also, the approach is efficient and highly scalable because all individuals do not need to be present in a specific location to get the news (Lee, Rodgers, & Kim, 2009). eWOM model of communication is persistent and allows higher accessibility (Hung, & Li, 2007; Sohn, 2009). For instance, all text information archived on the internet in forums is available and easily accessible for an indefinite period. eWOM communications approaches provide the opportunity to measure their scope compared to the conventional approaches (Park, & Lee, 2009; Lee, Kim, & Kim, 2012). The way eWOM is present, its persistence and quantity improve its growth. For instance, it makes it easy for researchers to retrieve huge numbers of eWOM messages and analyze their features such as the volume of sentimental words utilized, the style of the message its position and type (Bronner, & De Hoog, 2011). eWOM is, therefore, a desirable approach for adoption in the attempt to spread information efficiently and effectively.

Benefits and Academic Contribution:

1. Identification of challenges that may hinder the development of an international curriculum
2. Analysis of the relevance of communication models in development of international curriculum
3. Provide a theoretical framework of the role of eWOM in development of an international MICE curriculum
4. Creation of a p oint of reference regarding the background of MICE curriculum development
5. Integration of consumer perspectives in the relevance of the eWOM in the MICE curriculum

METHODOLOGY

The desired methodology that will be used to test the research proposal will be in the scope of quantitative through the Structure equation modeling (AMOS). Quantitative research is suitable to test the hypothesis considering that there is a need for a direct connection with the target consumer of MICE curriculum (Moore, 2017). Concerning the fact that MICE curriculum has been a process, a detailed evidence of the progress of MICE curriculum before and after application of eWOM communication model is necessary for comparison of results. To achieve reliable results, a s urvey sample of 500 ASEAN students (High school and University) is used. The time for survey data collection is 12 months to monitor the progressive impact of eWOM model application in MICE curriculum roll out. The research intends to assess whether the 500 ASEAN students will come across the message and information and whether they would enroll. The study is given a significant period to ensure that the information has substantially spread. The use of the 500 ASEAN students is to record their view of the message and the impact it makes on their lives. Thus the research will also attempt to assess the level of influence possessed by eWOM communication approach. Therefore, a campaign is initiatiated on social media without the knowledge of any individual. The campaign is targeted for Thailand especially the ASEAN region. The inclusion criteria for the 500 ASEAN students would be based on their likelihood to enroll in a MICE program. Also, the students need to be informed of the internet and regular users of the internet since eWOM is based on the internet. The campaign launched focuses on emphasizing the needs to enroll in a MICE program. The campaign also indicates the benefits of the MICE program and its significance to the lives of the enrollees. The campaign integrated empathetic elements to lure individuals into enrolling or showing their interest in joining the program. The campaign was launched on social media sites like Facebook, Twitter, and Instagram. Data was collected from the participants based on their expected anticipations and goals with regards to learning and development of their career. They will be asked about the inspirations for their decision. Also, one of the final involved asking the participants about the campaign on social media to assess whether they came across the campaign and whether it was an effective in influencing their decision.

RESULTS & DISCUSSION

Results

All of the participants (100%) reported coming across the campaign on social media. Although they did not view it all at the same period, they had all seen the campaign before the end of one year period of the study. All of the participants indicate viewing the campaign on the first and second month of the study. The results were stunning because no one had informed the participants about the social media campaign, but they all saw it on social media during the study period. 70% of the participants commented on the campaign being highly persuasive compared to other messages spread individually. According to them, observing the message and campaign on the internet made it more credible compared to how news was spread by humans. 90% of the participants claimed that it was easy to trust the campaign than it would be to trust a conventional word of mouth approach on the same message. Also, there 10% of the participants claimed that coming across the campaign on social media improved their enthusiasm towards the programs since they had some information on the topic. By the end of the one year period 35% of the participants had enrolled in the program. Finally, there were another 10% of the participants that lacked any motivation to enroll in the program even after seeing the campaign because they had plans to join other curriculums.

Analysis

With regards to the conceptual framework, the message was posted on Facebook, Instagram and Twitter. All the messages were posted as paid ads and were designed to lure individuals to the MICE program. The study indicates that 100% of participants saw the campaign which means that eWOM is among the best approaches of spreading information. 70% claimed the campaign was persuasive while 90% viewed it as more trustworthy than messages spread by the conventional word of mouth. Hence the approach can attract more attention since it is generally trusted. Among the 70% of individuals who viewed the campaign as persuasive, 35% enrolled which indicates that the other half might have plans to enrol. The one year period undertaken by the study was limited and it does not guarantee that everyone interested would enrol in the specific year. Only 10% directly indicated their dislike for the program. A 35% roll out is substantial and indicates the effectiveness of the eWOM approach

The fact that everybody saw the campaign before the end of the study proves eWOM as an effective approach for passing messages (Thorson, & Rodgers, 2006; Khammash, & Griffiths, 2011). Also, most participants agreed that the presentations in the internet and social media looked more credible than the conventional WOM approaches which show its effectiveness in passing persuasive messages that demand action response (Jeong, & Jang, 2011; Yeh, & Choi, 2011). Therefore, the level of persuasion should be considered as an added advantage to the eWOM model of communication.

CONCLUSIONS & IMPLICATIONS

To conclude the discussion, the eWOM approach is evidently relevant in the implementation of the MICE program because it is effective in passing messages and information to individuals in the internet. Also, the eWOM model indicates the necessity of a diverse model in the implementation of the MICE. The model is diverse as it is able to reach a wide range of audience in a long period of time. The messages can be designed to look different but focus on the same thing such as photos, videos or text. The eWOM approach, however, demands an organized strategy to ensure that the message is passed appropriately and effectively. A nice presentation of the message on the internet improves its credibility to the internet audience. Therefore, the MICE program should be marketed appropriately in the online media to ensure the desired impact of increased enrollees. eWOM messages are considered more persuasive than the conventional WOM approaches despite whether they are true. Therefore, it is an approach that should be employed for the sake of increasing awareness on the program and persuading a significant number of individuals to enroll. The effectiveness of eWOM messages is also supported by the conventional WOM where individuals would trust a message on the internet if they heard it conventionally. Therefore, Thailand is encouraged to employ the eWOM approach to attempt increasing the enrollees of the MICE program that is expected to provide substantial benefits.

However, the eWOM approach is only expected to improve awareness. On the other hand, messages passed through the approach are short-term considering the diverse number of message circulating. Therefore, its use demands persistent to ensure that the message remains relevant and updated. Also, persuasion has not been appropriately researched, and it is not clear whether eWOM influences action responses. However, users are advised to improve the presentation of their messages to improve their credibility and persuasion.

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Electricity Management Practices in Four-Five Star Hotels in Phuket

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ABSTRACT

The study reported in this paper aims to examine management practices in electricity conservation in four-five star hotels in Phuket. Based on in-depth interviews with 19 hotel managers and chief engineers, the results demonstrate that all participating hotels adopted facility management concept including people, place (or hardware), process, and technology in their electricity management practices. Five-star hotels are found to be prominent in the place (hardware) and technology elements to satisfy guests while conserving electricity, while four-star hotels tended to rely on the process and people elements. In terms of the people component, the results show that electricity preservation trainings are in place and staff motivation is recognised as key to the success of the electricity saving practices in most hotels. In addition, only hotels under the regulation of Building Control Act have the written electricity saving policy, that has been regularly implemented. With regard to the place (hardware) component, participated hotels emphasise on the use of energy efficiency equipment and facilities. Implementing different practices during off-peak and on-peak electricity consumption periods was also another popular strategy.

Key words: *Electricity; Hotels; Phuket; People; Process; Place; Technology*

INTRODUCTION

It has been recognised that hotels are among the most energy intensive tourism facilities in the building sector (Juan et al., 2016). The common well-known type of energy consumed in hospitality industry can be categorized by electricity, water, gas, and fuel. Among of these energies, electricity consumption is the most rank (Shiming, Burnett, 2002). In reference to electricity consumption among sectors, it is 37% by residential, 35% is by commercial, 27% is by industrial and 0.2% is by transportation in US, 2013 (Environmental Protection Agency, 2017).

An increasing number of research related to electricity consumption in the hotel industry has been undertaken in various countries such as Shiming and Burnett (2002) in Hong Kong, Bohdanowicz and Martinac (2007) in USA and Europe, Priyadarsini et al. (2009) in Singapore, Wang, (2012) in Taiwan, Mak et al. (2013) in China, and Juan et al. (2016) in Cuba. However, it lacks this kind of research implemented with hotels in Thailand, especially in Phuket. Phuket island is known as one of famous touristic destinations in the world, experiencing a steady growth rate of inbound international tourists. Therefore, there is an increasing concern on energy consumption and management in the hotel industry in Phuket.

Appropriate management practices to electricity use reduction have become a central concern toward the sustainability of destinations (Bohdanowicz et al., 2001), especially for a high growth beach destination like Phuket. It is vital for scholars and practitioners to fully understand management practices and measures to manage for efficient electricity use. The aim of this study is to examine management practices implemented in four - five star hotels in Phuket by adopting the facility management framework (People, Process, Place, Technology) into electricity management practices.

LITERATURE REVIEW

Electricity is the main energy source for a number of hotel operational tasks including lighting, water heating, air conditioning, laundry operations and desalination (Ali et al., 2008). Shiming and Burnett (2002) reported that energy use in hotels is dominated by electricity consumption and air-conditioning takes up the largest portion of electricity costs. Benefits from energy saving in the hotel industry include reduction of resource consumption, cost reduction, customer loyalty and enhanced public image, attraction and retention of dedicated staff. The success of the implementation of energy conservation is recognised by Teng et al. (2012) to depend on the management support and staff involvement.

The approach of hotel electricity management can apply the concept of facility management (Patanapiradej, 2006). It was explained by the International Facility Management Association (IFMA, 2013) that it is an integration of people, place, process and technology (3Ps + 1T) to ensure functionality of environment built from multiple disciplines of a profession. Armstrong (1982) emphasised the need to manage physical environment with people and job processes. The triangle of “Ps” (people, place, process) was also referred in the Patanapiradej’s (2006) study which was about scope of facility management in Thailand. The study found that the management solution to energy and facility management depends on the mentioned three factors - people, place and process and effective facility management should integrate both facility and management’s knowledge.

The facility management concept includes four elements (People, Process, Place, and Technology) and it has been described by Dede (2012) in its personnel development guide handbook, to improve electricity consumption of hotel’s buildings as follows:

People - managing “people” focusing on staff from top to bottom of the organization chart is to enhance their knowledge and initiative towards the electricity conservation which can be done by providing knowledge through training, and developing problem solving and management skills.

Place - managing “place”, which is equivalent to “hardware”, includes area of building, environment, equipment and all utilities. Any modification, renovation, repair and maintenance to maintain condition of building and equipment for better efficiency is addressed in this category.

Process - managing “process”, which is equivalent to “system ware”, refers to all activities occurring in the process of each work driving the hotel business. It relates to managing working process or procedure for higher energy efficiency without affecting customer’s satisfaction, security standard, and service quality.

Technology - involving data or electricity information system that accurately monitors, measures and reports functions of equipment in real time without errors. This helps to understand the current situation of equipment.

METHODOLOGY

This study adopts the qualitative approach, involving in-depth interviews with 19 hotel managers and chief engineers from 19 hotels in Phuket. Snow ball sampling was used where the first interviewee was asked to refer to the next appropriate candidates for further interviews, creating a chain of referrals. The participating hotels comprised four-star hotels and five-star hotels including resort and villa types which are the majority of hotels' styles in Phuket. The criteria for the inclusion of key informant included only the experienced management who were involved with electricity management. The job positions of the interviewees were specified to include "Property/General Manager, Director of Engineering, or Assistant Chief/Chief Engineer" of four-star and five-star hotels. In addition, the candidates should have at least 10 years of experiences in engineering department in hotel industry.

Questions related to electricity management practices were based on the facility management concept as mentioned in literature review: People, Place, Process, and Technology (3Ps + 1T). The interviewer encouraged the participants to talk freely and give detailed explanation or opinion of having system and management practices towards electricity consumption; major concerns or obstacles, motivation and collaboration from staffs or guests, limitation of hotel, improvement plan, budget and investment. Details of the participating hotels and interviewees are outlined in Table 1.

Table 1. Details of hotel ID and experiences of interviewees

Hotel ID	Interviewee's position	Experiences (years)	Star rating
#1	Chief Engineer	16	5
#2	Assistant Chief Engineer	10	4
#3	Assistant Chief Engineer	10	4
#4	Assistant Chief Engineer	15	4

Table 1. Details of hotel ID and experiences of interviewees (continued)

Hotel ID	Interviewee's position	Experiences (years)	Star rating
#5	Chief Engineer	20	4
#6	Chief Engineer	20	4
#7	Chief Engineer	25	4
#8	Chief Engineer	26	5
#9	Chief Engineer	30	4
#10	Property Manager	17	5
#11	Chief Engineer	19	5
#12	Chief Engineer	14	5
#13	Chief Engineer	30	5
#14	Director of Engineering	18	5
#15	Chief Engineer	12	5
#16	Chief Engineer	20	5
#17	Assistant Chief Engineer	20	5
#18	Assistant Chief Engineer	10	5
#19	Assistant Chief Engineer	13	5

RESULTS & DISCUSSION

Efficient equipment and electricity consumption

Respondents were asked to list the efficient equipment used for electricity management and the amount of electricity consumed in their hotels. The summary of efficient equipment is provided in Table 2, while Figure 1 reports the number of efficient equipment used together the amount of electricity consumed.

Table 2. The summary of number of efficient equipment used in each hotel ID.

Star	Hotel ID	VSD	Heat Pump	VRV	Eff. Chiller	Timer switch	Photo cell	Solar Cell	Door sensor	Motion sensor	Saving bulb
4-star	2	No	No	No	No	Yes	Yes	No	No	No	Yes
	3	Yes	Yes	No	Yes	Yes	Yes	No	No	No	Yes
	4	No	Yes	No	No	Yes	Yes	Yes	No	No	Yes
	5	Yes	No	No	No	Yes	No	No	No	No	Yes
	6	No	Yes	No	Yes	Yes	No	Yes	No	No	Yes
	7	No	Yes	No	No	Yes	Yes	No	No	No	Yes
	9	No	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes
	12	No	No	No	No	Yes	No	No	No	No	Yes
5-star	1	No	No	No	No	Yes	Yes	No	No	Yes	Yes
	8	No	Yes	No	No	Yes	No	Yes	No	No	Yes
	10	No	Yes	No	No	Yes	No	No	No	No	Yes
	11	No	Yes	Yes	No	Yes	No	No	No	No	Yes
	13	No	Yes	No	No	Yes	Yes	Yes	No	No	Yes
	15	Yes	Yes	No	Yes	Yes	No	No	Yes	No	Yes
	16	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes
	17	Yes	No	No	Yes	Yes	Yes	No	Yes	No	Yes
	18	Yes	Yes	Yes	No	Yes	Yes	No	Yes	Yes	Yes
	19	Yes	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes
	20	No	No	Yes	No	Yes	Yes	No	Yes	No	Yes

Figure 1 illustrates that electricity consumption is correlated with the number of types of efficient equipment installation. This implies that hotels that consume high amount of electricity tend to have more number of efficient equipment installed in order to help them save electricity.

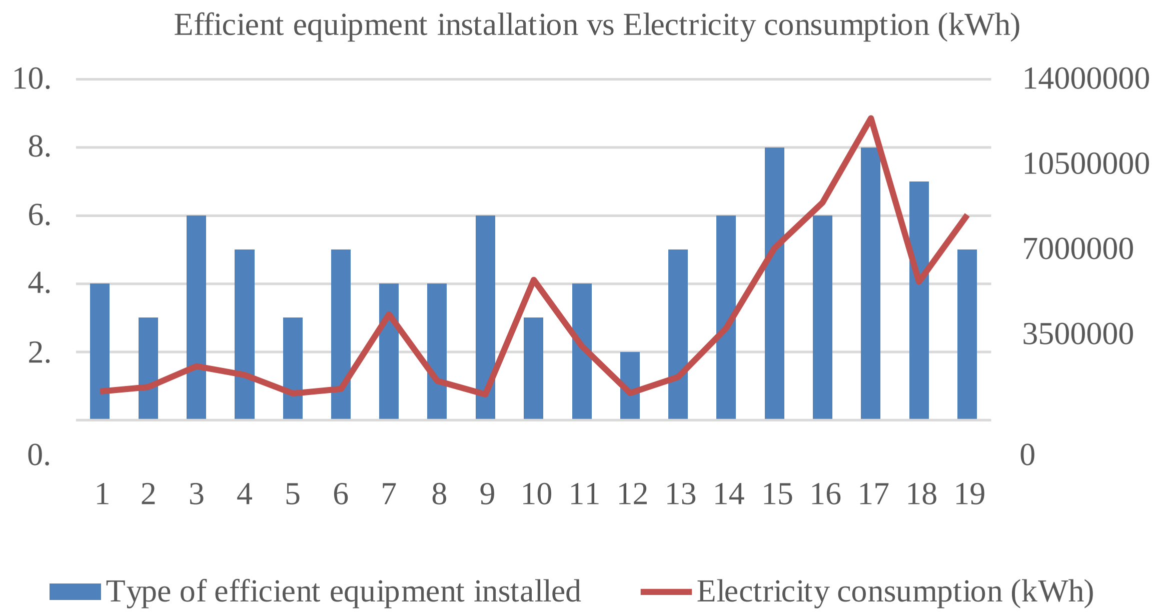

Figure 1. Number of efficient equipment installation vs electricity consumption (kWh)

The 3Ps + 1T framework

Electricity management practices analysed in this study are based on the facility management concept comprising four elements: people, place, process, and technology. The patterns found in the study are reported as follows:

People

All hotels have described their electricity management practices concerning the people component in following 3 main issues:

Training

All hotels have training programs for their staff, both formal and informal training programs regarding electricity preservation issues. The hotels under the “Building Control Act” (hotel IDs 8, 9, 16, 17, 18, 19, 20) category (the hotels which are having transformer’s capacity starting from 1,175KVA) were found to be more aware of electricity consumption issues than the hotels that were not under the same regulation. This is because regulated hotels are required by law to submit annual energy consumption report to the Department of Alternative Energy Development and Efficiency, Ministry of Energy.

Energy conservation policy

All hotels reported that they have policy regarding electricity consumption. It was found that hotels under the Building Control Act (hotel IDs 8, 9, 16, 17, 18, 19, 20) have policy written and documented. On the other hand, the hotels which were not under the regulation have no policy written and documented. Exceptions to this were noted in hotel ID 4 which was an international chain hotel and those hotels that utilised other internally specific programs i.e. saving program (hotel IDs 5, 6, 12, 13). The rest of the hotels (hotel IDs 1, 2, 3, 5, 7, 10, 11, 15) admitted that they were not sure or unaware of having any formal electricity consumption policy in their properties.

Motivation to staff

Real electricity saving comes from attitude of people in organization and this point was fully agreed by all hotels. Hotel IDs 5 and 9 pointed that all of their staff members were aware of how to save electricity consumption but it was difficult to get their cooperation effectively. Hotel 6 revealed that motivating people was crucial to improve electricity consumption sustainably but maintaining the regular practice was proved a challenge. Nevertheless, this hotel received better cooperation from their staff than other hotels under study. The success in motivating staff members to help save the energy in this hotel was achieved through educating staff, delivering electricity consumption information to staff with figures and statistical data which was proved an effective communication technique. In addition, the most important thing for this hotel in their staff motivation toward electricity conservation was to get support from top management which helped to gain significant improvement in staff motivation and involvement.

Place

All hotels under study considered place (hardware or equipment) as one of the most important parts in reducing electricity consumption, especially the equipment that consumes a lot of electricity. In this study, the different management patterns of hardware were observed as follows:

New electricity efficient equipment - relating to investment

The managers of the four-star hotels were concerned with budget or investment to acquire new efficient equipment as there was no systematic plan for annual budget in the maintenance or improvement of existing equipment, when compared with five-star hotels. Managers of hotel IDs 3, 6, 7 emphasised the need for new more electricity efficient equipment in their hotels for electricity consumption improvement. However, the main obstacle was due to budget constraint and it needed approval from the higher authority.

On the other hand, five-star hotels, especially international chain hotels (hotel IDs 17, 18, 19), were found to allocate yearly budget approximately 10% of the total revenue for facility department to improve their hotels' facilities. The managers of other five-star hotels under investigation reported that they had no issue with the budget but the management on this budget were not as efficient as the 3 hotels mentioned above.

Prioritising efforts on high electricity consumption facilities

All hotel managers were aware that improving electricity performance needed to put priority on the equipment that consumes the highest amount of electrical power first. The sequence typically mentioned by all hotels was as follows: air conditioning system, hot water system, pump & motor, then lighting system and others. Therefore, improving electricity consumption with the lower electricity consumption equipment was of less priority to all the participated hotels. For example, the manager of hotel 8 explained their electricity saving by focusing on high electricity consumption equipment rather than the less electricity consumed equipment by mentioning: "replacing with 100 LED bulbs is not comparable with improving one efficient split-type air conditioner".

Process

Improving awareness of electricity consumption through working process was one of the factor mentioned in the interviews that helped improve electricity performance significantly. Majority of hotels paid attention to this factor as it required non-extra budget but the hotels gained benefits from this existing daily work process. The patterns observed from all hotels are shown as follows:

On-peak and Off-peak period

Twelve (hotel IDs 4, 5, 6, 9, 11,12, 13, 15, 16, 18, 19, 20) out of 19 hotels considered on/off peak periods of electricity consumption. On-peak period was defined as the period between Monday - Friday during 09.00 - 22.00 hrs. Off-peak period was specified as the periods between Monday - Sunday during 22.00 - 09.00 hrs. and Saturday - Sunday during 00.00 - 24.00 hrs. including holiday periods. Activities not being directly concerned with customers such as evaluation of new equipment, etc. were reported in these 12 hotels to be performed during off-peak period to manage electricity demand and also save electricity expenses.

Work process

It was found that not many hotels analysed electricity consumption and turned data into their daily working process, although hotel 6 was discovered to be prominent to this practice. This hotel reported many electricity efficient measures in practice, which were implemented in each department. Best practices were also implemented cross departments by adopting electricity consumption knowledge and best practices in their daily work process.

Hotel IDs 4 and 6 were observed to utilize on-peak and off-peak electricity consumption data and implemented initiatives in their hotels by inviting their guests to participate in the activities. For example, these hotels launched discount promotions for guests who came to dine in restaurants during on-peak electricity consumption period. This kind of practice was aimed to persuade guests to be out of their rooms (which is known as the most electrical consumption area in hotel) during on-peak period so that it could reduce electricity consumption accordingly.

Technology

Technology is increasingly involved in the hotel business and thus electricity performance improvement needs to have valid and real-time data so that staff members can rapidly react to the situation correctly. Based on the interviews, the majority of hotels analysed the electricity consumption data on a daily basis. A number of hotels (hotel IDs 13, 15, 16, 19, 20) implemented technological system such as BMS (Building Management System) or AMR (Automatic Meter Reading) to be able to track data by real-time.

CONCLUSIONS & IMPLICATIONS

Conclusion

The study has found that all participating hotels adopted the facility management concept including 4 elements: people, place, process, and technology to their electricity management practices but the significance of each element was varied from hotels to hotels. Five-star hotels were prominent to the place and technology elements as they aimed to maximize guest satisfaction while attempting to conserve electricity. Four-star hotels, on the other hand, relied more on the process and people elements in daily work process in managing electricity efficiency.

Implications

Adopting the facility management framework (3Ps + 1T) to electricity management practices is useful for the hotel industry. However, few hotels implement the practices in the work process and many participating hotels lacked the knowledge of the implementation. Hotels that attempt to utilise the facility management framework have the potential to see significantly improvement of electricity performance and cost.

Limitation

High turnover rate of the management in participated hotels might have caused the lack of continuity of data such as past electricity management practices to provide to the study during in-depth interviews. In addition, the samples under study were mainly resorts and villas and thus the results may not permit generalisability to other types of hotels such as city hotels.

Recommendation

"People" is known as an important element to sustain electricity management practices by all hotels. Manager should provide regular training programs to both existing and new employees as this will help them to be familiar with electricity conservation practices and be able to fully involve and participate in the hotel electricity consumption policy and practices.

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Understanding Boutique Hotels in Da Nang, Vietnam

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ABSTRACT

Extensive research in tourist behaviour suggests that search for novelty is one of the core motives for travelling. Consumer behaviour in the accommodation sector is also aligned with this observation. Customers' constant search for novel accommodation experiences has increased the popularity of boutique hotels in the world. In Vietnam, boutique hotel segment has received much attention from domestic and international tourists. This paper therefore aims to provide insights into customers' experiences of boutique hotels in Da Nang, Vietnam. A total of 816 guest reviews for 10 boutique accommodations from TripAdvisor were used for text analysis using Leximancer software. Conceptual and relational analyses revealed 38 concepts that were clustered into tangible and intangible attributes. The findings in this study can help management of boutique hotels to improve future guest experiences by using an understanding of past experiences analysed.

Key words: *Boutique Hotels, Da Nang, Vietnam, Leximancer, TripAdvisor*

INTRODUCTION

The concept of boutique hotels came about as customers seek novel accommodation experiences. This segment in the accommodation sector has recently become popular in Vietnam. Today, not only boutique hotels are in demand among travellers; they have also become attractive among business operators and investors. There is a huge potential for growth in this sector and this calls for attention as to how boutique hotels operate or are regulated. Boutique hotels have been talked about, invested on and researched for about 40 years now. The increasing popularity of this concept has spread from the USA and Europe to many parts of Asia. Despite its prominence in many Asian countries, the existing knowledge about these hotels in the literature are limited and fragmented.

The geographical focus of this study is Da Nang in Vietnam. Da Nang is one of the more developed coastal cities in the country, and is widely known for its white sandy beaches (Gasparotti, 2013). As a popular tourist destination, Da Nang continues to receive thousands of domestic and international tourists. The Da Nang Department of Culture, Sports and Tourism reports that 4.41 million tourists visited the city as of September 2016, of which almost

30% are international tourists (CBRE Vietnam, 2016). This reflects an increase of about 48% and 9% for international and domestic tourists, respectively.

Following the increase in the demand from the tourists, Da Nang's tourism and hospitality industry continues to develop. The accommodation sector, in particular, is stimulated by the growth of tourism. More hotels were built in 2016; 11,415 rooms are now available in the city across the 3-5 star segment (CBRE Vietnam, 2016). An additional 6,000 new rooms are expected to be added to the total supply by 2018. CBRE Vietnam also reports that 3-star developments have the highest share at 45% of total supply followed by the five-star (28%) and four-star (27%) segments. While there are no statistics on boutique hotels found so far, it is still believed that there are exceptions for the development of boutique hotels in Da Nang because they have recently become a popular trend of accommodation in Vietnam (Lam, 2016). Broadly, this study aims to understand how guests perceive boutique hotels in Da Nang using travel reviews. It is part of a bigger project that seeks to define the boutique hotel concept in Vietnam and broadly, in Southeast Asia.

LITERATURE REVIEW

The boutique hotel concept originated in the USA in the 1980s and it is increasingly becoming popular, especially in Asia. Nonetheless, it is too simplistic to imply that the popularity of boutique hotels can only be measured by the number of accommodation properties that label themselves boutique. The challenge in understanding the boutique hotel segment broadly lies in two dimensions: a) the lack of universal definition of "boutique hotels" as a term and concept; and, b) the lack of a universal set of criteria for boutique hotels. While numerous definitions of boutique hotels exist, they are mostly based on geographical or cultural contexts of the study which complicate the boutique hotel concept because hotel properties characterized by any of the definitions in the literature may and can call themselves boutique (Panchal, Tang and Bradshaw, forthcoming).

Boutique hotels are largely characterised by a variety of tangible and intangible factors. The property size (number of rooms), room size, type of ownership, location, thematic designs and uniqueness are the most common features of this hotel type (Panchal et al, forthcoming; Lwin, Phau, Huang, & Lim, 2014; Radzi, Bakhtiar, Mohi, Zahari, Sumarjan, Chik & Anuar, 2014; Meng & Lay, 2012; Balekjian & Sarheim, 2011; Henderson, 2011; Sarheim, 2010; Lim & Endan; 2009; Olga, 2009; Boyer & Verma, 2009; Aggett, 2007). Varying property sizes, i.e. number of rooms can be observed in the literature. Sarheim (2010) suggest that boutique hotel rooms generally range between 50 and 100, while Boyer and Verma (2009) prescribe a maximum of 150 rooms. More recently, Radzi et al (2014) advocate Sarheim's idea that boutique hotels must not exceed 100 rooms. In terms of operation and management, boutique hotels are generally operated by independent owners rather than affiliating to large brand. By their token of independence, boutique hotels do not need to conform to brand standards. Such flexibility provide the opportunity to leverage on local culture, which provide customers with authenticity and adaptation (Meng & Lay, 2012; Balekjian & Sarheim, 2011).

The architecture and design of the property is also a key feature of boutique hotels. According to Panchal, Srinivas and Singh (2014) and Choochote (2014), boutique hotels subscribe to stylish and modern interior designs. Boyer and Verma (2009) propose that such properties prefer to tag themselves "personality", hence they focus on design and architecture for the sake of pursuing distinctiveness both inside and outside. Lastly, personalised service stemming from positive staff-guest relationships and target markets have also become factors to characterize boutique hotels. In Boyer and Verma's (2009) study, for example, they argue that boutique accommodations emphasise on providing individual service and building friendly relationships between hotel staffs and customers. Further, they suggest that the target customers of boutique hotels are those in their early twenties to mid-fifties and with mid-to-upper income level.

Despite the prominence of boutique hotels, however, it remains an under-researched topic. This is especially true in Asia where boutique hotels continue to grow in number and fame. Panchal and her colleagues (forthcoming) observed that previous studies on boutique hotels were focused on Western countries, and a limited number of research on Asian boutique hotels are available. In Southeast Asia, the researches were done in Thailand, Malaysia and Singapore. So far, no study on the boutique hotel industry of Vietnam was found. In Thailand, Choochote (2014) found that boutique hotel guests were motivated to stay in such properties in Phuket because of promotional discounts, unique design features, good facilities and cleanliness of rooms. Meanwhile, in Penang, Malaysia, boutique hotel guests were greatly influenced by the hotels' historical value, although the accommodations' facilities, atmosphere, staff friendliness and service were also important factors in choosing the hotel (Meng and Lay, 2012).

In Singapore, Panchal et al (2014) attempted to define boutique hotels in the Singaporean context based on the literature and boutique property operators' perspectives. The found gaps between the definitions found in the literature and in the manner by which boutique hotel managers perceive their properties, which are mostly linked with property ownership/management, service quality and target market. This is evident in their non-conclusive definition of boutique hotels in Singapore: "accommodation that offers medium to high quality services based on themes that are typically unique, stylish and modern as typified by the property's interior (and sometimes exterior) design, and usually caters to business travellers as the niche market." The study was largely inspired by Henderson's (2011) work where she highlighted certain trends and features of boutique hotels in the city-state. Her work suggests that boutique hotels are perceived as properties with less than 100 rooms but do not pertain to large hotel chains although they commit themselves to high quality personalized service. More recently, Panchal and colleagues (forthcoming) used 311 guest reviews of a dozen boutique hotels in Singapore to gain a fresher perspective of this hotel segment. The research served as an inspiration for the current study in an effort to understand similarities and differences in boutique hotel properties across Southeast Asia. The current study follows Panchal et al's approach in data gathering, and to some extent, data analysis.

METHODOLOGY

Online feedback mechanisms known as electronic word-of-mouth (eWOM) networks allow individuals to share their opinions and experiences (Dellarocas, 2003). Ye, Law, Gu, and Chen (2011) have reported that online reviews affect hotel rooms' sales in the travel and tourism industry. More than 87% of the customer made the decision of booking a hotel from reviews of fellow customers, and 40% of the people who consulted an online review of hotels subsequently stayed at that hotel (Öğüt & Onur Taş, 2012). Management of hotels can monitor and improve service quality using information generated from user-generated sites such as TripAdvisor (Schmallegger & Carson, 2008). Yu (2010) has reported that some managers have improved training, staffing levels, and add or remove amenities using customer reviews.

This research involves a qualitative analysis using online customer reviews. In this kind of data collection methods, representativeness and insightfulness cannot be compromised and this study is no exemption to this rule (Decrop, 2004). TripAdvisor was chosen due to its popularity and large quantity of reviews available. Keyword combinations such as "boutique hotels" and "Da Nang" were used to search TripAdvisor. The top 30 boutique hotels in the list were chosen; the properties are profiled in Table 1.

Table 1: Profile of 30 boutique hotels

About Property (n=30)	No.	Percentage	Hotel Facilities (n=30)	No.	Percentage
Pool	19	63.3%	Room service	29	96.7%
Restaurant	28	93.3%	Airport transportation	28	93.3%
Bar/Lounge	26	86.7%	Free breakfast	24	80.0%
Fitness centre	17	56.7%	Dry cleaning	24	80.0%
Spa	18	60.0%	Laundry service	26	86.7%
Non-smoking hotel	14	46.7%	Concierge	24	80.0%
Wheelchair access	19	63.3%	Free parking	27	90.0%
			Multi-lingual staff	22	73.3%
In-Room Amenities (n=30)			Babysitting	14	46.7%
Air conditioning	29	96.7%	Banquet room	14	46.7%
Minibar	25	83.3%	Meeting room	17	56.7%
Free internet	30	100.0%	Business centre	18	60.0%
Refrigerator	13	43.3%	Conference facilities	14	46.7%
Microwave	6	20.0%			
Room Types (n=30)					
Smoking rooms	9	30.0%			
Non-smoking rooms	25	83.3%			
Suites	24	80.0%			
Family rooms	23	76.7%			
Kitchenette	7	23.3%			

RESULTS & DISCUSSION

The web crawler 'Parsehub' was used to download all the available customer reviews for the top 10 hotels in the first week of September 2016 (Table 2). The dates were specifically noted because it was observed that the top hotel lists often change, usually in 1-2 days. The downloaded reviews were filtered to the period January to August 2016, resulting in 816 reviews. This is to have uniformity in the time period as some of the hotels have only a few reviews in 2015. Table 3 shows the reviewers' travel party at the time of check-in, user rating provided to the hotel where they stayed, and country of origin.

Table 2: Profile of 10 boutique hotels analysed

Hotel No.	Total No. of Reviews Available	Rank (Out of 423)	Rating (Out of 5)	Certificate of Excellence
1	246	7	4.5	Yes
2	120	9	4.5	No
3	510	22	4	No
4	165	3	4.5	Yes
5	336	13	4.5	Yes
6	455	5	4.5	Yes
7	107	1	4.5	No
8	357	15	4.5	Yes
9	113	3	4	Yes
10	20	70	4	No

Table 3: Profile of reviewers

Travel party (n=816)	No.	Percentage	Country (n=816)	No.	Percentage
Family	199	24.4%	Australia	107	13.1%
Couples	285	34.9%	Hong Kong	70	8.6%
Solo	69	8.5%	USA	69	8.4%
Business	40	4.9%	Vietnam	66	8.1%
Friends	142	17.4%	UK	58	7.1%
Undisclosed	81	9.9%	Singapore	57	6.9%
			Others	178	21.8%
User Rating (n=816)			Undisclosed	211	25.9%
5 (Excellent)	520	63.7%			
4 (Very Good)	214	26.2%			
3 (Average)	60	7.4%			
2 (Poor)	11	1.3%			
1 (Terrible)	9	1.1%			

The customer reviews were processed using a text analysis software known as Leximancer. This tool automatically analyses text using statistics-based algorithms and display the information visually in the form of concept maps (Smith & Humphreys, 2006). The list of concepts is emerged automatically from the text, allowing for an exploratory style of analysis (Cretchley, Rooney, & Gallois, 2010). The concepts are automatically identified based on the most frequent words present in the text. It also identifies the co-occurrence of these concepts and displays the relationship by the distance between these concepts on the concept map. Leximancer also identifies themes by clustering the related concepts. The themes are colour coded from red for most frequent one to blue for the least frequent one. The text analysis of customer reviews on Leximancer resulted 34 word-like concepts which include objects and actions among others (Table 4). The concept map in *Figure 1* will be discussed based on the six themes, and what each of the concepts within the respective theme indicates in the following section. The query function in Leximancer was used to draw the reviews related to each theme in concept. These reviews give insights into what customers have mentioned that give rise to these concepts and relations.

Table 4: Word-like concepts

Word-Like	Count	Relevance	Word-Like	Count	Relevance
hotel	1439	63%	recommend	185	8%
staff	1110	49%	comfortable	162	7%
room	874	38%	place	156	7%
stay	679	30%	floor	151	7%
breakfast	579	25%	excellent	135	6%
Da Nang	498	22%	area	135	6%
service	496	22%	best	132	6%
location	462	20%	bar	130	6%
beach	445	20%	bed	124	5%
food	430	19%	family	118	5%
nice	336	15%	lovely	106	5%
restaurant	330	14%	local	106	5%
friendly	293	13%	bathroom	99	4%
clean	285	13%	experience	92	4%
helpful	270	12%	feel	84	4%
view	267	12%	provided	71	3%
pool	265	12%			

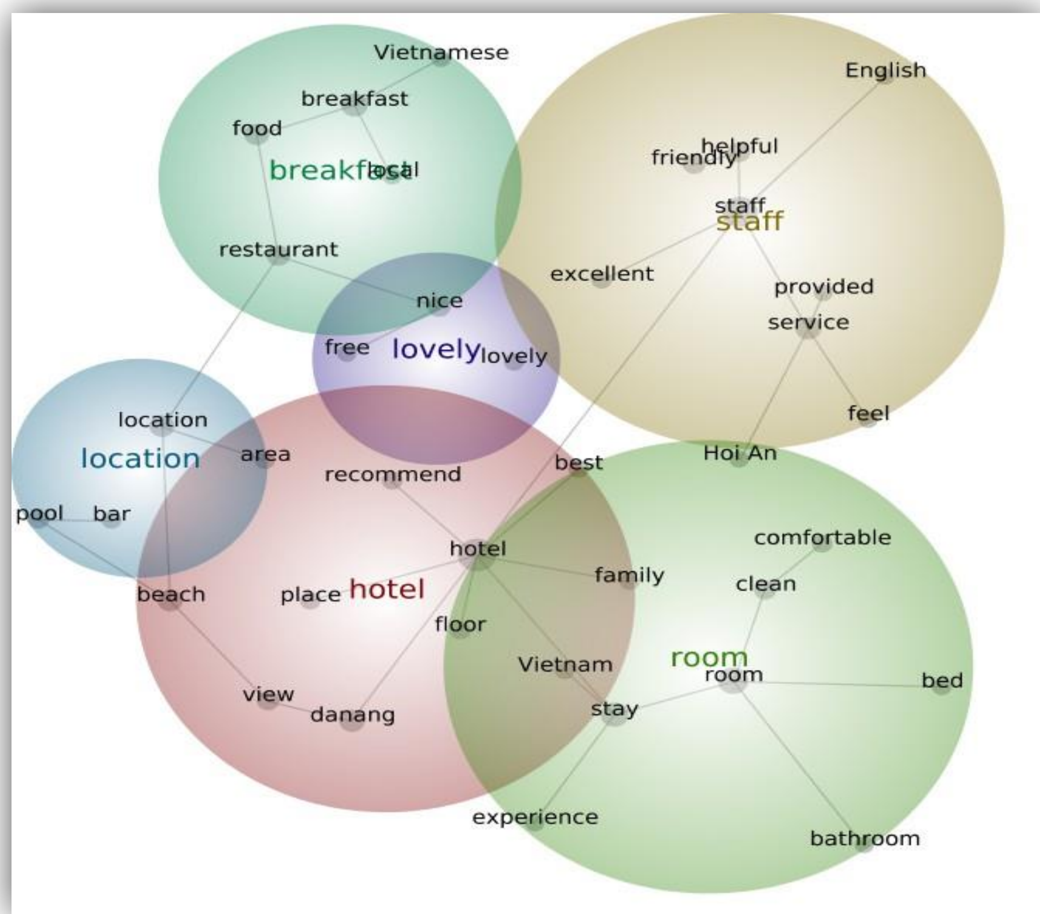

Figure 1: Themes and Relations in Guest Reviews (generated from Leximancer)

Hotel

Hotel is the most popular theme as customers mentioned the name of the hotel in their reviews. The hotels were recommended to others 185 times and described as best 132 times. Place was used interchangeably with hotel to describe the hotel as the place of their stay, and sometimes used in the same sentence. It is observed that best was also used to describe staff and service. Hence, it is seen to be located closer to the staff theme on the concept map. Floor was generally used to describe which floor was the room they stayed on, or the view from a particular floor. This is indicated on the concept map where it is also included in the theme of room. There were some negative reviews about the noise from within the hotel as well as from outside. Most hotels had a view of the beach or the city, especially from the rooftop restaurant, bar or pool.

Da Nang and Vietnam are the names of the city and country respectively are commonly used to describe their trip, food, hotel or people. As Da Nang is a coastal city, most hotels were located close to the beach or at the beachfront as described in the reviews. Hence, beach is an important concept relevant to hotel. It is also very close to location, as most reviews mentioned the location of the hotel as proximity to the beach. Users describes hotels in generic terms which are not found in the literature. The other themes are described more specifically and each of these aspects can be compared with the literature.

Room

Room is an integral part of the hotel and the most mentioned by customers after hotel. Many terms were used to describe a room such as room, bedroom and suite. These were merged together using the thesaurus function in Leximancer. Stay and experience are used to describe their overall experience and are closely related. Most reviews mentioned that the rooms are clean (285) and comfortable (162). Family was used to describe their stay in the hotel with their family or in a family room. Bed and bathroom are generally described in the same review along with the description of the room. Bed is found closer to comfortable on the map. Bathroom was described as spacious and with modern fittings. While the literature talks about the design and space of the rooms, most customers write about their overall experience and cleanliness. It could be that customers are more concerned about cleanliness of the rooms while writing reviews.

Staff

Staff is the next most important theme and is found to have a direct relationship with hotel on the concept map. Most descriptions included friendly (293) and helpful (270) as the main characteristics of the staff. This is an important quality of a boutique hotel from the literature and the boutique hotels in this study align with this requirement, as described by the customers. Staff (1110) and Service (496) are correlated to each other which were all positive comments. Provided was only used to mention that the services provided by the staff.

As the local language in Da Nang is Vietnamese, and most tourists are foreigners as seen in Table 3, English speaking capability of the staff is important for the tourists. English is mentioned 73 times and customers mostly described that the staff could speak English. However, there were some instances where the staff lacked English speaking ability. As the literature seeks individualised services, this would be possible if the staff spoke the same language of the customers.

Breakfast

Breakfast is also frequently mentioned by customers as most hotels provide free breakfast along with the stay. Some reviews mention restaurant (330) and food (430) which include the ones within the hotel as well as outside the hotel. Breakfast and food are also related to Vietnamese and local, as customers describe the local food or Vietnamese food in nearby restaurants. Restaurant is closely related to location, as the reviews mentioned about the rooftop location of the restaurant or the location of nearby restaurants. It is noticed that breakfast and food are not mentioned in the literature, but very important that customers look for, and may not be specific to a boutique hotel.

Location

Location is a smaller theme, which is used to describe the location of the hotel, pool and bar. This theme is located very close to hotel on the concept map, and beach is also found very close with a direct relationship. Most reviews revealed that the hotels are located close to the city or close to the beach, or both. Nearby restaurants and bars from the hotel was given much attention by the customers. Beach (445) was mentioned more than restaurants (330). Pool and bar are included in the location theme as the location of these was described in the reviews. Customers mentioned rooftop pool, rooftop bar, or pool by the beach. Hence, a strong relationship is visible between pool and beach. As the literature describes boutique hotels to be located close to the city, most boutique hotels in this study were located close to the city center or close to dining and shopping areas providing convenience.

Design and Size

It should be noted that design or interior of the hotel as well as size of the rooms are not explicit in the concept map. Although design was identified as a concept, it was not visible probably due to low count. Design and décor are very important characteristics of a hotel according to the literature. Hence a query was used to withdraw a total of 11 reviews which mentioned these concepts. The rooms were described as huge and spacious except for 2 reviews that described small rooms. The design was mainly modern and beautiful. One review particularly mentioned Orient architecture which could represent a theme of décor in the rooms. It is possible that most hotels have themed interiors or a particular architectural style, but these were just described by the customers as beautiful and lovely as found in many reviews.

CONCLUSIONS & IMPLICATIONS

This study highlights the major themes and concepts of boutique hotels as mentioned by customers on TripAdvisor. Users post reviews online to share their experiences and help others to make their choices. Such data has revealed all the topics discussed about boutique hotels under study has also provided insights into what is said about these topics. The literature describes a boutique hotel as small scale and small size of the rooms. In contrast, it is noticed that boutique hotels in Da Nang are quite spacious as described by customers. Design is the most important aspect in the literature which is least discussed in the customer reviews. Lovely is most commonly used as a positive expression to describe hotel, room and breakfast. Staff is found to be friendly and helpful which is similar to the literature. At the same time, friendly and helpful are also used to describe services as well. With potential investors turning their heads towards boutique hotels, the findings of this study can be useful for them by providing an understanding of customers' perspective. Hence investors can have more confidence if they are aware of customers' expectations before starting a boutique hotel.

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Examination of Online Complaints of Customers toward Luxury Hotels:

A Case Study of Phuket

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ABSTRACT

The objective of this study were to identify the most typical complaints, to determine the highest frequency of online complaints amongst traveler types, and to determine whether complaints are different based on a hotel's ownership structure. Netnography method was adopted in this study. A total of 565 complaints from chain and independent hotels in Phuket were obtained for analysis. The results show that the most typical complaints that hotel customers would post on TripAdvisor are about the room, service quality and department specific complaints in both hotel ownership structures. Travelling couples have the highest frequency of online complaints amongst traveler types and the complaints are not widely different based on hotel's ownership structure.

Key words: *online complaints, social media, luxury hotel*

INTRODUCTION

Tourism industry is regarded as one of the most important economic sectors for many countries, including Thailand. The Tourism Authority of Thailand reported that since 2014, Thailand has received around THB 2,000 million per year in tourism receipts ranking it the 10th highest income source for the tourism industry in any country (Ministry of Tourism and Sports, 2016).

Phuket is the second most important tourist destination in Thailand after Bangkok, almost one third of all Thailand's visitors arrive through Phuket .Phuket is one of the destinations with the most diverse attractions .According to Ministry of Tourism and Sports (2016), Phuket received 13.3 million tourists .This number indicated that the number of visitors has dramatically increased. There are hotel constructions leading to a 20 percent expansion in Phuket (Barnette 2017). Moreover, there are 32 projects in the pipeline that are planned to open between 2017 and 2019, with 28 properties brand affiliated .Therefore, customers have more choices for selecting the hotel .Customers consider various factors when choosing accommodation for their holidays. They may seek information from a variety of sources ranging from an organic source such as advice from family and friends to from travel agents and checking comments available on the Internet .As the internet is an online source of information and available for all users .It becomes the influence of making choice in selection of products and services online .More recently, internet becomes increasingly important in any business and people can access the internet easily. For hotel industry, the internet is the channel for a customer who wants to share their mind about hotel product and service by written review both of negative and positive comment on the website (Stringam & Gerdes, 2010).

The nature of the website can also influence decisions as a consequence of reading recommendations available on the website. The comments are regarded as an organic sources and more reliable as they are from actual visitors who have the first-hand experience (Stringam & Gerdes, 2010). Reviews are both negative and positive, which depends on their experiences.

For this reason, websites such as TripAdvisor has become one of the most influential sources of information that millions of tourists rely on. Comments posted on TripAdvisor are considered more trustworthy than the hotel’s websites as they are shared by real customers and not for commercial reasons. TripAdvisor is the world's largest travel site, and it provides a platform for customers to write both positive and negative comments as well as rate the hotel they stayed, and for others to read before making a final choice where they would choose for their holidays (Miguéns et al., 2008).

Undoubtedly, TripAdvisor and other websites have helped to shape customer behaviours when wanting to compliment and complain hotels for their services. Traditionally, complaints may be done through letters or face-to-face conversations with staff at hotels. Now, with the improved technology and wide use of the Internet in daily life, customers can easily share their experience online allowing everyone to instantly see and read their comments. Comments in word as well as images can be easily posted online through websites such as TripAdvisor, which are useful source of information for customers for their decision-making. However, as the comments are very organic and hotels have no control over the contents being posted, this has given challenge for them when comments are negative and against the hotels (Chung & Buhalis, 2008).

The study focused on online comments taken from TripAdvisor which is the world's largest travel site, where people share their experiences by writing a review containing both positive and negative comments. This study mainly emphasised on negative comments which are also called complaints. There are many factors that could cause complaints such as products, services, facilities, location and other hotel characteristics.

The research aims to address three research objectives which are:

1. To identify the most typical complaints that hotel customers would post on TripAdvisor.
2. To determine the highest frequency of the online complaints amongst traveler types.
3. To determine whether complaints are different based on tourist and hotel characteristic.

LITERATURE REVIEW

Complaints can be verbal or in writing but they are expressed when customer expectations are below what they have expected. Formally, customers may opt to express their dissatisfaction face-to-face with staff or officially write a complaint letter, while others may choose to share with their family or remain quiet but decide to not to return in the future. Customer complaint behaviour (CCB) has been well-studied by previous research as they are regarded as invaluable sources of information for an organisation to improve their products and services. All tend to agree that customer complaints are the direct result of dissatisfaction with products and services received, which could prompt customers to act and communicate negative feedback to an organisation (Banerjee & Chua, 2016).

Owing to the improved information technology, the Internet has become an important channel for customers to express their satisfaction and dissatisfaction much more easily, and their comments are available online for a long time. Electronic word-of-mouth (e-WOM) is now a phenomenon that all organisations have to deal with effectively as e-WOM can be beneficial or create a long-lasting damage to the organisations when poorly managed. Customers comments can shed light to strengths and weakness of the products and services, while negative comments can destroy company's reputations and customer's trusts instantly (Banerjee & Chua, 2016).

Millions of complaints are from the public comments available on one of the world's leading travel website, TripAdvisor. Over 250 million reviews and 85 million members make the TripAdvisor an important arena for researching about e-WOM, particularly online complaints (TripAdvisor, 2017). On the website, hotels are categoried by star-rating as well as being independent or chain hotel ownership structure. Customer expectations may vary depending on the star-rating as well as the ownership structure of the hotels. Previous research also found that certain groups of customers in a certain demographic profiles have a tendency to complain than other groups of customers. For example, Banerjee and Chua (2016) found that European and American tend to rate hotels lower than those customers from Asia. There are many attributes of hotels that are susceptible to being a target of complaints, for example, Zheng, Youn & Kincaid (2009) suggested 8 attributes including room quality, service quality, price, cleanliness, food and beverage, location, other amenities, and atmosphere.

METHODOLOGY

This study adopted the netnography method. This study will focus on poor and terrible ratings. The online complaints posted during a 34 month-period (January 2015–October 2017) based on luxury hotels in Phuket, which are divided into chain and independent hotels, were collected. Then, a total of 565 complaints was randomized and selected which included 291 and 274 complaints from chain and independent hotels respectively.

CONCLUSIONS & IMPLICATIONS

The most complained about attribute is the rooms, followed by service quality and department specific complaints. The fact that rooms are the most frequently complained about is not surprising as rooms are the core product customers consume while they stay at the hotel (Ngelambong et al., 2016). In terms of service quality, politeness and friendliness of staff as well as being enthusiast to help are what most customers were concerned and expressed their dissatisfaction. The results are in line with past research such as those of Memarzadeh & Chang

(2014). In particular, reception department were the third most complaint area because the department is the point of first contact in most hotels, and lead to customer satisfaction.

Regarding traveler type, couples have the highest frequency of complaints because couples have stronger expectations that a particular event will occur. Therefore, customers feel satisfied when they can fulfil their expectations, and in contrast, customers feel dissatisfied when their expectation was not fulfilled, this may cause couples to complain (Ariffin & Maghzi, 2012).

In addition, online complaints between chain and independent hotel are not different based on hotels ownership structure (Ariffin & Maghzi, 2012). However, as the number of complaints in chain hotels is more than the number of complaints in independent hotel, this possibly indicates that customer expectation is higher among those stay at chain hotels than those customers of independent hotels.

Hence, the hotel management should to maintain and improve room appearance. In addition, housekeeping plays a very important role in keeping perfect conditions in the room because housekeepers are required to have the skills and knowledge to carry out general cleaning duties within the hotel (i.e. equipment selected is appropriate to type of cleaning to be undertaken). In terms of improving and maintaining service quality, the hotel management should emphasise on staff training to ensure that they are willing to help.

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Challenges of Preservation of Cultural Heritage Tourism In Ho Chi Minh City: From Viewpoints of Hospitality Students

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ABSTRACT

There are numerous researchers mentioned that cultural heritage tourism was as an important instrument to drive the Ho Chi Minh City tourism in the last ten years. Through this type of tourism, it has been improving the wealth of destination and local community by generating both sustainable international arrivals, economies and social benefits. However, due to the momentous development of developed industry and urbanization, the demolition process was significantly implemented which caused the disappearance of seventy percent of architectural heritage sites in this city. This study is proposed to identify the challenges of preserving the cultural heritage tourism from the viewpoints of hospitality students who are the potential and sustainable workforce for the industry. It can be seen as "the voice" of the next hospitality generations where they not only contribute their good knowledge of current tourism perspective to the destination but also can provide a number of creative solutions to overcome these challenges in an effective manner. In term of the utilization of methods, the "hypothesis elaboration", in-depth interviews with 32 participants, and open coding were conducted to clarify a number of challenges that the Ho Chi Minh City heritage tourism is facing with. The results illustrate that lack of interest in culture heritage tourism, lack of conservation awareness, lack of personality awareness within community (littering, urinating in public, destructing properties by drawing and painting, and so on), and insufficient marketing strategies are these significant challenges that make this type of tourism become worse. Moreover, there are ten recommended actions highlighted by hospitality students can be embarked in order to enhance the effectiveness of cultural heritage tourism in this city.

Key words: *Cultural heritage tourism, Preservation challenges, Hospitality students*

INTRODUCTION

As the booming global industry, tourism has been transforming as an imperative source in terms of exchange earnings, net profits, and primary employment provider for almost countries across the globe (Pop, 2014). To the vision in 2030, the market shares of tourism and travel in developing economies in 2015 increased 15 percent compared with 1980 and is predicted to reach 57 percent by 2030 (World Tourism Organization, 2016). Similarly, the total contribution of worldwide tourism gross domestic product (GDP) in 2016 was 10.2 percent and is forecasted to grow 3.9 percent by 2027. In addition, the industry is also generating 9.6 percent of global workforce in 2017 and is expected to rise 4.3 percent by the following 10 years (WTTC, 2017).

In Vietnam, Ho Chi Minh City is one of the most favorite destinations which is ranked the 36th position among the top 100 most visited cities in the world by World Travel Market (Hanoi Times, 2017). It greeted 57 percent of total national visitors in 2017. The number of international tourists was reached 5.2 million in 2016 which makes the city to be the first ever city in this country to achieve the pioneer of 5 million (Tuyet, 2016). In the first nine-month of 2017, oversea visitors travelled to Ho Chi Minh City reached 4.2 million and is predicted to receive the 6 million by the end of this year. Moreover, the local arrivals grew alike 10 percent with 21.8 million and the tourism revenue is also expected to generate S$2.35 billion, up to 12 percent in comparison to the previous year (Vietnam National Administration of Tourism, 2017).

According to Vietnam Tourism Administration (2015), it requires the expansion of 40,000 workers every year, except the measure of tourism - majored graduated understudies are only 15,000 every year, more than 12% out of them getting Bachelor degree and higher. The Ministry of Culture, Sports and Tourism has set particular focuses on that by 2020 there will have been no less than 870,000 direct tourism workers finishing training and from 2.2 to 2.5 million roundabout ones. Inside Ho Chi Minh City, there have been more than 50 tourism-majored schools however they simply meet only 60% out of what the request expects, prompting the deficiency of tourism human asset. (KHXH-NV.tdtu.edu.vn, 2017). Based on the mentioned figures, hospitality students play very important roles on the sustainable growth of tourism industry in Ho Chi Minh in particular and in Vietnam in general.

Besides, cultural heritage tourism has been one of the main streams of tourism industry nowadays. Therefore, the core question is **to which extent hospitality students view the challenges of cultural heritage tourism in Ho Chi Minh City?**

- To which extent **hospitality students define** *attributes of cultural heritage tourism defined by hospitality students in Ho Chi Minh City?*
- To which extent **hospitality students chose** *representative destinations of cultural heritage tourism in Ho Chi Minh City?*
- To which extent **hospitality students** *point out challenges of cultural heritage tourism in Ho Chi Minh City?*

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LITERATURE REVIEW

According to the Cultural and Heritage Tourism Alliance (2002), the term "cultural heritage tourism" cannot be defined in the specific definition. A number of researchers called it "cultural tourism" or "heritage tourism", while the rest called shortly "cultural heritage tourism". UNESCO (2001) generated the two cultural tourism definitions with both narrower and wider view. The narrower definition of cultural tourism is about the person movement for fundamentally cultural incentives, consisting of study excursions (monument, sites and nature), festivals and performing arts events, pilgrimages, tradition and customs, while the wider one is about the person movement for the human need and satisfaction in terms of cultural diversity, elevation of his/her own cultural knowledge, understanding and happenstance.

There are seven most imperative types of cultural tourism listed out by Csapo (2011) which is grouped from a thematic perspective namely creative culture tourism, religious and pilgrimages tourism, festivals and events tourism, tradition and customs tourism, city tourism, cultural thematic routes, and heritage tourism. Heritage tourism is classified as a travel that going through the destination and activities to deeply understand the authenticity of the past and present narrative, chronicle and people (Gali-Espelt, 2012). This tourism type is the extensive concept that integrates both cultural and natural environment, consisting of scenery, historical places and vestiges, artificial environment, biodiversity, cultural activities, local living conditions and experiences (Ung & Vong, 2010). It is described as the long historical progression of the diversity of national and regional events, indigenous and community identities which is fundamental component for the up-to-date life and dynamic appliance for continuous growth (Timothy & Boyd, 2008).

Table 1. Classification of heritage tourism form

	Tourism products and activities
Heritage tourism	- Natural heritage (connected to nature-based and ecotourism) - Material (built heritage, architectural sites, world heritage sites, national and historical memorials) - Non-material (literature, arts, folklore) - Cultural heritage sites (museums, collections, libraries, theatres, event locations, memories connected to historical persons)

Source: Csapo (2011)

Ho Chi Minh City has a number of cultural heritage sites, especially one historical memorial and seven museums namely Cu Chi Tunnel, Ho Chi Minh City Museum, History Museum, Ton Duc Thang Museum, Museum of Fine Arts, Southern Vietnamese Woman Museum, War Remnants Museum, and Museum of Ao Dai. Moreover, this city also has Opera House, Reunification Palace, Ben Thanh Market and Immaculate Conception Cathedral Basilica as typical examples of built and architectural heritages.

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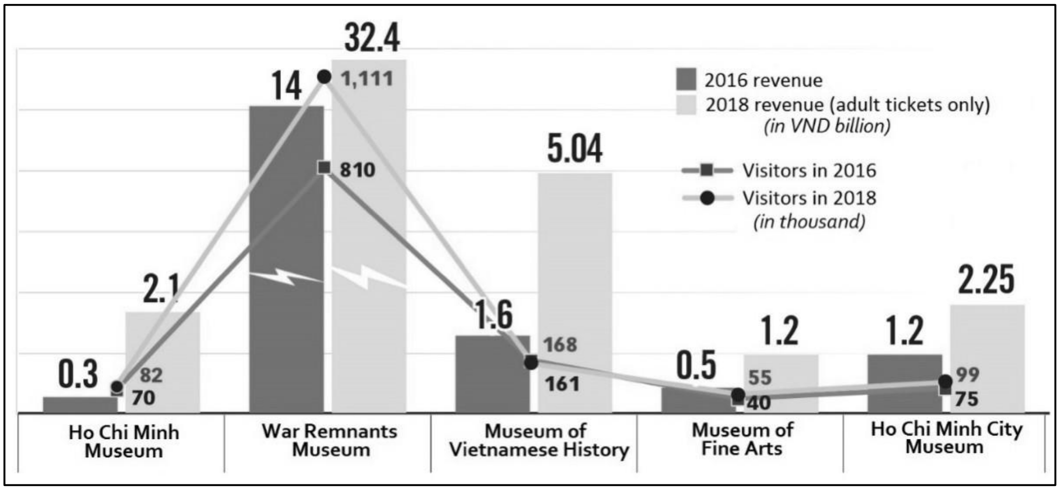

Figure 1. Revenues and visitors of several museums in 2016 and prediction for 2018 in HCMC
Source: Tuoi Tre News (2017)

Based on the trend of figure 1, it can be realized that the cultural heritage tourism could bring a number of benefits to the local destination and community. Firstly, government office, non-government organizations (NGOs) and local travel companies collaborate to develop and strengthen the local sustainable economies (Bowitz & Ibenholt, 2009). Cultural heritage tourism also generates millions of jobs for local citizens and possible chances for new tourism enterprises (Garrod, 2013). Moreover, the revenue obtained will be used to protect these cultural resources and increase the life quality for both residents and visitors who are involved in the tourism services (Oh & Kim, 2016). In addition, the local people can raise their pride in cultural heritage tourism by working together to promote their significant community identity and enhance both cultural and economic development through these opportunities (McCain and Ray, 2003).

In fact, the Ho Chi Minh City Department of Tourism (2017) has confirmed that the tourism development will be in line with museums which are as key attractive places in the city. At a result, the seven metropolis museums are planning to increase the ticket prices (both domestic and international) at the beginning of 2018 in order to get the advantaged conditions for the long run and to transform them to be smart and attractive in 2020 (Tuoi Tre News, 2017). Furthermore, the Ho Chi Minh City Department of Tourism and the Tan Phu District People's Committee (2017) have authorized to construct the Saigon Cultural and Tourism Village to get more attentions of local and inbound tourists (Vietnam National Administration of Tourism, 2017).

However, cultural tourism also has several challenges itself. In recent years, this type of tourism has obtained a considerable attention in Ho Chi Minh City because million visitors are rapidly increasing to this southern metropolis city in order to learn about the wars and history, arts and local cultures. Therefore, the Ho Chi Minh City Department of Tourism (2014) has taken the advantage of these local heritages as 'tourist package" for tourists. In some circumstances, the original performance of local community will be lost because of the changes for tourists' satisfactions. It will lead to the corrosion of authenticity and integration in term of culture and tradition. In other words, the perpetuation of these destruction will be directed to the culture clash and ethnocentrism (Darlow, Essex & Brayshay, 2012). Moreover, when the cultural heritage is served for millions tourists year-by-year, it will be turning into the overcapacity. It will be

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negatively affected to visitors in terms of the readiness, the service quality, the damage and the safety of destination.

In addition, Ho Chi Minh City' cultural heritages are threatened by the demolition process due to the appearance of western industry, modernization and urbanization. Just only five years from 2012 to 2016, almost 70 percent of architectural sites had been sold off, destroyed, and modified, especially Ba Son Shipyard, Saigon Tax Trade Center, Ogliastro Warehouse, Dong Khoi and Nguyen Hue Street and hundreds of colonial villas with more than a hundred-year-old which are the iconic and signatures of the city (Leung, 2016). According to Mrs. Nguyen Thi Hau, the Vice General Secretary of the Vietnam History Association emphasized that those heritage sites are priceless and cannot be rebuilt and recovered. All of the old and unused architectural constructions should be kept the value and turned into the destinations to serve tourism (Vietnam News, 2017). This kind of mindset will be good at developing and promoting the economic growth of the city; however, it will be continuously losing the city's cultural identity (Paul & Roy, 2016).

Therefore, it should be required to educate and raise the preservation awareness among the local community to reassure the heritage tourism extension, to conserve the heritage resources, to retain the amount of travelers to the destination areas, to maintain the equilibrium between the prerequisite of resource and visitors (Lwoga, 2016). Paolo (2002) also suggested numerous measures should be conducted in order to resolve these challenges such as the attention and policies of authorities, the regional strategic planning, the laws and regulations in term of licensing, the new agencies in term of heritage site management, the central area control, and the subsidiarity of cultural sources.

METHODOLOGY

In term of research methodology, qualitative research approach has been properly utilized as a part of this research paper to test and expand the deeper insight of knowledge, including the use of "hypothesis elaboration" and in-depth interview.

First of all, "hypothesis elaboration" approach is chosen as the prior thought and preparatory models are accessible which help drive the exploration outline.

In addition, the center inspiration of qualitative research gets from its disclosure arranged approach which permits scientists investigate the marvel where small comprehension is accessible (Stake, 2010). Rather than following the set worldview keeping in mind the end goal to test speculations, social analysts concentrate on investigating supposition of interviewee as opposed to implying that scientists convey to the exploration (Creswell, 2013).

Moreover, having greater adaptability in deciphering meaning, qualitative research may empower the comprehension of confounded marvel, particularly identifying with social investigations (Creswell, 2007). Surely, social scientists frequently develop look into thoughts from encounters getting from their comprehension of human emergencies and quandaries (Padgett, 2016).

Code Type	The Code generators	Code Descriptions	Coding strategy	Note
G1	Repetitions & regularities	Reiteration based coding. Redundancies of altogether rehashed plans to be shared by the performing artists propose helpful ideas utilized as a premise to create potential nodes. NVivo10 capacity of WordFrequency, WordCloud, ClusterAnalysis, TreeMap	Inductive coding strategies	Architectu cultural, historical preservati
G2	Using a priori categories	Utilizing from the earlier classes implanted in inquire about inquiries, writing audits and readings to sharpen ideas, however not to restrict advancement of intuition with settled classifications.	Deductive coding strategies	Extract informatic from interview theories
G3	Using Questions	Utilize questions of who, what, when, why, how, how much, with what comes about, what for, and consider the possibility that to create codes, to create social proclamation, and to guarantee careful quality of coding. Utilizing questions likewise to distinguish whether the activities or techniques change or not under various conditions and, provided that this is true, what are the suggestions.	Inductive & Deductive coding strategies	Spread knowledge widely

Open coding

Information from interviews were initially interpreted and entered in the Excel sheet, at that point directed physically by Excel sheet by co-authors. The significant chunks from the interpreted information were allowed pre-set nodes with the end goal for them to be assembled and handled accordingly (Miles and Huberman, 1994; Charmaz, 2006 and Singh, 2015). Amid the coding of the underlying meetings, a node was made to represent to examples where the information portrayed the social adjustment process by the trade understudies under scrutiny as the concentration of intrigue is to see how they create learning of social convictions, uplifting demeanors and correspondence capacity and also the arrangement of new conviction, socially suitable practices and a feeling of having a place with the real setting.

In fact, at the principal level of interpretation, the act of “*multiple codes*" gives a precious approach to survey every part code autonomously when these different codes are utilized all the while to empower certain point of view on every idea a possibility of reconceptualization (Bazeley and Jackson, 2013). Association and doling out names/notes for codes are another basic task to be directed by the authors in order to transform original recorded information into created nodes or numerous codes from beginning coding process. Different methods for coding have to conducted gathering with a specific end goal to help the change of verbatim printed information into the exploration nodes. A gathering of routes in coding recommended has been embraced by this examination as different valuable generators of codes to identify and relegating name for nodes. The following Figure2 provide a portrayal of the code generators utilizing inductive coding techniques and the procedure led utilizing inductive coding methodologies in which verbatim information of meeting have been at first coded into the nodes.

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RESULT & DISCUSSION

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1.! *Identification of attributes of cultural heritage tourism defined by hospitality students in Ho Chi Minh City*
How hospitality students define cultural heritage tourism similar to or different from others

Confirm or not and to what extent the definition of cultural heritage tourism is not necessarily the same for another group, from the personal perspective of the hospitality students in Ho Chi Minh

2.! *Representative destinations of cultural heritage tourism in Ho Chi Minh City*
Sites or cultural symbols have been chosen by hospitality students as representative cultural heritage tourism destinations in Ho Chi Minh City

3.! *Challenges of cultural heritage tourism in Ho Chi Minh City*
Awareness of Challenges of cultural heritage tourism of hospitality students in Ho Chi Minh City

First of all, hospitality students define cultural heritage tourism similar to other groups' definitions in terms of classification of heritage tourism forms such as creative culture tourism, religious and pilgrimages tourism, festivals and events tourism, tradition and customs tourism, city tourism, cultural thematic routes, and heritage tourism (Csapo, 2011).

Second, sites or cultural symbols have been chosen by hospitality students as representative cultural heritage tourism destinations in Ho Chi Minh City are Cu Chi Tunnel, Ho Chi Minh City Museum, History Museum, Ton Duc Thang Museum, Southern Vietnamese Woman Museum, War Remnants Museum, Museum of Fine Arts, Independence Palace, Opera House, ancient pagodas, Ben Thanh Market, Notre Dame Cathedral, central post office, Thien Hau Temple, Ngoc Hoang Temple, Cho Lon…

In addition, more importantly, some significant challenges which cultural heritage tourism in Ho Chi Minh City facing are littering, unhygienic and destructive property in tourist destinations, Vietnamese young people are less interested in cultural heritage tourism, local communities lack of cultural heritage tourism awareness, wild beauties are destroyed, and tourism marketing strategy is inefficient.

CONCLUSION & IMPLICATIONS

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From the viewpoints of hospitality students, we should develop tourism destinations more special and interesting such as organizing some special events in order to attract more visitors. Besides, eliminating bad impression on the tourists such as selling fresh coconut in Independence Palace. Also, the model of individual tours such as taking guests to visit and eat many street food places in the city should have been expanded. Hence, the model which have been applied successfully is Saigon Free Walking tour – organized and managed by a group of tourism students from Hoa Sen University (Ho Chi Minh City). Thus, calls for the protection of monuments through

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various media, organizing cultural exchange programs to promote the image spread to the world, set up a specialized association for the preservation of literary heritages of Ho Chi Minh city as well as Vietnam.

It would be highly recommended that some specific actions should have been taken in order to preserve cultural heritage tourism destinations in Ho Chi Minh City from the viewpoints of hospitality students are:

- Placing many trash cans at tourist spots to limit visitors to littering
- Having more promotional programs, festivals at the tourist attractions to attract returning as well as potential tourists.
- Disseminating information and places of cultural heritage to visitors widely
- Reminding visitors to visit consciously, do not throw garbage indiscriminately through signs, sea guides lively, with pictures
- Replacing boring words/signs with interesting and interactive instructions.
- Prohibiting illegal trading, keeping public sanitation
- Introducing higher penalties for acts of destroying heritage, investing more in restoration and protection of heritage
- Educating and raising awareness of local communities about cultural heritage tourism preservation
- Conducting policies fairly and supportively and have special concern to preservation. Policies and regulations should be applied strictly and controlled carefully to prevent the invasion of guests in terms of hygiene and guests' limitation.
- Protecting the landscape around cultural heritage such as keeping sanitation, ecology and scientific restoration.

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APPENDIX

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		of codes	**codes**	
1. Cultural Heritage Tourism Definition	• *Architecture, works, man-made and culturally significance* • *Natural beauty, the historical sites or the types of cultural activities* • *Intangible Cultural Heritage: arts, songs, local culture* • *Invisible products: festivals, costumes, customs, traditional music, handicraft villages, ethnic groups with specific culture, ecotourism indigenous culture, cuisine* • *Old temples, war remnants, or architectural works*	*Using a priori categories (G2)*	*Heritage Tourism*	*Heritage Tourism*
2. Representative Destinations of Cultural Heritage Tourism in Ho Chi Minh City	• *Cultural heritage sites: Cu Chi Tunnel, History Museum, Ton Duc Thang Museum, Museum of Fine Arts, Southern Vietnamese Woman Museum, War Remnants Museum, Ho Chi Minh City Museum* • *Independence Palace* • *Ancient pagodas* • *Ben Thanh Market, Notre Dame Cathedral, Post Office, Opera House* • *Thien Hau Temple, Ngoc Hoang Temple, Cho Lon*	*Using a priori categories (G2)*	*Heritage Tourism Knowledge*	*Representative Destinations*
3. Challenges of Cultural Heritage Tourism in Ho Chi Minh City	• *Littering, unhygienic and destructive property in tourist destinations.* • *Young people are less interested in cultural heritage tourism* • *Lack of cultural heritage tourism awareness by local people* • *Cultural heritage is not properly preserved, restored cultural heritage but lost its inherent nature*	*Using a priori categories (G2)*	*Heritage Tourism Knowledge/Social Competence*	*Challenges*

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	•! *Marketing strategy is not efficient* •! *Renewal caused lost of wild beauty, unhygienic landscape pollution* •! *Conservation or preservation is not technically correct*			
4.! As roles of hospitality students, what should have been done in order to preserve cultural heritage tourism destinations in Ho Chi Minh City	•! *Protecting the landscape of cultural heritage sites: reminding people not to litter, not to draw or do anything that affects the heritage.* •! *Educate people understand the need to protect and preserve cultural heritage* •! *Creation of quality city tours for tourists to explore the city easier* •! *Organize events* •! *Become an influential person to lead and contribute to the preservation and spread of consciousness to all.*	*Questions of who, when, how much, with what results, and what for (G3)*	*Specific Actions*	*Actions to preserve*
5.! Recommendations to preserve cultural heritage tourism destinations in Ho Chi Minh City	•! *The government should restore old legacy; more stringent measures should be taken when tourists behave badly like graffiti on the wall* •! *Consensus and agreement between local people and government; take appropriate measures to prevent acts of vandalism* •! *Facilitate people to develop business based on the available tourism* •! *Need of preservation of cultural heritage tourism for the next generation by educating people the responsibility of cultural heritage protection.*	*Repetitions & regularities (G1)*	*Recommendations to preserve cultural heritage tourism destinations*	*Recommendations*

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	•! *Reconsider the extent to which legacies need to be preserved.* •! *Plan to renovate degraded areas, appoint specific units, and develop a long-term plan to promote the heritage so that both domestic and foreign visitors can become aware of.*			

Figure 2. Description of the code generators using inductive coding strategies

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How Mobility and Connectivity Accelerate Tourism Growth

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ABSTRACT

The GDP contribution of the Tourism industry is 3.1% to the worlds' economy in 2016 becoming one of the largest and fastest-growing sectors in the world (UNWTO, 2017).

Over the past decade, tourism has expanded and diversified its products and services to become a vital sector to the worlds' economy. An ever-increasing tourist destination worldwide has been invested in; turning into a driver for socio-economic progress through job creation, revenues from export and infrastructure development.

Tourism industry does not exist without mobility and transportation (MAMMADOV, 2012). Mobility and connectivity is the main mean to carry tourists, whom are visitors travelling to a chosen destination. Tourism activities are dependent on the rate of mobility and connectivity of a destination.

In this article, key factors and key enablers required to support economic growth through tourism in the advent of major infrastructure development of mobility and connectivity has been analysed, case studies of HSR impact have been used and key factors for a successful tourism growth has been stated.

Key words: *Tourism, mobility, connectivity, transportation*

INTRODUCTION

Tourism mobility is the movement of people and all tourism involves travel (Tchervenkova 2000). According to World Tourism Association (WTO), there were 1,235 Million international travellers in 2016 (UNWTO, 2017). Thus, tourism has been defined as;

"The industry which moves people from their place of residence of some temporary destination of interest to them, before returning home. It follows that transport systems are integral to every tourism experience and expectations of travel satisfaction therefore form part of the decision to purchase tourism"
(Tchervenkova 2000)

As emphasized in the definition of tourism, transportation is a key component of the tourism industry (MAMMADOV, 2012). The means of travelling and the importance of mobility is threefold; as the means of travel to the chosen destination, as the means of travel around and within the destination, and as the main motivation for the tourist trip, for example, cruise tourism (Tchervenkova 2000). Thus, tourism, travel and transport are synonymous and interrelated component of the trend of an increasing mobility globally.

The number of tourist arrivals showed growth in regions with stronger travel demand, increased mobility and connectivity, ease of access; simple visa procedures and affordable transport (UNWTO, 2017). Mobility and connectivity is the key factor in tourism for developed nation (Salazar, 2013). Mobility opens up access for tourism activities, however, infrastructure development alone is not enough to spur economic growth. The right focus, government and private participation need to be in place as implemented by developed nations (Salazar, 2013).

Tourism growth due to increase in mobility is not only a positive force to a nations economic performance but is a vital component of a developed nation (Salazar, 2013). However, the key question to highlight would be, how do we effectively drive destination development to maximize impact and when would be best to start developing the destination? Based on the previous case study done by EC Harris, the wider economic benefit could be maximised through integration of development planning with mobility infrastructure delivery (Cohen & Higham, 2014).

LITERATURE REVIEW

Having an integrated mobility and connectivity is the key indicator of tourism growth. This is crucial to fully maximize economic growth (Pigram & Wahab, 1997). To achieve this goal, two major focus to emphasize; how mobility transportation development can benefit the existing tourism activities of a destination, and secondly, new asset development that can maximize the destination growth.

Early planning is one of key action item to take place (Pigram & Wahab, 1997). Strategic planning on a destination around an upcoming transport infrastructure development will result to an increase of income from the tourists visiting (Das, 2013). For example, the infrastructure development of High Speed Rail (HSR) in Japan; the Shin-Yokohama HSR has opened up an access to opportunities for the intermediate cities along the corridor to fully maximize its tourism potential (Cohen & Higham, 2014). The Shinkansen line have boosted the tourism activities across the corridor by having tourists travelling to Tokyo to ride the HSR to explore other cities. This has resulted an increase of tourist arrivals and receipts (Mitsubishi Research Institute, 2017).

A case study was also done for the success tourism development of Taipei – Kaohsiung HSR and its distinct value proposition. Taiwan’s successful approach was done through a “HSR Special District Plan” which centrally coordinated the development of tourism activities with five (5) different local city government. This has resulted in a 47% increase in tourist arrival, generating a high yield of income across the HSR corridor (McGillivray, 2013). The result of a successful tourism destination is also contributed by leveraging on current strengths of the destination (ADBI, 2014). Southeast Asia is an emerging market in the tourism industry, with its rich natural landscape, historical and cultural attractions, should best build their tourism offerings based on their comparative advantage (ADBI, 2014). With enhanced connectivity transporting tourists into the destination, it is crucial to understand and develop local strengths to provide unique destination branding to tourists visiting.

Another important component of how mobility and connectivity can accelerate tourism growth destination is by having the right policies and incentives in place (OECD, 2014). This is to enable other relevant infrastructure development of a destination and providing incremental value to current assets of a destination (McGillvray, 2013). Other infrastructure development such as improvement and expansion of land, air and sea links between a tourism asset to another. Policies and incentives plays a role to solve current issues and hurdles of tourist destination (OECD, 2014). As quoted by UNWTO, enablement of mobility through policies and incentives impact the tourism industry to have movement of people to attract the right talent into the destination, provide a basis for government to have initiatives to further enhance current assets and providing a platform for iconic tourism projects to be developed (UNWTO, 2017).

Connectivity spur local government to create initiatives that would enable a borderless community within the tourism industry, and creating a brand that will be globally acknowledged. For example, a policy reform on visa requirement based on purpose of visit would remove restriction and help expand number of tourist arrivals and offer a wide array of international tourists, boosting business and tourist travel (McGillvray, 2013). Ultimately, a conducive environment through policy reforms will lead to greater service productivity. Tourism organically grows when mobility and the right policies are in place along with investments and labour mobility. Having the right policies would enable destination to attract the right talent, enabling a higher yield of tourists (OECD, 2014). From skilled profession like attracting doctors and medical expertise for medical tourism to having qualified tourist guides requires the right policies and incentives in place (McGillvray, 2013).

Other than policy reforms and making changes to incentives provided, an effective delivery mechanism would also determine the tourism growth and sustainability of a destination (Das, 2013). Establishing a strategic delivery mechanism would better coordinate national strategies, operate under a single framework to implement region wide initiatives that will drive the development of tourism industry. A functional tourism organization which comprises the involvement of both government and private sector operators would assist the coordination of national strategies under a single framework (Das, 2013). Currently, there are many effective delivery mechanisms adapted across the world to truly maximize the tourism potential through mobility. Taiwan's HSR implemented a common governance structure with state governments to align Tourism plans across the HSR corridor (ADBI, 2014). Another case study that emphasizes on the importance of having an effective delivery mechanism is the Japan Tourism Board (JTB) was incorporated to strategically plan the development and carry out initiatives in Japan. One of the key outcome for Japan was to have all mode of transport to be integrated to increase users. Also, JTB determines the kind of development they should focus on to increase the yields of tourists. As a result, The Golden Route; an integrated tourism trail which involves multimodal transportation modes in Japan, attracted 60% of its total international tourist arrival to use the golden route (ADBI, 2014).

Other than benefiting existing development, mobility and transport connectivity is the catalyst for investments of new developments and best practice as demonstrated by the growing trend of Transit Oriented Development (TOD). Transit Oriented Development is "community development that includes a mixture of housing, office, retail and/or other amenities integrated into a walkable neighbourhood and located within a half-mile of quality public transportation" (Dittmar & Ohland, 2004). Development around TOD maximizes the value capture of the destination and how it relates to tourism is by incorporating tourism activities within the area (Dittmar & Ohland, 2004). This would create seamless tourism activity and ease of access. For example, there are plenty of different railway stations where a stadium in built within its TOD like the Perth Stadium railway station and Stadium MRT station in Singapore (Renne & Curtis, 2006). This enables the ease of access for tourists to attend iconic sporting events.

The development of mobility and connectivity using new technologies in this sector accelerate the development of tourism. Based on the observation on the statistics of World Tourism Organisation, it is displayed that tourism dynamics has changed and rapidly increased between the year 2005 and 2008. The international tourist arrival increased to 940 million which generated $980 International Tourism receipts (UNWTO, 2017). The spike of the trend can be explained with different factors. However, the most significant factor is the rapid development of transportation and innovation in technology which allows international tourists to reach many destinations of the world (MAMMADOV, 2012).

Connectivity infrastructure development opens access for investments on new opportunities.

METHODOLOGY

This literature searche was performed based on extensive findings on desktop research of academic databases, websites, books and articles. The following databases were used to conduct the reviews:

1. UNWTO eLibrary
2. Google Books
3. Taylors and Francis Online
4. Transportation Research International Database

These databases were searched using keywords and phrases on the focus of the study, often in combinations to improve focus. Some of the main key words used was mobility, connectivity, tourism growth, transport and tourism, and tourism infrastructure development.

CONCLUSIONS & IMPLICATIONS

Mobility and connectivity infrastructure development has an indispensable role in tourism growth. The two key areas that receives the biggest impact are the empowerment of existing tourism development and the opportunities of future tourism asset development. In order to maintain a sustainable tourism growth within the existing tourism development, early planning of developments around the mobility infrastructure, leveraging on current strengths of the destination, putting the right policies and incentives in place, enabling the right talent pool, setting up an effective delivery mechanism are key success factors to ensure sustainability. Secondly, mobility and connectivity accelerate tourism growth by opening up opportunities acting as a catalyst to new assets investment at the destination.

The result of these action steps would lead to growth in population, ecosystem development, focus business activities and a higher quality living. Growth in population will naturally alleviate the nations' economic income, turning into a key driver of socio-economic progress. Also, ecosystem development is enabled with the synergy government bodies and private institution working together towards a strategic plan. An ecosystem would provide tourists the end-to-end experience which would result in longer number of says staying which later on contributes to destinations' international tourism receipts.

To conclude, in order to develop and maximize the tourism growth around mobility and connectivity, the destination should pay attention to the following points:

- A strategic framework and proper early planning must be developed
- Planned developments should leverage on existing assets
- Policies and incentives to enable and ease development growth
- An effective delivery mechanism between the government and private players
- Iconic investor attraction (Major events, for example, Olympics)

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Crime Rates and Panagbenga Festival in Baguio City, Philippines

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ABSTRACT

Baguio City in northern Philippines is popularly known as the Summer Capital of the country and also for its annual flower festival dubbed Panagbenga. The impacts of the festival, however, remain widely unassessed despite the festival's 22 years of celebrations. Studies underpinning the impacts of Panagbenga in many aspects are also lacking. This study aims to report assimilated information from stakeholders as a micro-assessment of community-level societal impacts of Panagbenga, specially reviewing crime rates and key trends over a five-year period. The host community, businesses, tourists, local and national government and the local police can benefit from this research. The findings in this study can also inform decisions and policies made by agencies and organisations in both public and private sectors.

Keywords: *Festivals, Crimes, Panagbenga, Baguio City, Philippines*

INTRODUCTION

Local festivals or *fiestas* which are mostly linked to patron saints of the Roman Catholic Church are widely celebrated in the Philippines. In some places that do not have designated patron saints, however, festivals reflect local history, traditions, culture and values. Such is the case of the annual flower festival celebrated in February in Baguio - a city on a plateau with an elevation of about 5,000 feet above sea level in Benguet Province in northern Philippines. The first flower festival was organized by the city government in 1995 and later blossomed into a hallmark festival in the country. The festival's birth is linked to the impacts of a killer earthquake that devastated Baguio and its neighbouring towns and provinces in 1990. In a concerted effort by local residents, public and private sectors to invite domestic and international tourists back to the city which is popularly known as the Summer Capital of the Philippines, an organizing committee was formed for the festival. In essence, the festival was a message to showcase Baguio's beauty and its people's resilience through flowers grown in Benguet, hence its name *Panagbenga* which directly translates to "season of blooming" in Kankana-ey – one of the Cordilleran dialects.

The impacts of the festival, however, remain widely unassessed despite the festival's 22 years of celebrations. Since its early beginnings, Panagbenga has changed in many ways. The most notable changes include the length of celebration (from one weekend to one full month), increase in festival-related activities, increase in Baguio and non-Baguio-based sponsors, as well as the growth in tourist numbers. Positive and negative impacts on the local residents and various stakeholders can also be identified but are often ignored. In identifying the impacts, one of the commonly neglected areas are related to crimes which have direct links to the social well-being of both locals and tourists.

The dearth of studies underpinning the impacts of Panagbenga in many aspects has been observed. A gaping hole in conceptual, commercial, political and social applications in relation to Baguio's flower festival needs to be addressed. This paper is part of a broader project that evaluates the economic, social and environmental impacts of Panagbenga as a festival in Baguio City, Philippines. The broad study which is supported by various stakeholders of the festival aims to assess its economic, social and environmental impacts and to provide recommendations for the future of the festival particularly on its sustainability. The current study specifically aims to report assimilated information from stakeholders as a micro-assessment of community-level societal impacts of Panagbenga, specially reviewing crime rates and key trends over a five-year period. The host community, businesses, tourists, local and national government and the local police can benefit from this research. The findings in this study can also inform decisions and policies made by agencies and organisations in both public and private sectors.

LITERATURE REVIEW

Cultural festivals bring about both positive and negative impacts to local communities, visitors and other stakeholders. The promotion and development of these festivals lead to greater awareness of local culture and values, and establishes cultural interactions between locals and tourists. Nonetheless, the participation and interaction process can also lead to negative bearings such as social issues, environmental problems and ironically, even conflicts between tourists and locals.

While scholars agree that crime is one of social problems during a festival (Tull, 2009; Dwyer, Mellor, Mistilis, & Mules, 2000), a deficiency of academic works on specifically on crimes and festivals has also been observed in the literature. It is recognized that much of the researches done on social impacts identify crimes as one of the negative effects. The topic of crimes in relation to festivals, however are treated as a miscellaneous theme in the broad subject of social impacts of festivals. Small (2007), for example, in understanding social impacts of two festivals in Australia, labels crimes during festivals as miscellaneous impacts and reports that they are perceived by locals as behavioural impacts.

Crime can refer to a negative social transaction that depletes trust between community members and diminishes social capital (Small, 2007). Bentley and Page (2001), Tarlow (2000) and Barker, Page and Meyer (2002) suggest that crime and safety issues have adverse effects on tourism behaviour as well as experiences. In their investigation of the impacts of the American Cup in 2000 in New Zealand, Barker and colleagues (2002) on crime rates particularly against tourists, they found that there was no significant difference between the victimization rates of domestic and international tourists. They also found that overseas tourists were more subject to theft, while domestic tourists were more vulnerable to smaller losses resulting from theft from their vehicles. In the Philippines, Garces and Palanca-Tan's (2015) observations are in the contrary. In their study of panel data form 2009 to 2011, they found that relationship between crime and tourism are mostly dependent on the types of crime and the type of tourist, i.e. domestic or international tourist. They argue that foreign tourists and overseas Filipinos (both typified as international tourists) are likely to be victimized mostly by robbery than their domestic counterparts.

While Garces and Palanca-Tan's work provide broad insights on the relationship between tourism and crime, the dearth of studies related to crime and festivals in the country remains noticeable. More specifically, the relationship between Panagbenga and the crimes reported during the annual festival is yet to be explored.

METHODOLOGY

This descriptive study employs secondary data collection from various stakeholders of the festival. More specifically, statistical data on reported crimes from 2012 to 2016 were collected from the Baguio City Police (BCPO). Information were also collected from the Regional Office of the Department of Tourism (DOT) in Baguio City. Semi-structured interviews were also conducted BCPO and the Baguio Flower festival Foundation, Inc. (BFFFI; the festival's secretariat). Because this is part of a larger study, only relevant information from the interviews are reported in this paper.

RESULTS & DISCUSSION

In the Philippines' Revised Penal Code (also known as Act No. 3815), crimes are classified into different types which are largely against: a) national security (e.g. piracy, espionage and treason); b) fundamental laws of the state (e.g. coup d'etat and rebellion); c) public interest (e.g. falsification of public documents); d) public morals; e) persons (e.g. murder, rape); f) property (e.g. robbery and theft). Crimes committed by public officers are also typified in the document. Of these crimes, those that are against persons and against properties are the only ones reported in the data provided by BCPO.

Table 1. Recorded Crimes in Baguio City (2012-2016; Population: 350,123)
(Source: Baguio City Police Office)

MONTH	2012 Crimes Against Persons	2012 Crimes Against Properties	2013 Crimes Against Persons	2013 Crimes Against Properties	2014 Crimes Against Persons	2014 Crimes Against Properties	2015 Crimes Against Persons	2015 Crimes Against Properties	2016 Crimes Against Persons	2016 Crimes Against Properties	Grand Total
Jan	114	278	199	317	139	223	155	240	75	210	1950
Feb	126	372	211	387	91	204	140	271	63	297	2162
Mar	149	336	218	322	169	292	122	260	70	225	2163
Apr	141	333	171	329	150	212	148	236	51	172	1943
May	107	301	168	290	153	255	119	277	38	160	1868
Jun	120	266	194	301	134	206	138	194	64	160	1777
Jul	155	277	214	308	129	294	149	272	61	144	2003
Aug	154	360	143	317	132	279	154	270	60	122	1991
Sep	193	366	130	269	181	299	123	258	47	75	1941
Oct	181	357	132	270	194	301	169	259	48	71	1982
Nov	149	292	129	266	187	252	111	211	48	72	1717
Dec	171	339	157	228	163	257	84	289	46	69	1803
Sub-total	**1760**	**3877**	**2066**	**3604**	**1822**	**3074**	**1612**	**3037**	**671**	**1777**	**23300**
Total per year	**5637**		**5670**		**4896**		**4649**		**2448**		
Ave. Crime Rate	**134.2**		**135**		**116.5**		**110.7**		**58.3**		

*Average Crime Rate refers to the number of crime incident that might likely to happen in period of time over 100,000 population. This is different from Crime Clearance and Solution Efficieny.
*Avarage Crime Rate is NOT in percentage but by whole numbers
*CRIME RATE FORMULA: Crime Incident/ population*100,000/ No. of month
Example: 1760/350,123*100000/12

Table 1 shows the number of reported crimes by month, and indicates that over 23,000 crimes against people and property were recorded by the police over the 5-year period. Although it is true that reported crimes are generally higher in February in most years between 2012 and 2013, the fluctuating number of reported crimes per year (Fig. 1) suggests that there are other variables that contribute to a notably higher crime rate are yet to be studied. In 2012, for example, crimes against properties were at its highest compared to the rest of the year. It was also observed that crime against persons lowest during the festival. BCPO reports that in this year, about 2000 personnel were deployed to key areas of the city during the celebrations. In the following year, crimes against persons increased despite reports from the BCPO that *"augmentation forces were in place with uniformed personnel"* and anti-crime volunteer groups (BCPO Personnel, 2017). Crimes against persons and properties dropped to its lowest during the festival month compared to other months for the rest of 2014. The city has reported a decrease in the 2014 overall crime volume attributed to success in innovations made by the Police Office. In 2015, however, crime rates were still on the higher end despite the installation of new CCTVs in key areas of the city (BCPO Personnel, 2017).

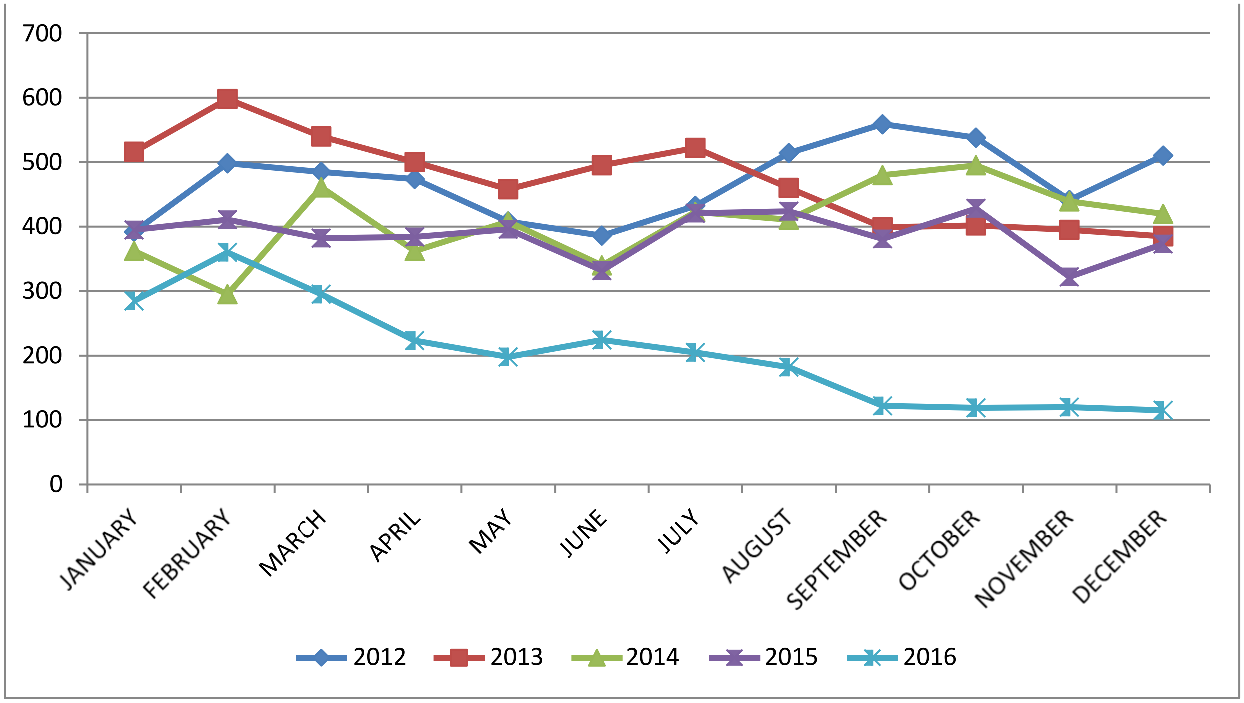

Figure 1 – Graphical representation of recorded crimes over a 12-month period (2012-2016)

With over 2 million people who witnessed the grand float and street dancing parades, the 2016 edition of the festival has been gauged as the most orderly and well-managed (Lacsamana, 2016). In this year, the number of reported crimes were notably lower than any other year since 2012 (see Fig. 2). It was also obvious that the highest incidence of crime against property were in February (Fig. 1). Thieves victimized tourists, residents and foreigners with more than 10 cases of pickpockets recorded on the eve of the main event of the festival (Palangchao, 2016). BCPO Director George Daskeo said that pickpockets mostly victimize people who went to crowded activities and in the trade fair areas (Lacsamana, 2016).

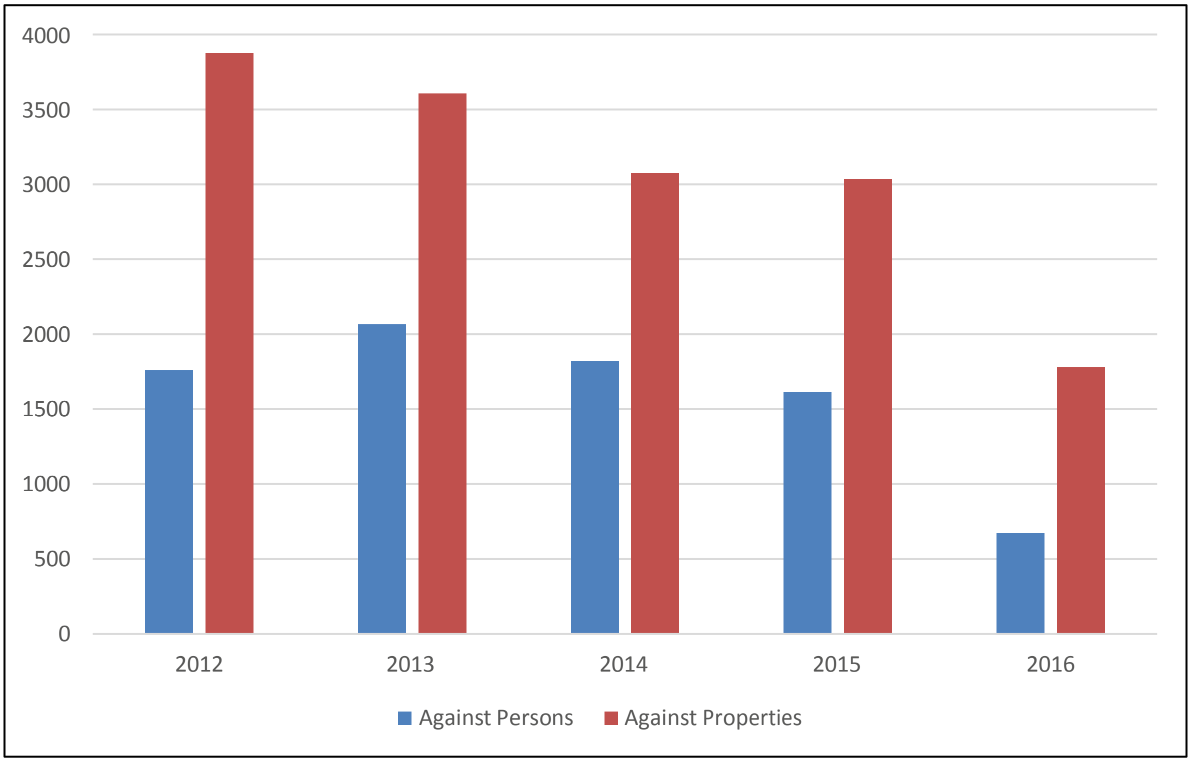

Figure 2 – Graphical representation of crimes against persons and properties (2012-2016)

LIMITATIONS & CONCLUSION

Crimes are unpredictable and can happen at any given month in any given year; they can also happen with or without festivals. However, it can fairly be surmised that crimes are indeed social impacts that cannot be discounted especially in Baguio - a small, urbanized and populated city, which receives a multitude of visitors not only for Panagbenga festival, but at different times of the year, specifically over Lenten and Christmas seasons. It is also a challenge to establish the relationship between crimes and festival celebrations in Baguio. This is to say that further data collection and analysis of quantitative and qualitative data need to be undertaken to form conclusions.

The researches also recognise the gaps in the data analysed for this paper. Firstly, information on the victims are lacking and percentage of tourists and locals who reported the crimes are lacking, because of challenges in retrieving data. Further, the police authorities are unable to release data due to confidentiality. Secondly, it is widely believed that there are many unreported cries by locals and tourists, which may or may not substantially contribute to the current statistics. Although much of these information will remain unknown, the researchers believe that key festival stakeholders particularly the organisers, BCPO, the local government, the private sector involved and the local community must proactively promote vigilance against crimes; they must also encourage locals and tourists to report any crime committed against them, their family and/or friends.

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European Backpacker: Travel Risk Perception in Phuket Town

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ABSTRACT

Backpacker is usually young, travel on limit budget and also travels on flexible itinerary. Backpackers are the segment that associated with risk taking due to their behaviour. The objective of this study is to analyze the risk perceptions of European backpacker travelling to Phuket. Survey was launched during November 2016. Convenience sampling was used in this study. In total 400 questionnaires were distributed, only 227 questionnaires were usable. Factors using to measure were developed from past research composed of sixes factors: Financial risk, Socio Psychological risk, Anxiety risk, Culture risk, Health risk, and Expectation risk. The finding found that the highest European backpackers 'perceived risk is financial risk. The findings also indicate that female travellers were more perceived "cultural risks" and "socio-psychological risks" more than male. Additionally, the study results indicate that first time travellers were more perceived "anxiety risks", "financial risk", "expectation risks" and "socio-psychological risks" than repeat travellers. In addition, Cultural risk and anxiety risk significant differences were found among German, Western Europeans.

Key words: *Backpackers, European, perceived risk*

INTRODUCTION

Backpackers can be called as independent travellers. They are the limit budget traveller, patronisng budget accommodation, usually young and they spend a long period of time more than other tourists to travel to each destination (Issahaku & Charles, 2016). They like to travel in different destination and normally this kind of tourist can be found along the road (Elsrud, 2001).

For the planning before travelling, they make the travelling plan by themselves instead of using a tour company service. They fly with low-cost airlines and maybe in the period of airline promotion. They also book the hotel by themselves (normally they book hostel) (Hampson, 1999) and use public transportations in the destination. In addition, they travel with using digital guidebook that available on Smartphone via the internet instead of using the guide from a tour company (Kaleido, 2016). According to their travel characteristics, the backpacker segment has been associated with risk taking (Mura, 2010). Perceived of negative risk has a negative impact on destinations. Therefore, Destination Management Organization (DMO) has to understand how tourists perceived the concept of risk.

This study focuses on European Backpacker, who visited Phuket town. In Phuket, backpackers will find hostels in all the major destinations, especially in Phuket town. Phuket Town is often said to be the cheapest place to stay, rather than any of the beaches. There are also some nicer places to stay, but it has always been where those backpackers are likely to find the odd backpackers passing through by (M onk, 2006). According to (Reeves, 2014) Phuket Town is probably the best place for Backpackers.

The objectives of this study is to analyze the risk perceptions of European backpacker travelling to Phuket .

LITERATURE REVIEW

Backpacker

Backpackers are young and budget tourists who prefer low priced accommodation. They prefer to meet other people (locals and fellow travellers), and also organize their travel itineraries independently (Murphyand Pearce, 1995). Backpackers receive information on potential destinations, through internet and word of mouth recommendations.

Perceived risk in tourism industry

Perceived risk is a potential loss in which some measure of probability can be attached to each possible outcome. Perceived risk can be the individual‟s perception of the negative and uncertain consequences of buying a product or service (Dowling &Staelin, 1994; Issahaku & Charles, 2016).

Issahaku & Charles(2016) identified 6 types of risk associated with backpacker to Ghana as follow:

- Environmental risks: unhygienic food, tropical diseases, poor sanitation, severe pollution, improper disposal of waste, Ghanaians are hostile to strangers.
- Political risks: civil unrests, political unrests, human trafficking, drug trade, terrorism,
- Financial risks: tricksters, cheats, expensive,no value for money, bribery of public officials.
- Socio-Psychological risks: trip will affect image positively,positively enhance future career,and enhance social standing,crime.
- Physical risks: road accidents,natural disasters,physical assault.
- Expectation risks: trip to destination is not worth the money,trip to destination is waste of time, services provided may not of quality, hotel accommodation is sub-standard,restaurant services are poor, trip to destination does not meet my expectation.

In addition, another one type of risk is anxiety risk. Anxiety risk comprised components namely nervous, apprehensive, stressed, vulnerable, un-comfortable, disturbed, scared (McIntyre & Roggenbuck, 1998) and frustrated (Hullett &Witte, 2001), which occurs as a consequence of being exposed to risk.

METHODOLOGY

Instrument

Questionnaires were used to collect data for this study. A questionnaire was developed based on preliminary research results, and the literature review. Questionnaire used for the study was designed in English Language. The questionnaire was composed of three main parts:

- The first part asks respondent to answer questions about their travel behaviour and demographic information
- The second parts inquire about various issues on perceived risks in Phuket.
- The third part is opened end questions.

Measure

Factors using to measure were developed from past research composed of sixes factors: Financial risk, Socio Psychological risk, Anxiety risk, Culture risk, Health risk, and Expectation risk. All factors were measured using five-point Likert scales. The Cronbach"s alpha was used to assess the reliability of each factor. The Cronbach"s alpha of all factors above 0.7, indicating the scale reliability was acceptable (Pallant, 2005).

Data collection

Survey was launched during November 2016. Convenience sampling was used in this study. In total 400 questionnaires were distributed, only 227 questionnaires were usable.

Data Analysis

Descriptive statistic, t-test and ANOVA were used to assess the differences in perceived risk factor.

RESULTS & DISCUSSION

Males (55.1%) within the ages of 31-35 years were the majority in the study. The majority of responds come from Western Europe except German (57.3%). Most of them (77.5%) were first time visitors to Phuket. 44.9 % of respondents were travelling with couple. During the trip, (15.0%) used budget less than 10,000 baht, (28.2%) used budget between 10,001-15,000 baht, (15.4%) spent money between 15,001-20,000 baht and (41.4%) spent money more than 20,000 baht. Nearly 48% of respondents stayed at hostel and guesthouse. (table1)

Table 1: Respondent's profile of European Backpackers

Respondent's profile	Percent	Respondent'sprofile	Percent
Gender		**Whom do you travel with?**	
Male (125)	55.1	Alone	19.8
Female (102)	44.9	Couple	44.9
		Family & Friends	33.5
Age		Others	1.8
15-25 years (82)	36.1		
26-30 years (62)	27.3	**Travel Budget**	
31-35 years (83)	36.6	Less than 10,000 Baht	15.0
		10,001 – 15,000 Baht	28.2
Nationality		15,001– 20,000 Baht	15.4
German (52)	22.9	More than 20,000 Baht	41.4
Western Europe except German (130)	57.3		
Eastern Europe (45)	19.8	**Accommodation**	
		Hotel	46.7
Have you ever been to Phuket?		Hostel	27.8
No, this is my first time	77.5	Guesthouse	19.8
Yes	22.5	Others	5.7

Various perceived risks in European tourism base on the Literature Review section, namely financial risk; socio psychological risk; anxiety risk; cultural risk; health risk; and expectation risk were measured. Results found that top three European backpackers „perceived risks arefinancial risk (Mean =3.17), socio psychological

(Mean =2.38), and anxiety (Mean = 2.36) respectively (table 2).

Table 2: European backpackers „perceived risks in Phuket town

Perceived risks	Mean	SD
Financial risks	3.17	1.16
Socio Psychological risks	2.38	0.77
Anxiety risks	2.36	0.75
Culture risks	2.32	0.95
Health risks	2.26	1.08
Expectation risks	1.88	0.79

Perceived risk differences by gender

To determine whether there is significant difference in perceived risk between female and male. The result of independent sample t test revealed the significant difference in the "culture risks" and "socio-psychological risks" between female and male. Female travellers were more perceived "cultural risks"more than male ($t = 0.35$, $p \leq 0.035$). In addition, female travellers were more perceived "socio-psychological risks" than male($t = 0.03$, $p \leq 0.025$).

Perceived risk differences by first time and repeat travellers

The result of independent sample t test reveals a significant difference in "anxietyrisks" ($t = 3.7$, $p \leq 0.00$), "financial risks" ($t = 2.26$, $p \leq 0.025$), "expectation risks"($t = 3.21$, $p \leq 0.002$), "socio-psychological risks" ($t = 2.014$, $p \leq 0.045$). First time travellers were more perceived "anxiety risks", "financial risk", "expectation risks" and "socio-psychological risks" than repeat travellers.

Comparison of perceived risk across German, Western European, and Eastern European.

A one-way analysis of variance (ANOVA) was used to find the differences in perceived risk across three nations, as shown in table 3. Only "cultural risk" ($F=4.59$, $p=0.011$) and "Anxiety risk" ($F= 3.16$, $p = 0.044$) significant differences were found among three nations. Post hoc comparison using the Tukey honestly significant difference test found that Eastern Europe has more "cultural risk" than Western Europe and German. In addition, Eastern Europe has more "Anxiety risk" than Western Europe and German (table 3).

Table 3: Comparison of risk perception across German, Western Europe and Eastern Europe.

Risk factor	Mean			F	P	Post hoc (Tukey)
	German (G) (N=52)	**Western European (Except German) (W) (N=130)**	**Eastern European (E) (N=45)**			
Culture risks	2.16	2.26	2.69	4.59	.011	G‹W, G‹E,W‹E
Anxiety risks	2.33	2.29	2.61	3.16	.044	G›W,G‹E, W‹E
Financial risks	3.31	3.10	3.17	0.62	.538	
Expectation risks	1.89	1.88	1.89	0.01	.993	
Health risks	2.24	2.27	2.31	0.05	.949	
Socio Psychological risks	2.40	2.37	2.40	0.04	.964	

CONCLUSIONS AND DISCUSSION

This study found that the highest European backpackers „perceived risk isfinancial risk. This shows that European backpackers concern the value of money they get for their vacation in Phuket. This finding is consistent with the study of Artuger (2015) which showed that financial risk is the highest concern to travellers when visit destination.

The findings indicate that female travellers were more perceived "cultural risks" and "socio-psychological risks" more than male. Disa and martin (2013) also found that young female are more risk aware than young men. Additionally,the study results indicate that first time travellers were more perceived "anxiety risks", "financial risk", "expectation risks" and "socio-psychological risks" than repeat travellers.Similarly with the study of Fuchs and Reichel (2011) found that first time travellers have more perceived risk than repeat travellers. Repeat travellers have experienced the destination, but first time travellers have sense of uncertainty. The information that first time travellers get might rely on only information from what they read and from word of mouth.

The study compares perceived risk among German, Western European, and Eastern European. Cultural risk and anxiety risksignificant differences were found among three nations.

ACKNOWLEDGEMENTS

I would like to thank all students in Research Method Subjects at faculty of hospitality and tourism, Phuket campus for their participant and giving their time to take part in this study. The project would not have been possible without the consultation of Dr. Pornpisanu Promsivapallop and Asst Prof. Dr. Tatiyaporn Jarumaneerat.

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Perception of Domestic Tourists toward Maimun Palace As Cultural Heritage Tourism Attraction in Medan

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ABSTRACT

This study aims to analyse the perception of domestic tourists toward Maimun Palace in Medan as a cultural heritage tourists' attraction, their motivation and expectation, and their perception after the visit. It can be summarized that they are motivated by the history and architecture of the palace. However, the perception after visiting differ from the first expectation, as historical objects are not really well-maintained. The visitors however feel they can still learn about the history through the guides.

Key words: *cultural heritage, attraction, Maimun Palace, perception*

INTRODUCTION

Indonesia has tremendous tourism potential that can be developed into tourists' attractions with economic value. In addition to being an archipelagic country that has a variety of world-class tourist destinations, Indonesia also consists of various cultures, each different from another, hence the importance of cultural tourism According to UNWTO (2012), cultural tourism accounted directly for 37 percent of all international tourism in 2012 and many developing nations have increasingly realized the importance of cultural heritage as a resource for tourism (Timothy and Nyaupane, 2009).

One of the cultural heritage attractions in Indonesia, especially in the city of Medan, North Sumatra, is Maimun Palace. Built in 1888 by Sultan Maimun Al Rashid Perkasa Alamsyah who is the descendant of the ninth king of Deli Sultanate, it has a unique architecture with a blend of several elements of Malay, Spain, Indian and Italian architecture. The palace is still used for traditional ceremonies, hence the royal family is often part of the cultural tourism activities. Focusing on the Maimun Palace, as the locus of this study, the term that will be used throughout this article is cultural heritage tourism since tourism activity involves visit to the Palace as a heritage site and the opportunity to learn about the culture of Deli Sultanate.

Specifically, this study aims to analyse the perception of domestic tourists before visiting the Palace as a cultural heritage tourists’ attraction, their motivation and expectation, and their perception after the visit. The study is part of bigger study conducted by the Indonesia Ministry of Tourism aiming to project cultural heritage tourism, which involves domestic tourists in Indonesia. In addition, the results of the study will be useful for the attraction managers who needs to understand the perception, motivation and expectation of the visitors in order to meet the visitors’ needs.

LITERATURE REVIEW

Cultural tourism according to Damardjati (1989) is travelling activities that are stimulated by the existence of tourists’ attractions such as customs, religious ceremonies, communities’ way of life, historical relics, arts and crafts. Whereas the International Council on Monuments and Sites – ICOMOS (1997) defines cultural tourism as activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. The term ‘cultural tourism’ indeed as noted by Sofield and Birtles (1996) is subject to many definitions and much confusion (Hughes, 1996). Urry (1995) even suggests that tourism is simply ‘cultural’, with its structures, practices and events very much an extension of the normative cultural framing from which it emerges.

On the other hand, cultural heritage tourism is often regarded as a subset of cultural tourism. Poria *et al.* (2006) defines heritage tourism as any visits to heritage areas/sites regardless of the motivation. Heritage tourism emphasis the visit to places which has been inherited from the past. Hence the term cultural heritage tourism is a convergence between cultural and heritage tourism, which according to Kaminski et al. (2014) involves traveling to experience the current narrative of the tangible evidence of the past and its relevance today.
Several studies have attempted to identify different type of visitors in cultural heritage tourism attractions. Kotler and Armstrong (1999) suggests that every market consists of groups or segments of customers with somewhat different needs and wants, therefore the need for the management to match its products with its market. McKercher et al. (2002) states that different groups of tourists seek different benefits from participation in cultural

tourism. McKercher et al. (2002) then identified cultural tourism market segmentation based on the activities carried out by tourists in cultural heritage tourism attractions. In contrast, the European ATLAS cultural tourism project used motivation to identify differences between “specific” and “general” cultural tourists, while the Pennsylvania Department of Conservation and Natural Resources used motivation to describe core, moderate and low heritage travelers (McKercher et al., 2002). Further, du Cros and McKercher (2015) identify the cultural tourist typology, which consist of serendipitous, purposeful, incidental, casual, and sightseeing cultural tourist. This typology is developed based on centrality of purpose and depth of experience (du Cros and McKercher, 2015). The purposeful cultural tourists have the highest centrality in their purpose for cultural tourism and seek deep experience. For the sightseeing cultural tourists, on the other hand, learning about other culture is a major reason for visiting an attraction or destination, but they seek more shallow and entertainment- orientated experience. The casual cultural tourists show modest centrality in their purpose for cultural tourism but they often engage in shallow cultural experience. In incidental cultural tourists, cultural tourism plays no meaningful role in the decision-making process, but they participate in cultural activities in a shallow manner. The serendipitous cultural tourists usually have no purpose for cultural tourism but end up having deep experience in one. The typology of cultural tourist enriches the discourse of tourists’ typology that have been introduced earlier by Cohen (1979) and Plog (2001).

In addition to motivation and expectation which are the main focuses of various attempts to characterize cultural tourists (McKercher et al., 2012; du Cros and McKercher, 2015), perception of domestic tourists toward the cultural heritage asset before and after the visit will also be discussed in this research. Schiffman & Kanuk (1991) posit that perception is a process by which individuals select, organise and interpret stimuli into a meaningful and coherent picture of world. Curry et al. (2006) maintain that for an individual to understand the stimuli to which he/she attends, factors such as individual experience, education and cultural values come into play.

As this study focuses on domestic tourists, there is a need to determine what constitutes a domestic tourist. According to the Ministry of Tourism (2014), a domestic tourist is a person who travels in the territory of Indonesia for less than six months with visit to commercial attractions and/or stay in commercial accommodation. The journey shall not be a routine trip (school or work), travel distance greater than or equal to 100 kilometers (return) and is not intending to earn income from the place visited (Ministry of Tourism, 2014).

The number of trips performed by domestic tourists in 2013 was 250.04 million trips or an increase of 1.93 percent compared to 2012 with 245.29 million trips (Ministry of Tourism, 2014). Expenditures from domestic trips reached 177.84 trillion rupiahs in 2013, which was an increase of 2.89 percent compared to 172.85 trillion rupiahs in 2012 (Ministry of Tourism, 2014). These figures show the importance of domestic tourism in Indonesia, including for the city of Medan, North Sumatra, where the Maimun Palace is situated. The number of visitors to tourists' attractions in Medan is recorded at 517,456 visitors (BPS Medan, 2017), while the number of visitors to Maimun Palace in 2015 according to the Secretary of Maimun Palace Foundation is recorded at 231,714 visitors, an increase from the previous year, which was accounted at 193,095 visitors.

Picture 1 Maimun Palace
Source: Authors

METHODOLOGY

This research uses qualitative research methods, which according to Sugiyono (2005) is suitable for examining the perspective of participants with strategies that are interactive and flexible. Qualitative research is aimed at understanding social phenomena from the point of view of participants. The data can be grouped into two types, namely primary data obtained through field surveys or observations and interviews with manager and staff of Maimun Palace and 30 domestic tourists visiting the Maimun Palace as respondents, and; secondary data, obtained from relevant agencies such as Medan Tourism Office, documents and literature study. The respondents were chosen based on convenient sampling in which the researchers approached them and asked whether they had time for interview. List of interview questions to dometic tourists visiting the Palace can be observed below (Table 1).

Table 1 List of Interview Questions to Domestic Tourists at Maimun Palace, Medan, North Sumatra

No	Question
1	Why do you choose Maimun Palace as a cultural heritage tourists' attraction to visit in Medan city
2	What are the main attractions of the Palace
3	What do you think about the historic buildings and objects at the Maimun Palace
4	What was your perception of Maimun Palace before you visit
5	What is your motivation in visiting to the Palace
6	What are your expectations for Maimun Palace as a cultural heritage attraction
7	What is your perception of the Palace after you visit

RESULTS & DISCUSSION

From direct observation and interviews to manager and staff of Maimun Palace, it can be summarized that the Palace has all elements of cultural heritage tourism, i.e. historical buildings and relics, art performances, and traditional ceremonies – still performed by family of the former Deli Sultanate (Damardjati, 1989; ICOMOS, 1997).

European influence is seen in furnishings, such as lamp ornaments, tables, chairs, cabinets, windows and doors. The yellow color that dominates the Palace is typical of Malay houses and buildings, whereas the influence of Islam can be seen from the arch shape of the roofs that were formed like an upside down boat, which is commonly found in the Middle East.

At present, Maimun Palace is still inhabited by the heirs of the Deli Sultanate. At certain times, traditional Malay music performances are still performed, especially to enliven the wedding party and other joyous events.

Figure 3 Some artefacts at the Maimun Palace

The palace also has a stump cannon that has its own legend, called Puntung Cannon. Legend has it that the Puntung Cannon is the embodiment of a beautiful princess from the Old Deli Kingdom.

Figure 4 Puntung Cannon
Source: TripAdvisor

a. The perception of domestic tourists before visiting

Prior to traveling, tourists usually search information regarding various attractions that are available in a destination. They consider alternatives based on their purpose of travel and seek information from friends or relatives. Tourists' will then evaluate whether these attractions suit their purpose and match the travel patterns that they plan.

Based on interviews with domestic tourists visiting Maimun Palace. Most consider the Palace as a cultural heritage tourism icon of Medan and a must-see attraction. Tourists are attracted by the architecture of the palace, its dominant yellow color and the legend of Puntung Cannon. In addition to tourists perception of the Palace as an icon of Medan, they also perceive Maimun Palace as a place for family educational tour. Since it is no longer functioning as a palace, the local government functions this place as a museum offering educational tour for visitors. Domestic tourists also perceive the cultural heritage attraction as inexpensive due to it only costs a small fee for each visitor to enter.

There are more tourists from outside Sumatra Island who perceive the Palace as the city icon and a must-visit attraction. Whereas tourists coming from provinces across Sumatra Island perceive it more as a place for family education.

b. Domestic tourists' motivation

Domestic tourists who were interviewed for this research said that they are motivated to visit the Palace as a historical place and want to witness the remnants from Deli Sultanate glorious past. Centrality of purpose, as stated by du Cross and McKercher (2015), to visit the Palace can be considered high, since the cultural heritage attraction is among the top list of must-visit attractions in North Sumatra in the mind of tourists. Most consider Maimun Palace and Lake Toba as the main attractions which draw them to the Province.

c. Expectations of domestic tourists

As explained before in the previous section, most domestic tourists are motivated by the fact that the Palace is a historical palace, and thus expect to see the historical objects owned by the palace and want to hear the history of the Deli Sultanate first hand. The expectation to learn about history can be said to have been met, as most guides themselves are still connected or even members of the royal family. However, most tourists said that historical objects are not very well maintained, hence their expectation for better conservation and display of the objects. The domestic visitors visiting the Palace showed interest in learning about history and thus can be categorized as cultural heritage tourists. Referring to Kotler and Armstrong (1999), these group of visitors may have different need and expectations to other general interests tourists.

d. Domestic tourists perception after a visit to the Maimun Palace

Based on interview with domestic tourists, it is known that their perception after visiting Maimun Palace differ from their first perception before visiting the attraction. The perception, which resulted from information or tourism promotion activities that the tourists were exposed, generate a mental picture toward Maimum Palace which they say as grand and magnificent (Schiffman & Kanuk, 1991; Curry et al., 2006). However, most perceive that although the Palace look magnificent from outside, the interior and the historical objects is less well-maintained, or even dirty and dusty. Inside the Maimun Palace there are only a few relics and most are not well preserved. Cleanliness is also a concern to many visitors, especially the cleanliness of restrooms.

In addition, tourists' expectation to see the entire building cannot be fulfilled since the left and right wings of the palace are used by the descendants of the Deli Sultanate as a residence. Inside the Maimun Palace there is also a souvenir shop whose presence spoil the ambience of the palace. Tourists can rent a traditional Malay Deli costumes and take pictures as souvenirs. Although an important of tourism, it is best to relocate this souvenir shop so as not to spoil the ambience of the royal palace.

CONCLUSION

Most domestic tourists are motivated by the fact that the Palace is a historical palace, and thus expect to see the historical objects owned by the palace and want to hear the history of the Deli Sultanate first hand. The expectation to learn about history can be said to have been met, as most guides themselves are still connected or even members of the royal family. However, most tourists said that historical objects are not very well maintained. The perception of most visitors toward Maimun Palace after visiting differ from their perception before visiting, due to expectations which have not been fulfilled by the attraction, especially on matters such as cleanliness, ambience, and display of historical objects. Therefore, there is a need for the management to improve its management activities on the concerned matters.

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Assessing tourist destination image at beach destination post crisis: A case study of Koh Tao, Surat Thani Province

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ABSTRACT

The purpose of this study was to assessed the image of Koh Tao, Surat Thani Province, Thailand as a tourist destination .The research was conducted with 400 international tourists visiting at Koh Tao .According to the questionnaire, asked personal information, information sources, feeling toward Koh Tao, cognitive factors, and the overall feeling .As hypothesized, results found that the most of respondents heard about Koh Tao depending on the information sources they obtained .In addition, result provide support for the differences between group of tourists with different profiles on the image of Koh Tao .Finally, the correlation showed that there is a relationship between cognitive, affective images, and overall image.

Key words: *Destination image, Personal factors, information sources*

INTRODUCTION

In tourism, destination image has been an important factor to access whether it has influences on the tourists .Nowadays there are many studies on destination image and its influence the tourist decision-making process and sales of tourist product and services (Jenkins, 1999 .)Examining traveler’s perception of a destination image can help in recognizing the factors contributing to the success of a marketing strategy of particular destination, therefore allowing the destination to enhance its product image in the target market (Ibrahim & Gill, 2005 .)One of the important elements of a success in destination marketing is to satisfy tourist, which influences the choice of destination and the decision of visit (Yoon & Uysal, 2005 .)

Thailand, a popular destination among travelers worldwide with many sites and attractions has been listed as top tourist locations and assortment of respected travel media .A report of UNWTO(2014)revealed that Thailand moved up two positions in the ranking by international receipts to the 7th, while it arrived in the 10th position, in a bumper 2013 when international tourist arrivals were up by 19 %to 27 million and receipts by 23 %to US$ 42 billion (UNWTO Tourism Highlights, 2014 .)Koh Tao is an island off the Central Gulf Coast of Southern Thailand and part of the Surat Thani province which has 21 km2 approximately and accommodates over a 100,000 visitors per year .The island is preferred by diving tourists than backpackers and offers variety of accommodation range both basic and luxury .Despite its reputation of beauty, the island encountered problems which lead to a decline in tourist arrivals .In 2013 on July till September, there were 80,525 and in 2014 between on July till September, there were 80,226 foreign tourists .On July till September in 2014 was decreased by 0.37(%Ministry of Tourism and Sports, 2014 .)One of reasons for this decline is related to the recent high profile murders of two young British travelers on Koh Tao .Hence, it is the aim of this research to assess current destination image of the island, and to examine the effects of personal factors on the formation of destination image.

LITERATURE REVIEW

Koh Tao Tourism

Turtle Island known as Koh Tao is a top destination drawing not only scuba divers but also non-divers by the beauty of the island and its nature charm .Koh Tao, 45km north of Koh Phangan is one of the top scuba diving destinations in Thailand .Only Cairns, Australia issues more Professional Association of Diving Instructors (PADI) certifications than Koh Tao . Despite its reputation as a beautiful island, recently the island encountered problems which lead to a decline in tourist arrivals .This is due to the murder case in Koh Tao.

The deaths of David Miller and Hannah Witheridge now bring the total number of British citizens murdered in Thailand since 2009 to 13 .According to BBC News, sexual assaults against foreign men and women have been, such as, harms occurred late at night . Thailand is still a safe place to visit for the most part .Besides, reality may seem unequal, profit- driven economy, and illegal –which police incapacity, may not control crime .The murder incident has caused a wide concern over the safety of travelling to the island, and the destination image of the island is under scrutiny.

Destination image

In terms of cognitive images, past studies focus the number of dimensions .These dimensions are natural environment, cultural environment, overall conditions of facilities and services at a destination (Chalip, Green, & Hill, 2003 .)In addition to these features, convenience and safety reputation form a major past people may have about the destination image (Hui and Wan, 2003 .)Factors, for instance, "natural environment", "cultural heritage", "tourist infrastructures", or "atmosphere "are listed in the cognitive structure of destination image .Recently, cognitive and affective attributes have been included in the measurement of destination image in several studies (Baloglu, 2001; Baloglu and McClearly, 1999a; Beerli & Martín, 2004; Kim & Richardson, 2003 .)With this new approach, destination image ought to be considered multi-dimensional phenomenon rather than including only belief or knowledge about the place's attributes, but also the individual's feelings towards the tourist destination. Hunt (1975)defined ‘destination image ’as visitors ’perceptions about a destination .Some researchers defined ‘destination image ’based on cognitive aspects as belief and affective aspects as feeling (Baloglu & MaCleary, 1999; Byon & Zhang, 2010 .)An overall image of the destination will be formed by both cognitive and affective evaluations .According to Mazursky and Jacoby's (1986)model of store image formation, it described that people finally form an overall image (an end product)after they evaluate and integrate perceptions of store attributes . Understanding the image formation process can possibly help in improving the attractiveness and market competitiveness of tourist destinations (Yoon & Kim, 2000, unpublished .) Reynolds (1965)stated that the image formation process is meant to the development of a mental construct on a few selected impressions over the total impression .According to Court and Lupton (1997), the information processed from different sources over time has an impact on the perception of a tourist destination .This information is an input to a meaningful concept to the individual, i.e .destination image (Leisen 2001 .)

Information Sources

This research was to discover the information sources used by potential tourists and the connection between these information sources and beliefs about the destination .Such a perception is partially shared by Gartner (1993), where they categorized information source that influence destination image into overt induced which is found in the conventional advertising by the mass media, covert which uses celebrities in the promotion of the destination, reports, or articles, autonomous which includes mass media broadcasting news, documentaries, films, television programs, organic which involved people such as friend and relatives who give information about the destination based on their own experience or knowledge, either the information was requested or volunteered .Pan and Fesenmaier (2001)divided two groups of websites :travel websites and tourism websites based on information flow between different users in the tourism field .As the result of the important of word-of-mouth information sources, Fall and Knutson (2001)indicated that 66.2 percent of respondents preferred to use travel information from word-of-mouth sources such as friends and relatives. Enjung No .& Jin Ki Kim(2015)divided tourism information sources into groups as social websites (Facebook, Twitter, Line, Instagram), personal websites (NAVER, flickr, blog, Pinterest, Blogger), marketing (corporate)websites (UNITED, travelocity, CONRAD), and editorial websites . Futhermore, Beverly & Grace (2008)provided evidence that Chinese tourists travel in Australia used television programs were most often used in collecting information about destination more than 60 percent .Similarly, gathering information from friends were 57 percent, fashion magazine and travel book were 54 percent .Victor G .Wilson (2014)found the respective ranking on the usage of each of the sources of travel information between internet and traditional sources apparently, internet as a source of travel information appears to be the main sources of information by being used to a larger extent and information from friends and relatives is also relatively more used by the tourist compare to travel/magazine but not to the extent of internet .

Personal Factors

Baloglu (1997)determined socio-demographic characteristics of West German tourists on image variation of the United States, and found that a few images have difference due to age, marital status, and occupation, but age was the most significant socio-demographic variable .According to Husbands (1989), the perception among Livingstone, Zambia locals have a significant difference due to only age and education variables .Stern and Krakover (1993) selected education level as one of the most important variables .Most of the decision process models for destination choice (Stabler 1995; Um and Crompton 1990; Woodside and Lysonsky 1989)include the personal characteristics, for example, gender, age, occupation, education, and social class, are internal inputs which affect the perceptions of places .A number of empirical works may identify differences in the perceived image depending on socio-demographic characteristics and the studies have shown contrasting results(.Baloglu 1997; Baloglu and McCleary 1999a; Calantone, Di Benetton, Hakam and Bojanic 1989; Chen and Kerstetter 1999; Stern and Krakover 1993; Walmsley and Jenkins 1993)found some differences in the perceived image depending on gender, age, level of education, occupation, income, marital status, and country of origin, while the work of Baloglu (1997)found no such differences in gender, level of education, and income.

METHODOLOGY

This study was descriptive research using a questionnaire as the method for collecting data at Koh Tao, Surat Thani Province Thailand .Convenience and quota sampling were adopted, and the quota were developed based on Ministry of Tourism and Sports statistics . From the statistics, top three international tourists travelling to Koh Tao in 2014 were European tourists, including French, German and British .In total, there were 140 French, 100 German, 92 British, and 68 from other regions participated in the study .A total of 400 usable questionnaires were completed by international tourists who visited Kho Tao during the period from November 2015 to January 2016 .The questionnaire written in English language, consisted of six parts(:1) regarding to personal information follow by Baloglu and McCleary (1999a),(2) the set of questions on information sources following the outline proposed by Gun (1972)when choosing to travel to Koh Tao as follows; induced sources and organic sources . (3)The set of questions to describe the international tourists feeling toward as Koh Tao(.4) The set of questions on cognitive components refer to belief and knowledge about and object whereas affective refers to feeling about Koh Tao(.5) The set of overall feeling about upon individual attributes from cognitive and affective dimensions together influence overall attitude or image(.6)a narrative feeling, comment or suggestion about Koh Tao.

RESULTS & DISCUSSION

As it is reported in Table 1 a total of 400 questionnaires were collected both female and male respondents accounted for 50.00 percent each .The majority of respondents came from France (35.00)%, were single (80.50)%, 26 –35 years old (45.00)%, education degree/professional certificate holder (36.50)%, and work as professional/technical (36.50)%, monthly income of less than 1,500 USD (36.30.)% Also the international tourists had visited Koh Tao approximately twice and visited Koh Tao approximately nine days (Table 2) .Most of the respondents stayed at bungalow/cottage 32.50 .%The Table 3 reports that the most of respondents heard about Koh Tao from friends and colleagues (about 63.30%). Table 4 shows the stronger images were found when they heard the information about Koh Tao from friends and colleagues (n =253), family and relatives(n =170), and travel blogs(n =137).

Table 1. Respondent profiles

Personal Information		Frequency	Percentage)%(
Region	France	140	35.00
	United Kingdom	117	29.30
	Germany	100	25.00
	Other regions	43	10.80
	Total	400	100
Gender	Female	200	50.00
	Male	200	50.00
	Total	400	100
Marital Status	Single	322	80.50
	Married	73	18.30
	Divorced/widowed	5	1.30

Personal Information		**Frequency**	**Percentage**)%(
	Total	*400*	*100*
Age	16 -25	164	41.00
	26 -35	180	45.00
	36 –over 65	56	14.00
	Total	*400*	*100*
Education	Below under graduated	66	16.50
	Certificate/Diploma	139	34.80
	Degree/Professional Certificate	146	36.50
	Master's degree and above	49	12.30
	Total	*400*	*100*
Occupation	Professional/Technical	146	36.50
	Business owner/Administrative	119	29.80
	Student	85	21.30
	Unemployed	27	6.80
	Government	12	3.00
	Retiree	10	2.50
	Housewife	1	0.30
	Total	*400*	*100*
Monthly income (USD)	Less than 1,500	145	36.30
	1,501 -2,000	128	32.00
	More than 2,001	127	31.80
	Total	*400*	*100*

Table 2. General information about their visits to Koh Tao

Personal Information		**Mean**	**Std .Deviation**
Number of times visiting Koh Tao		1.51	1.414
Number of day visiting Koh Tao		9.48	15.728
Accommodations		**Frequency**	**Percentage**)%(
Accommodation	Bungalow/Cottage	130	32.50
	Resort	107	26.80
	Budget Hotel	84	21.00
	Guesthouse	53	13.30
	Apartment	26	6.50
	Total	400	100

Table 3. Information sources

Information Sources		n	Frequency	Percentage)%(
Organic	Friends and colleagues	400	253	63.30
	Family and relatives	400	170	42.50
Induced	Travel blogs	400	137	34.30
	Facebook	400	134	33.50
	Online travel agent	400	99	24.80

Table 4. Overall Image of Koh Tao depended on the information sources

Information sources		Overall, Koh Tao offers me everything I want from my holiday.				
		Disagree	Neutral	Agree	Strongly agree	Total
Friend and colleagues	Count	1	20	123	109	253
	percent within Overall	100.0	57.1	64.7	63.4	
Family and relatives	Count	0	9	83	78	170
	percent within Overall	0.0	25.7	43.7	45.3	
Travel Blogs	Count	0	15	58	64	137
	percent within Overall	0.0	42.9	30.5	37.2	

The most common word used to describe tourist feelings towards Koh Tao is relaxed (x = 4.60)as presented in Table 5 .Meanwhile the Table 6 reports that the top cognitive component is beautiful island(x= 4.70 .)Tourists agreed that Koh Tao offered them everything they wanted from their holidays(x= 4.34.)The affective of Koh Tao was compared to several factors .There was significant difference between nationality, and gender .The cognitive image of Koh Tao was compared to various factors .There was significant difference between male and female, marital status, education levels, monthly income, and age group .The results suggested that there are differences between groups of tourists with different profiles on the images of Koh Tao.

Table 5. Tourists feelings towards Koh Tao

Affective Image	Mean	S.D.
Relaxed	4.60	0.614
Pleasant	4.54	0.595
Fun	4.53	0.600

Table 6. Mean of destination image of Koh Tao

Cognitive Image	Mean	S.D.
Beautiful island	4.70	0.526
Attractive natural attractions	4.60	0.511
Enjoyable	4.59	0.536
Overall, Koh Tao offers me everything I want from my holiday.	4.34	0.645

The result of the correlation showed that there is a relationship between cognitive and affective images, and the overall images of Koh Tao which is significant at the 0.000 as reported in Table 7.

Table 7. The Correlations of relationship between cognitive, affective, and overall image of Koh Tao

		Cognitive image	Affective image
Overall image	Pearson Correlation	.483**	.512**
	Sig(.2-tailed)	.000	.000
	N	400	400

CONCLUSIONS & IMPLICATIONS

In this study, the results indicated word used to describe their feelings towards Koh Tao was‘ relaxed ’.The result was similar to the study of Beerli & Martín(2004)that confirmed, the affective image is related to “relaxation .”Meanwhile, twenty common phrases used to describe the destination image of Koh Tao .The top cognitive components were ‘beautiful island ’ followed by ‘attractive’, ‘natural attractions’, and ‘enjoyable .’According to Neethiahnanthan (2014)mentioned, the dimensions are accommodation and food, attractions, climate.

Another factor which is considered a favorable attribute of destination image is information sources .The most of international tourists heard about Koh Tao from friends and colleagues follow by and family and relatives .The result was similar to the study of Piangnalin (2013)shown the result of information sources used from Taiwanese young people travelers who travelling to Thailand were friend/family members. Furthermore, T-test and ANOVA tests found that the personal factors such as region, gender, age, education levels, occupation, marital status, and monthly income indicated that the personal information influence cognitive and affective image .It can be linked to the results that Beerli & Martín(2004)mentioned in socio-demographic characteristics related to gender, age, level of education, social class, and country of origin significant influence to cognitive and affective image as well.

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A Study to Develop the System for Tourism Using BLE Beacon

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ABSTRACT

Tourists from abroad have been increasing year after year. Many tourists visit traditional spots with smart phones in hand to obtain information about the area. However, much of the information on the Social Networking Service are superficial and not explanatory in depth. For this, we have created a new application using Bluetooth Low Energy (BLE) Beacon, which enables tourists to receive local cultural information from people actually living in the area. When tourists come across a beacon, they can access information in the vicinity. Our Japanese members set beacons in Nikko, which is a world heritage site in Japan since 2015. Now, we have new experiments to set beacons in the natural park in natural places in Nikko. Using the smartphone application, several languages including Thai can be shown to tourists without placing signboards in the beautiful natural area.

Furthermore, we have a scheme to use such beacon application for agricultural attractions in Thailand. In the agricultural areas, it is difficult to disseminate tourist information and describe interpretation to international tourists by staffs. It will be useful for the agricultural attractions in Thailand to use beacons in order to explain information such as names of fruits, farm products, and the agricultural way of life. According to results from our research, tourists learn how to respect the area as well as gain more knowledge of some local agricultural culture and products which should make tourism in Thailand more sustainable.

Key words: *BLE Beacon, Location Based Service, Smartphone Application, Tourist Information, Agritourism*

INTRODUCTION

It is said that International tourist arrivals worldwide increased 6% during January- April, 2017 compared to the same period last year in the UNWTO World Tourism Barometer [1]. ASEAN has a lot of resorts with warm weather and traditional places. Among the top 20 countries where Japanese tourists visited, 6 countries are in the ASEAN region, and Thailand is in the lead. On the other hand, for ASEAN people, Japan ranked No.3 as their place to visit outside the ASEAN countries. About 1.3 million Japanese visit Thailand a year [2]. We will mention about a new application with Bluetooth Low Energy (BLE) beacons. Using this system, Japanese and Thai researchers have new plan for Thailand.

More than 10 million tourists visit Nikko [3], the world heritage site in Japan.

Toshogu Shrine is very famous and there are waterfalls, lakes and mountains in Nikko. However, foreign tourists walk up the road so quickly toward the main shrine from the station, without looking around at traditional places or old Japanese shops en route. Then they go back to Tokyo.

Smartphone and PC is useful and convenient for travel. However, it is not adequate to stimulate visitors' curiosity. Because a lot of information about same points which users are contributed. Most tourists know little about the area deeply, too. For example, foreign tourists take many photos of Samurai parade which is the famous event in Nikko. However, they seldom know it is a part of the festival. People wearing Samurai clothes spend one night together to pray to God before the event. Then after the festival, people burn decollations of the festival with the pray by Shinto priest. Such cultural explanations were written in books or people living the area told to tourists. How we can tell foreign tourists such traditional points? This is our issuer.

Similarly, many Japanese visit Thailand. Most of them visit famous area in the city, eventhough there are a lot of cultural interesting things in the rural areas. On consideration of this situation, we aim to convey local cultures from an agritourism (agriculture ＋tourism) standpoint for tourists instead of tourism just in the main city.

We investigated tourists in Japan and gathered information using a BLE beacon. Based on these results, we developed the application for providing local information to visitors with local people.

The rest of this paper is structured as follows. Next section provides background information and related works. Then we will explain our system and the results of testing of our application from 2014 to 2017. In addition, we will mention about a plan in Thailand. Finally, in the conclusion section, we discuss the one case of providing local information for future studies.

LITERATURE REVIEW

Many smartphone applications for sightseeing exist in Japan. Augmented reality combines the virtual world with the real world, too[4]. The system searches for some locations related to the user's favourites on the basis of some similarity measures [5].

BLE beacon is mainly used inside. For example, "Indoor Autonomous Positioning System on Smartphones using ComPass Beacon Device[6]" described demonstration by using an autonomous positing system, "Indoor Positioning Method Based on Bluetooth Low

Energy Beacon" [7], is one of papers using BLE beacon in Japan. Casa Batlló in Spain [8] is preparing the launch of the new visit with Virtual and Augmented Reality using beacons system by University Research Institute Robotics Information Communication Technologies. On the other hand, The TAG CLOUD (Technologies lead to Adaptability & lifelong engagement) project in the EU[9] created a system using smartphone technology to provide information about traditional cultural sites. While Cooltura used a cloud service, our application is designed to work without the cloud since Internet access for visitors may be limited in rural areas. However, their aim is similar to our project.

We have been studying how we send local information using beacon system outside [10-16] in order to send message from people living the area to tourists.

METHODOLOGY

Our application using BLE beacon

We administered questionnaires to visitors to Nikko, a World Heritage site in Japan, during September 2014, in order to create an application for such a traditional site. The responses (n=606) can be summarized as follows.

・Japanese middle-aged and older visitors visited Nikko by car and freely visited many places in Nikko. On the other hand, young (~29 years old) and foreign tourists visited Nikko by train and moved around on foot or by bus. They wanted to visit many places; however, their area of activity was limited to that near the Toshogu shrine, the most famous temple in Nikko

.

・Young and foreign tourists obtained most of their information from websites. They used smartphones to get maps and information about restaurants, weather, and sightseeing facilities during their stay in Nikko.

According to these results, we decided to create an application using near field communication for young and foreign tourists. Using near field communication, information from Nikko could be shown young and foreign tourists during the area. Tourists catch information en route to the main shrine, when they pass near the beacon.

Figure 1 shows our application design. Figure2 is our beacon, which is set on the lamppost. The beacons were fitted onto lampposts 100 m apart from each other (see Figure 3).

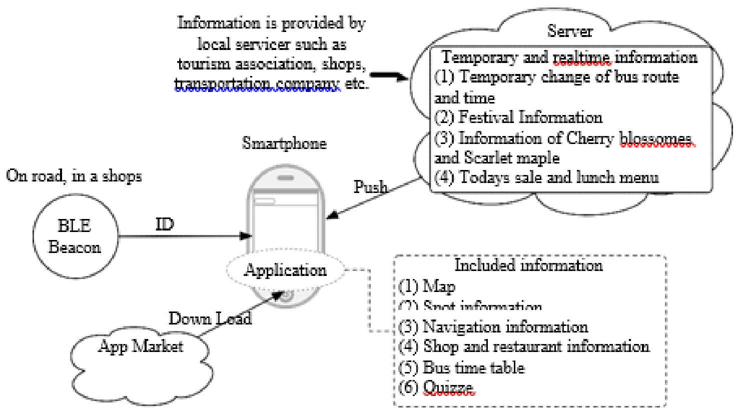

Figure 1. Our application design

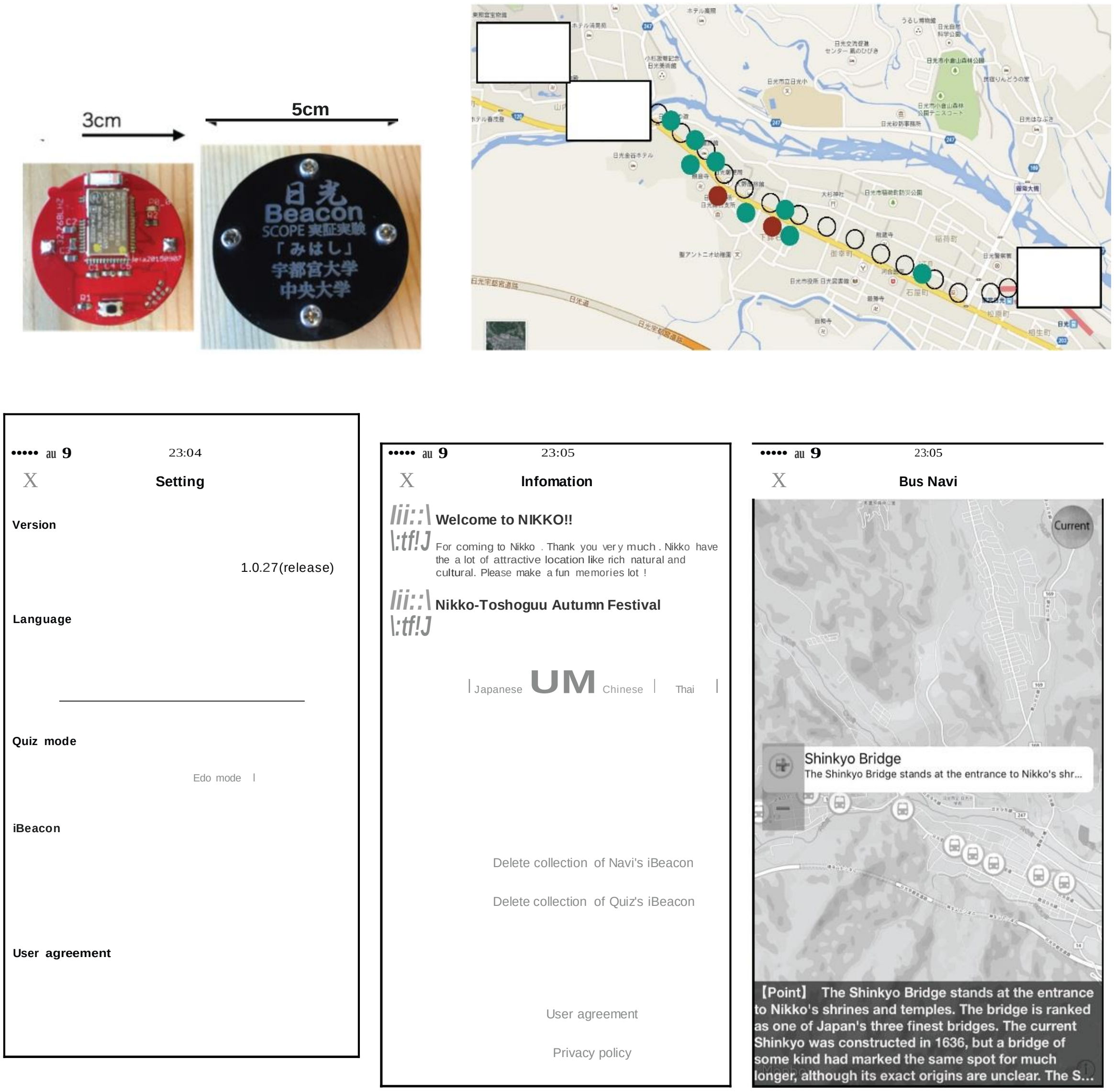

Figure 4. Screenshots of our application

This is a location-based service. Beacons sent advertising messages using three channels, 37, 38, and 39, at prefixed intervals. For example, Beacon, defined by Apple, sent advertising messages every 100 m/sec [17]. An important characteristic of BLE is its low power consumption. BLE requires 1/10 to 1/100 the power of classic Bluetooth signaling, and a beacon may function for 6 months or more without a battery change. This is the reason we decided to use the BLE beacon for sightseeing, especially out door sightseeing.

There are 6 kinds of information pages (See Figure 1). In addition, seasonal information is written by shop owners. They can easily input information for each season on the PC (See figure 5). Shop owners in Nikko not only know their goods but also know traditional cultural sites in Nikko very well. Traditional customs, seasonal events and the way of living in such area are handed down from generation to generation. Shop owners sometimes try to talk with young or foreign tourists to explain some seasonal information or the traditional way. However, some young tourists look at their smartphones or some of shop owners don't speak foreign language well. Therefore, they co-operated in our application.

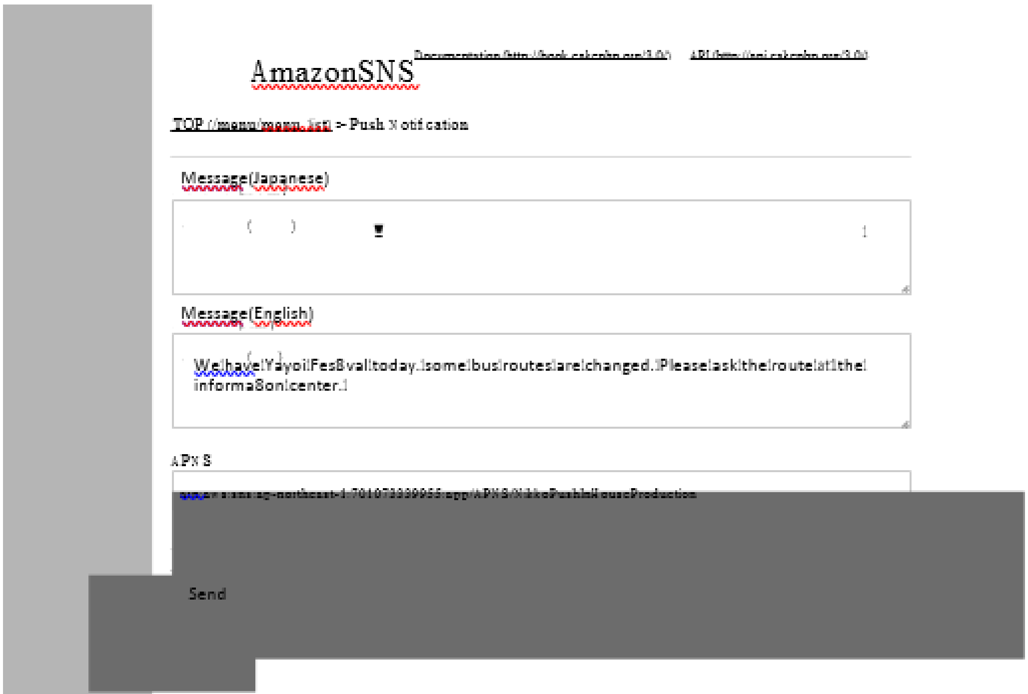

Figure 5. The screen which shop owner input seasonal information

We had experiences and the system evaluated high as I explain at next chapter. Then we decided to set beacons larger places, enclosing national park in Nikko. Then we created solar beacons in 2016 (See right photo of Figure 6). Because it is not so easy for staffs to check batteries of beacons all around the large park.

Figure 6. Our beacons in out door (left: in the street right: in the national park: solar version)

RESULTS & DISCUSSION

Result of the previous researches

We had 3 experiments using this application. on 9 November in 2014, 9 members tested how many percentages can users catch the signals of beacons. Beacons sent signals to Smartphones 100%. However, participants sometimes did not notice the sound when the smartphone was in their bags.

The second experiment was made on 26～27, September, 2015. We investigated the effects of using **o**ur application (n=28). The results of the cluster analysis are shown in Table.

Using Ward's method, the data was then classified into three clusters. Cluster 3 evaluated contents and the map that was being used for the quiz rally on our application. Each coloured article reflected the highest numerical value in the three clusters. Participants answered the same questionnaires about the evaluation of Nikko twice: before the trip and 2 months later. After the trip the evaluation of "History/Culture" was higher than before regardless of clusters. Table. 1 (c) shows the change of their evaluation. Each coloured article is the highest numerical value of the three clusters. There are remarkable features in cluster 3. They evaluated six factors higher after the trip than before the trip. In cluster 3, particularly, they evaluated 'History/Culture' high; the numerical value increased by 1.5 points after the trip, in the five-points' Likert scale.

Table 1. Evaluations amount factors for travel of 3 clusters (Before and after the trip/ 5 points' Likert scale)

	(A) Before the trip			(B) 2 months after the trip			(C) Incremental difference (B-A)		
Cluster	*1*	*2*	*3*	*1*	*2*	*3*	*1*	*2*	*3*
Nature Landscape	5.00	5.00	3.75	4.43	4.83	4.50	-0.57	-0.17	0.75
History Culture	4.29	4.71	3.25	4.43	4.80	4.75	0.14	0.09	1.50
Street	4.43	4.29	4.50	4.00	3.83	4.00	-0.43	-0.45	-0.50
Hot Spring	4.14	3.71	3.50	3.57	3.50	3.25	-0.57	-0.21	-0.25
Traditional performing art/Specialty	3.86	4.00	3.75	3.71	3.83	4.00	-0.14	-0.17	0.25
Food	4.71	4.43	4.25	3.71	3.83	4.75	-1.00	-0.60	0.50
Experience-based tour	3.43	3.57	2.50	3.00	2.83	3.75	-0.43	-0.74	1.25
Shopping	4.14	3.14	3.50	3.00	3.17	3.75	-1.14	0.02	0.25
Night Spot	3.71	3.00	4.50	3.00	2.67	3.00	-0.71	-0.33	-1.50
Relationship with people	2.83	3.29	3.00	3.71	3.33	3.00	0.88	0.05	0.00
Easy reservation	4.00	3.29	3.75	3.00	3.17	3.00	-1.00	-0.12	-0.75
Hotel charges	4.57	3.71	5.00	3.00	3.17	3.50	-1.57	-0.55	-1.50
Traffic convenience	4.71	4.43	4.50	3.29	3.50	1.75	-1.43	-0.93	-2.75
Commodity price	4.14	3.57	3.75	3.00	3.83	3.25	-1.14	0.26	-0.50

Figure 7 data of walking route of a participant.

In this experiment, we could check each the time each passed beacon points. Figure 7 is an example of a part of walking data. It will be useful for shop owner to have some events. Because they can know where tourists stay long time on the street.

In addition, we had a web questionnaires (n=80: 60 Japanese / 20 English). Our application is already published. After using this application, some tourists answered Web questionnaires voluntarily. The impression of our application is "pleasant" and "helpful" for foreigners (Fig. 8). Foreigners and young people who were not familiar with Nikko evaluated the application highly. Of the tourists, 49% of them were visiting Nikko for the first time.

Further, 67 tourists looked at our map: 90% of English-speaking users looked at map and 94% of them (17/18) answered that the map was useful. Figure 9 shows the result of the evaluation of our application.

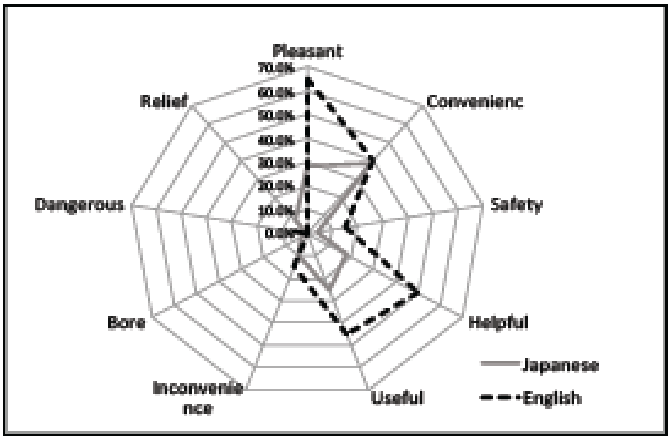

Figure 8 Inpression of the application:a result of Web questionnaires

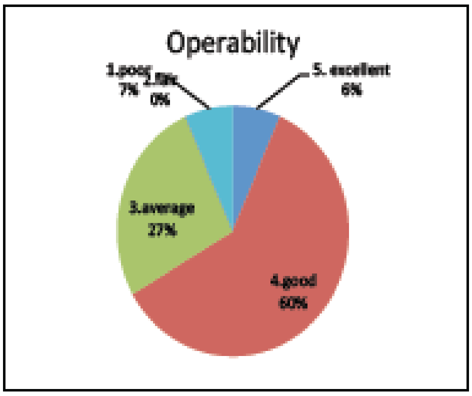

Figure 9 Evaluation of our application (5-point Likert Scale)

New plan for national park in Thailand

After several experiments, Japanese researchers discussed with researchers in Thailand [18,19] in order to use this system in agritourism attractions in Thailand. It will be important to promote tourism between Thailand and Japan, we should consider new scheme not only in the conventional big city tourism style, but also to enhance mutual understanding of culture through agritourism and this beacon system will be useful for such a large natural place.

In addition, most Japanese tourists in Thailand visit Bangkok or the seaside resorts, but very few visit farming villages. How can Japanese tourists visit the agricultural villages without anxiety, plus convey such a cultural experience as an appealing part of travelling.

As for the methodology, we will try to use the BLE (Bluetooth Low Energy) beacon system which has already founded as the effective way in some experiments at Nikko in Japan. In this research, by promoting tourism in Thailand, comparing agricultural life as a part of Japanese culture, we would like to review the accessibility of farm villages for tourists and possibilities to spread information to promote mutual cultural understanding. The main reason for transmitting information through BLE beacon is that it enables information transmission without changing the local environment. BLE beacon is small enough to hold in one's hand, and can be set easily. Proximity transmission using Bluetooth enables information to be received even in rural areas where transmission is poor, or where base stations are not nearby, as long as the receiver is within about 80m. Since use is assumed to be in rural areas, this scheme will be employed.

CONCLUSIONS & IMPLICATIONS

The application using BLE Beacon has been highly evaluated. The result of our experiments has proved this application enables tourists to accept the value of historical or cultural elements. In addition, People living in the area told us that this application is convenient for them. A staff in the Nikko Tourism Association says it is convenient for him to answer the question about Bus timetables. Shop owners were glad to have the chance to inform people in their own words. And they have installed our application and printed QR code of the application in their leaflets.

Planning in Thailand is just an idea now. However, the beacon is small and light. It is easy to set outside. Especially, it will be especially useful for large places where staffs cannot always guide tourists. Tourists seldom know the name of flowers, plants or some local things in local area. Using this application, tourists will know the area more deeply. There are several elements in agritourism (See Figure 8). Such elements make local culture. If tourists just look at the landscape, they notice little about the area. Sending short messages near there by beacons, tourists can notice some new points about the area. That is just an entrance to the culture. However, it will enable people to respect the place as we experienced from the result of our evaluation in Nikko (See Table1).

Figure 9. Elements of local tourism

The language of Thai is installed in our Japanese application now. Tourists from Thailand can use our application in Nikko. At the next stage, we hope that Japanese tourists use this application in Thailand, especially in agritourism attractions. This will be based on exchanges among researchers from both countries, logical designing of the practical application system with finding factors necessary for building an application using BLE beacon outdoor in rural areas, and technically select points to note by conducting small scale experiments as a way to guide Japanese tourists to agritourism attractions in Thailand, too.

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Current Yacht Tourism Assessment – A case study of Phuket

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ABSTRACT

Yachting is considered to be one of marine activities described as luxury tourism on niche markets. Its movement is based on marine environment contributes economy higher than any types of tourist (Payeras et al., 2011). According to its geography, the economic growth of Phuket has been altered significantly from tin mining and rubber plantation in the past centuries to tourism. Now Phuket becomes the country's major tourist attraction and contributes high economy to the province. Therefore, the focusing of this study aims to determine the current situation of yacht tourism in Phuket as its structure distributes the greater revenues, assess its conditions in the term of opportunities and challenges analysis by conducting the qualitative method with in-depth interview from 4 main groups of stakeholders with purposive sampling technique.

The finding indicated Phuket has greater potential with its location enrich with natural resources and adequate facilities to be a "Regional-Hub of Yachting industry in South East Asia" and generate economic growth among Phuket and neighbouring provinces. However, the limitation of restrictions and regulations from government authorities address the competitiveness. The results of this study will provide beneficial interest conditions of yacht tourism in term of sustainable development to government, non-government and private sector of stakeholders. Finally, this research could be used as a guiding tool to gain on policies development and being promote Phuket as a World Yacht destination. Implication and future research direction are also discussed.

Key words: *Yacht tourism, marine tourism, marine destination*

INTRODUCTION

Tourism is considered as one of the massive industries in the world generating the economic growth through different channels of the country. With the information from World Travel and Tourism Council 2017 (WTTC), indicated direct contribution to GDP from travel and tourism in every region of the world was US$ 2,306 billion accounted for 3.1% of total GDP. 3.6% of total employment was reported as directed employment by this industry in 2016 created 108 million employees. The total contribution from the industry to the world

GDP grew by 10.2% generated US$ 7,613.3 billion and 292 million employments in 2016 counted for 9.6% of total employments. Whilst the growth of world economy was 3.9%. Similarity with Phuket, the greatest island in the southern of Thailand, according to its geography, the economic growth of Phuket has been altered significantly from tin mining and rubber plantation in the past centuries to tourism. Now Phuket becomes the country's major tourist attraction. Marzuki (2012). The activities of tourism created economic benefits and as a result, the island is optimistic growing. There are expansions activities developing in the province to support tourism, for instance, infrastructure facilities, technology and construction facilities. The alteration of tourism activities affected local lifestyle and it has made people's living more extravagant. The significance affection by tourism development has been shown in many dimensions, for example, economy, local social elements with culture, community and environment".

Marine tourism is considering as one of important segments of the tourism sectors in Phuket. Its root is established from the combination of three Ss --- sun, sea and sand (Jennings, 2003). Orams, (2002) mentioned that "marine tourism take place in an unregularly enclosing environment where we normally do not live and in which we are affiliated with equipment to continue our living". Yachting is considered to be one of marine activities described as luxury tourism on niche markets. Its characteristics require the general professionalism of specialized skills for instance the license of skipper is needed if the yacht charterers aim to sail it themselves. Accordance with Phuket City Hall Strategy Planning (www.phuket.go.th), its 1st strategy was to develop Phuket to be the "World-Class of Marine Tourism Center". The objectives are focusing to increase number of tourists, and generate more revenue to Phuket. Nevertheless little research has been undertaken in this area, there are some studies related to toxic contamination of a Yacht Haven marina and increasing of yachting activities (Bech, 2002), local residents' perception toward economic import of tourism development in Phuket (Marzuki, 2012).

Yacht tourism is considered as a high value added product base on natural and nautical specificities of destination with the comparison of daily tourist expenditure contribute economy much higher than other types of tourist (Payeras et al., 2011). The yacht market in Thailand, most of all, are supported by expatriates and international tourists with the information of 70% of all sailing yacht and motor yacht which sold in Thailand are foreign made (Thailand: Marine Destination of Asia, 2011).

This study intends to examine the current situation of Yacht tourism in Phuket. The results of this study will perform beneficial interest conditions of yacht tourism in term of sustainable development to government, non-government and private sector of stakeholders. Finally, this paper could be utilized as a guiding tool to enlarge on policies development and being promote Phuket as a World Yacht destination.

LITERATURE REVIEW

Thailand is a well-known for the world's finest silk, quality of teak wood and rattan furniture which are highly demand for the interiors of luxury yachts as well as the labor and material cost obviously make Thailand to be prime destination for yacht construction industry. Thailand Board of Investment reported that material and labour costs for a 36ft yacht range from 240,000 to 484,000 united state dollars. Furthermore, a 46ft yacht costs from 523,000 to 1,000,000 united state dollars and, in addition, the mark up for the design, overhead, taxes and profit adds approximately 50% to these figures. Moreover, the laminating resin in Thailand is half price compare with Australia. Without a doubt, the growth demand of marine products continually expands, as a consequence of the government tax exemption policy on leisure vessels which release in February 2004 reducing from 245% import taxation to 0% of import taxation. Direct impact of this new policy resulting in the number of newly yachts registration significantly increase 350% from year 2003 to year 2004, development of yachting industry has been focus in Thailand especially on marina constructions and its facilities as well as the shipyard for the purpose of yacht building and maintenance industry. BOI reported over 300 entrepreneurs are involved in the shipbuilding industry, 30 of which have registered capital exceeding 6.5 million united state dollars. (Thailand: Marine Destination of Asia, 2011).

The term of yacht is originally from the Dutch word “Jacht” with the meaning of “Hunt”. Initially definition of Yacht refers as a light fast sailing boat taken by the Dutch navy to track pirates and other lawbreaker enclose and adjacent to the shallow water. Until Charles II of England selected Yacht as the option to carry him to Britain from Holland for his recovery in 1660. Its meaning becomes to be named as a craft to carry significant person. (www.wikipedia). Yachting, on the other hand, is defined as the recreational and sport equipment in particular for high-income or millionaire people. The categories of Yacht can be divided in 2 major groups 1.) Sailing yachts 2.) Motor yachts. Sailing yacht can be sub-categorized into 5 groups by overall length (Length Over All – LOA) and facilities (tat tourism journal vol. 4/2013 Oct-Dec) 1.1 Day Sailing Yacht is a small size vessel with the length lower than 6 meters (20 ft) 1.2 Weekend Yacht is a vessel with the length in approximately 9.5 meters (31 ft). 1.3 Cruising Yacht is a vessel with the length from 7 meters (23 ft) to 14 meters (46 ft) 1.4 Luxury Sailing Yacht is a vessel with the length from 25 meters (82 ft). Sometimes it is defined as “Super Yacht” 1.5 Sport fishing yacht is a vessel come with sport fishing equipment and way of living amenities. (Luxury tourism: Case of Yacht tourism, 2013).

Regarding the statistic of Yacht arrival and departure at Phuket, Harbour Office found during 2009 – 2012 yacht berths in average 1,400 – 1,800 per annum. Average staying 60 days and yacht tourist expenditure was approximately 100,001 Baht per person inclusive of off-shore accommodation, food, party, shopping, travelling in term of cultural and traditional, spa and massage. Despite the fact few marinas cannot support the yacht demand even in low season during April – October each year. Any yacht travellers who like to berth at marina subject to reserve in advance at least 1 month is applicable. Calculation of yacht revenue, for example, if the minimum of 1,200 yacht travel to Phuket and each yacht carry 3 passengers on board with average staying 60 days and average spending is 100,000 Baht per person. The results of yacht travellers will be (1,200*3*100,000*60 – 21,600,000) twenty-one million six hundred thousand baht. Hence Phuket earn impressive revenue from yacht sector. (Luxury tourism: Case of Yacht tourism, 2013).

METHODOLOGY

A design method of this study is taken the purposive sampling. Sekaran and Bougie, (2013), explained the purposive sampling is applied to obtain information relevant to and available only with certain groups which only a few experts, who have a knowledge and experience on this subject, can provide such information. The selection of key informants is count on the significance critical of the related stakeholders to Yacht tourism in Phuket. The researcher has considered the designation of stakeholders associated with the planning of policies, strategies and skill of management level inclusive of the experience in the position for at least 2 years. Primary data will be gathered taking qualitative method by conducting in-depth interview from the selected stakeholders of this study until the data saturated.

RESULTS & DISCUSSION

A description of main finding from in-depth interview is presented below.

4.1 The current situation of Yacht tourism in Phuket

From in-depth interview with the Deputy Inspector at Phuket Immigration found that the yacht passengers arrival to Phuket gradually increase from 2014 until Sept 2017. In 2014 the yacht passengers arrival were 1,639 person and increased to 3,183 person in 2015. The growth of yacht passenger arrival continually enlarge to 3,264 person in 2016 and further expand to 2,345 person during Jan to Sept, 2017. Furthermore the results from in-depth interview with the related governments and yacht charter entrepreneurs indicated the strong positioning of Phuket in the dimension of Yacht tourism.

"*Phuket is a centre of Yacht tourism whilst our yachts are based world-wide in 21 countries with total of 27 ports; Phuket is a greatest base to investment in the view of foreign investment".*

"With its geographical, a beautiful sea made Phuket to be Yacht destination for Yacht travellers, nowadays Yacht arrival to Phuket more than a thousand yachts per year, it is a large volume and with the limited provider of 4 marinas seems the demand is over supply".

"The strategy set from Phuket Governor emphasized with 4M policy and created 1M to develop and promote Phuket to be "World-Class of Marine tourism Center". With the supportive from the head quarter of Tourism Authority of Thailand by taking a road show in Miami about Yachting and Maritime activities in Phuket".

"The current situation of Yacht tourism, I think it still grows in the market with the middle-class people and educated people made an opportunity to get more money. During the short term, the rich people who live in Hong Kong, China and Russian, they buy yacht and leave the yacht here at 4 marinas on small island. It is a good for industry in a whole".

4.2 Marina service providers in Phuket.

In Phuket, there are the professional 4 marina providers for the Yacht industry. The result from the interviewees at 4 marinas found that the berth which defined as a yacht parking's fee in the water. The regular fee is set by individual tariff and commonly calculate base on daily and monthly basis. For instance, Ao Po Marina charged the daily rate of berth fee from 79-154 Thai Baht per meter. Similarly, to Yacht Haven Marina charged the daily berth fee from 70-130 Thai Baht whilst Boat Lagoon Marina charge in fixed daily rate at 85 Thai Baht per meter and Royal Phuket Marina set their daily berth rate at 933-5,734 Thai Baht per meter. The summary of daily berth rate and monthly berth rate are presented in table 1 from 4 marina providers.

Table 1. Summary of 4 Marinas service provider for Yacht tourism in Phuket

	Ao Po Marina	**Boat Lagoon**	**Yacht Haven**	**Royal HKT Marina**
Berth daily (THB/meter)	79-154	85	70-130	933-5,734
Berth monthly (THB/meter)	1,637-2,742	1,738	1,340-1,800	18,662-114,681

Source: In-dept interview, (2016)

As a result of in-depth interview conducted, it was clearly shown Phuket has a potential to promote as a Yacht tourism destination in the region. The infrastructures from 4 marina providers were limited to support yacht tourism in Phuket in term of capacity in water as it is always full in year round.

"The 4 marinas in Phuket are always full. With a few marinas therefore there is no competition for berthing fee and service fee in the market compared with foreign countries".

"Number of Yachts are over than the marina's capacity. With 4 marinas it is not adequate for the Yachts".

4.3 The Opportunity of Yacht tourism in Phuket

The information from key selected stakeholders addressed the opportunity to develop Phuket to be "Asia Hub for the World's Class Super Yacht" gathering the greater revenue by requesting the temporary of Super Yacht Charter license permission for the foreign Yacht. The benefit of temporary charter license will contribute to local economy with direct spending and related taxation above 2 billion Thai Baht by 2020 compared with 300 million Thai Baht as of today, in addition, with the indirect and multiplier benefits distributed to Thai Workmen to be trained in the international yachting industry standards, offering the opportunities for the new employment and earn more in wages. The Credibility image to Phuket as a Yachting Hub Destination for the World-Wide Super Yacht Recognition.

"*In the region Phuket has a strong position in the yachting industry. Strong points are infra-structure, qualified labour and beautiful cruising area".*

"In Asia today, only Indonesia (for larger yacht only) is a competition compared with Phuket's positioning on the Yacht tourism industry. Soon or later Myanmar will become a competitor".

"We have seen an opportunity to launch the Yacht Show Exhibition with high quality of marinas in Phuket to attract the Mediterranean Yacht into Asia Market. We found Phuket has a potential with the charming of its natures to draw the existing Yachts and High-end customers".

4.4 The Challenges of Yacht tourism in Phuket

However during the interview conducted, the finding also indicated the challenges to further develop Phuket in term of sustainable Yacht tourism, the majority condition is the laws and regulations from the official authorities.

"*The yacht permission to stay in the Kingdom of Thailand limited within 6 months whilst the permission for the yacht passenger is only 1 month. The condition applied with yacht passenger is taken the same regulations as passenger arrival from International* *airport. It is not compatible in practice. Later the customs department changed the permission of Yacht from 6 months to be 2 months according to my understanding, I think customs department take the law concerning with Super Car and there is the association toward Yacht".*

"New government entered into parliament with a few knowledge about the tourism, they don't understand the politic, we still on martial law affected people travel to Thailand".

"The obstacle we encountered is the law, it is very strict. Langkawi is duty free, no tax were made on supplier. Welcomed yacht visitors are able to stay longer time. They got the permission to stay 3 months a time but no limit whilst in Phuket the customs allowed the yacht to stay 6 months and renew it for another 6 months. Now with their new regulation, the permission is allowed in the first time 6 months and additional of renewal 4 months, if the yacht owner prefer to stay longer, there might be an possibility for another additional 2 months which shown no security for yacht owner even they have the private villa here".

"We are doing a bareboat yacht charter which the customers prefer to sail on their own. However on their cruising, the Thai marine police arrested them and asked for Thai skipper together with Thai Engineer to be on board according to the law even the customers hold the International Certificate of Competence (ICC) or the Royal Yachting Association (RYA) certificates which has been accepted world-wide but it is not applicable in Thailand. It is contrary that we like to be Asia Hub for Yachting. The fine is 5,000 – 10,000 Thai Baht per yacht and we are doing bareboat yacht charter 95% per year, only 5% we are doing on crewed yacht charter".

"*Langkawi try to compete with us with ease regulations for yacht travellers as well as the management concept conditions for Yacht tourism. Being inattentive which is not good for Thailand. Vietnam has a beautiful virgin sea compared with Thailand but they just turn their country into marine tourism sector. Thailand need to change the mind concept, for instance, requested to build the marina in Phuket, there is a lot of complexity concerning with many laws and regulations from each authorities. Some government units try to keep their own law and sometimes the law is a problem maker. It doesn't improve the environmental problem. We need a discussion in term of policy integration from related government units".*

CONCLUSIONS & IMPLICATIONS

The finding state very clearly that Phuket has greater potential with its location enrich with natural resources and adequate facilities to be a "Regional-Hub of Yachting industry in South East Asia" and generate economic growth among Phuket and neighbouring provinces. However, the limitation of restrictions and regulations from government authorities address the competitiveness and resulting in loss of quality customers to the rival yacht destination such as Singapore and especially now in Vietnam & Mynmar

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Travel Motivation in Agro-Tourism, Nakhon Pathom, Thailand

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ABSTRACT

The research figures out travel motivation in agro-tourism industry of Nakhon Pathom, Thailand. Study is resulted from analysis in personal and external factor that tourist considered before travelling. Factors in this research are chosen from other relevant studies in travel motivation and number of sampling group is composed of 102 respondents: tourists in Nakhon Pathom and Suan Sunandha Rajabhat University students. Data is gathered to formulate multivariate regression equation-linear. Significant value is α *0.05 and* R^2 *is 0.961. Significant independence variables are cultural activities and recreation, various and effective knowledge management in agro-tourism including updated and continuous information, environmental-friendly area management, agricultural product processing, then home stay resort.*

Regarding the relation between independence and dependence variable in travel motivation, gender does not influence tourist's decision. However, academic background plays role in that kind of decision, especially respondents with undergraduate degree or higher are likely to choose agro-tourism more than those with lower academic background.

Key words: *Intrinsic travel motivation, Extrinsic travel motivation, Agro-tourism in Nakhon Pathom,*

INTRODUCTION

Agricultural industry represents the first dynamic in economic growth of Nakhon Pathom thanks to water and soil fertility and fine temperature. Local agricultural products are sold or processed daily which increases benefit for community. As only 300 million Bath is annually generated from tourism in Nakhon Pathom, the province should focus on agro- tourism industry. This development will be one channel to build economic prosperity as agriculture is strength of the province. As studied tourism industry in Nakhon Pathom, there are 53 agro-tourism destinations (73%), 17 markets for agricultural product (22%), and 4 community business for cultural and agricultural activities (5%). Tourism in Nakhon Pathom is oriented by agriculture, cultivation, community business, and culture that cover academic and recreation aspect, therefore.

LITERATURE REVIEW

The study follows the concept of travel motivation: intrinsic and extrinsic motivation, then agro-tourism in Nakhon Pathom, Thailand.

1. INTRINSIC TRAVEL MOTIVATION

Intrinsic motivation is derived from one's mind to fulfill expectation and satisfactory. This pleasure is an immediate satisfaction derived from activity in tourism. Intrinsic motivation stands for the collection of gender, education, religion, and marital status. These mentioned factors which is generally called demographic characteristics, have a great impact on tourist behavior and how they manage their visit to a place. This study focuses on t he impact of education and gender which influence decision to travel to agro-tourism destination.

2. EXTRINSIC TRAVEL MOTIVATION

The extrinsic motivation can be divided into two types of influence: economic and supply.

-ECONOMIC ASPECT

The economic situation plays major role to people on making decision to take a trip. Travel price is major concern in this study.

-SUPPLY ASPECT

Another important role in extrinsic motivation is supply side in agro-tourism industry. As tourists seek for the quality that is worth for their budget, continuous development in tourism supply side is challenging for stakeholders. Supply side covers the offered products in agro-tourism area or all things consumed by tourist: recreational and cultural activities, recreation and entertainment, home stay, travel distance, travel comfort, agricultural diversity, agricultural production, nature, environment and natural conservation, service and information, e-tourism support, travel-safety, and service mind.

Both intrinsic and extrinsic motivations are used as variable in this study.

3. AGRO-TOURISM IN NAKHON PATHOM

Nakhon Pathom is situated in central region of Thailand where agricultural products are main economic driving factor thanks to vast and green area with soil fertility and fine weather. The province is ideal destination for interested day tripper in agro-tourism as it is reachable from Bangkok within one hour. Also, the province is knowledge centre for entrepreneur in agricultural business. Even though Naknon Pathom is ready to become a destination for agro-tourism, there must be some aspects to develop. The information of agro-tourism industry is available but there is no intermediate coordinator among visitor, entrepreneur, and stakeholders.

METHODOLOGY

SCOPE OF VARIABLE IN RESEARCH

Research tickles dependence and independence variable as detailed in table 1.

Table 1 dependence and independence variable

No.	Variable name	Label	Data type	Data range
1	Recreation_culture	Cultural activities	Order	(1-5)
2	Recreation_entertainment	Recreation and entertainment	Order	(1-5)
3	Hospitality_home stay	Home stay	Order	(1-5)
4	Travel_distance	Travel distance	Order	(1-5)
5	Travel_comfort	Travel comfort	Order	(1-5)
6	Travel_price	Travel price	Order	(1-5)
7	Agricultural_diversity	Agricultural diversity	Order	(1-5)
8	Agricultural_production	Agricultural production	Order	(1-5)
9	Environment_nature	Environment- nature	Order	(1-5)
10	Environment_conservation	Environment-natural conservation	Order	(1-5)
11	Support_service_information	Support-service-information	Order	(1-5)
12	Support_etourism	Support-e-tourism	Order	(1-5)
13	Travel_safety	Travel-safety	Order	(1-5)
14	Support_service_mind	Support-service mind	Order	(1-5)
15	Decision	Decision to travel	Percentage	(0-100)

Independence variable number 1-14 is scaled from 1-5 (Likert's scale); the least to the most whereas dependence variable number 15 shows the tendency of visit to agro-tourism destination in form of percentage.

SAMPLING GROUP

150 respondents: tourists in Nakhon Pathom and Suan Sunandha Rajabhat University students represent sampling group in this study.

MULTIVARIATE REGRESSION ANALYSIS-LINEAR ANALYSIS

Multivariate Regression Analysis-Linear is used in this research to find out factors influencing respondents to visit agro-tourism destination in Nakhon Pathom and to formulate equation forcating dependence variable in percentage of tendency to travel decision making.

CHI-SQUARE INDEPENDENCY TEST

χ^2-Chi square independency test helps prove the influence of independence variable (gender and education) on travel decision making to visit agro-tourism destination.

T-TEST TWO SAMPLES IN EQUAL VARIANCE

The study uses this statistics to test the average of hypothesis for two groups of independence variable.

RESULTS & DISCUSSION

MULTIVARIATE REGRESSION ANALYSIS-LINEAR

There are 102 respondents filled out the research survey which includes demographic information such as gender (1=male, 2=female), and academic background (education: 1=lower than undergraduate, 2=equal or above undergraduate). Table 2 a nd 3 s hows demographic information of sampling group.

Table 2 Demographic Information of Sampling Group (Gender)

Gender	
1(Male)	**2(Female)**
57	45
Education	
1(<undergraduate)	**2(≥undergraduate)**
41	61

Table 3 Demographic Information of Sampling Group (Education)

	Gender		
Education	**1(Male)**	**2(Female)**	**Total**
1(<undergraduate)	22	19	41
2(≥undergraduate)	35	26	61
Total	57	45	102

The study tested the level of relation between multiple independence variable by factor analysis method. The power level in factor analysis (Keiser Melyer Okin: KMO) is 0.966 (higher than 0.60) and cumulate to explain variance level is 82.53%. Lastly, only one factor (loading for all factors is more than 0.30) which covers all independence variables.

The analysis in multivariate regression for each dependence variable and independence variable found that the linear equation generates data compatibility to formulate linear equation ($R^2 \geq 0.80$). Multivariate regression analysis-linear is resulted in table 4.

Table 4 Multivariate regression analysis-linear

No.	Variable name	Label	Coefficient	sig
1	Recreation_culture	Recreational and cultural activities	0.144	3
2	Recreation_entertainment	Recreation and entertainment	0.065	0.175
3	Hospitality_home stay	Home stay	0.101	44
4	Travel_distance	Travel distance	0.082	0.108
5	Travel_comfort	Travel comfort	0.029	0.528
6	Travel_price	Travel price	0.006	0.903
7	Agricultural_diversity	Agricultural diversity	0.143	22
8	Agricultural_production	Agricultural production	0.105	38
9	Environment_nature	Environment-nature	0.11	23
10	Environment_conservation	Environment-natural conservation	0.084	48
11	Support_service_information	Support-service-inform ıtion	0.119	19
12	Support_etourism	Support-e-tourism	0.055	0.401
13	Travel_safety	Travel-safety	0.017	0.711

14	Support_service_mind	Support-service mind	0.016	0.727
15	Decision	Decision to travel		

(R^2=0.961, sig 0.000)

CHI-SQUARE INDEPENDENCY TEST

Gender and education variable is analyzed to test the independency between dependence and independence variable. However, education variable has relation with dependence variable as shown in table 5.

Table 5 Chi-square independency test

	Pearson - Chi square		
Independence variable	**Value**	**df**	**Sig**
Gender	13.011	10	0.223
Education	23.44	10	0.009

EDUCATION FACTOR INFLUENCING MOTIVATION TO VISIT AGRO-TOURISM DESTINATION

As stated previously, education (independence variable) has relation with dependence variable (percentage of tendency to visit agro-tourism destination). The study proves whether the average of tendency to visit agro-tourism destination of respondents from education group 1 is lower or higher than those of respondents from education group 2. Table 6 demonstrates descriptive statistics of each group.

Table 6 Tendency to visit agro-tourism destination (education group)

	Group	
	Education=1 (lower than undergraduate)	**Education=2** (equal or above undergraduate)
$\bar{X}$	23.41	49.26
SD	23.91	31.29
n	41	61

In table 6, the result shows that the level of tendency to visit agro-tourism destination of respondent from education group 2 is higher than those of education group 1. Deviation of education group 2 is higher than those of education group 1; therefore it is necessary to prove whether the percentage of education group 2 is higher than those of education group 1. This formulates hypothesis which is analyzed by t-Test for two independence samples with unequal variance. The outcome is as follows:

$$H_0 : \mu_1 - \mu_2 = 0$$

$$H_1 : \mu_1 - \mu_2 < 0$$

Table 7 demonstrates hypothesis analysis in average of tendency to visit agro-tourism destination.

Table 7 Hypothesis analysis in average of tendency to visit agro-tourism destination

	Value
Xbar1 - Xbar2	-25.85
Degree of freedom (df)	102.41
t-calculation	-4.72
t-critical one tail (α0.05, df=102)	-1.66

To conclude, the average of tendency of respondent from education group 2 is higher than those of education group 1.

CONCLUSIONS & IMPLICATIONS

The final outcome shows that respondents who are undergraduate or higher are likely to visit agro-tourism destination in Nakhon Pathom more than those who have lower academic background. Then, gender does not influence travel motivation. Entrepreneur in agro-tourism industry is suggested to consider these below factors which influence people to visit destination.

Table 8 Final outcome

Importance	**Variable label**	**Coefficient***
1	Recreational and cultural activities	0.144
2	Agricultural diversity	0.143
3	Support-service-information	0.119
4	Environment- nature	0.110
5	Agriculture-production	0.105
6	Hospitality-home stay	0.101
7	Environment-natural conservation	0.084

For success in agro-tourism business, entrepreneur should organize cultural and recreational activities along with knowledge in agro-tourism sharing plus available and updated information, environmental-friendly area management, agricultural product processing, home stay, then environmental and natural conservation.

As the study approaches factors that influence people to travel to agro-tourism destination, it is better to integrate all stakeholders in tourism industry: agricultural management, accommodation, cultural and recreational activities, and logistics rather than work individually. To conclude, it is recommended to create dummy business model for agro-tourism in Nakhon Pathom which invite all stakeholders to work together. Technology to support business model should be enforced also for success in agro-tourism.

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The Motorcycle Subculture and Motorcycle Tourism: Relevance in the Context of ASEAN

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ABSTRACT

Motorcycle subculture is an evergreen trend followed from post-world war era. Despite Europe and Americas, the waves of this subculture has flourished across Asian countries as well after the proliferation of Japanese bike manufacturing companies. The travel habits of biker gangs have taken new forms and terminologies, calling it 'Motorcycle Tourism'. Easy accessibility, inland road connectivity and diverse topography have always inspired serious bikers to tour across Asia. Recent efforts to build ASEAN integration and mobility would attract many motorcycle tourists to the region. Bikers are a least addressed, however potential group of travelers into the region. This concept paper would focus on exploring the relevance of taping motorcyclists and promoting motorcycle tourism within ASEAN. An ethnographic study is proposed for knowing the biker's subculture, preferences and travel aspirations. This study would also serve as a step further towards the sustainable and pro-nature way of travelling.

Keywords: Motorcycle tourism, Motorcycle subculture, Bikers, ASEAN, Road connectivity

1. Introduction

The group of men wearing leather jackets, gloves, high angled boots and shields, bandanas and headgear with their own music tastes, fashion and semiotic codes, moving on roaring two- wheeled machines on road (Drozdowicz, 2016), well describes a distinctive crowd among the culture, called bikers (Thompson, 2009). The terms motorcycle subculture, motorcycle club subculture or biker subculture is alternatively used to represent this cult (Cater, 2017)

Together with media exaggerations, motorcycle subculture, likewise punks and skinheads received an anti-social image (Campbell & Muncer, 1989). However, the intentions of different groups of bikers varied and they flourished across the world and grew to a significant subculture with much audience attention (McIntosh, 2013).

Along the years, with changes in trends, the subculture of bikers adopted profound changes in its conduct (Thompson, 2009). The habitual travels of bikers nowadays are accounted as motorcycle tourism, and is considered as a fast growing tourism sector (Cater, 2017). However, least attempts are initiated in interrogating the merge of motorcycle subculture and tourism.

Despite America or Europe, the waves of motorcycle subculture have influenced Asians as well (Drozdowicz, 2016). South-East Asia is a delight for bikers due to its efficient and affordable bike manufacturing companies (Drozdowicz, 2016). It is also known for diverse terrains and on-road adventures (ASEAN tourism, 2017). Cambodia, Vietnam, Myanmar, Thailand and Malaysia have been acknowledged for better riding experiences through roads less taken. Many of the South East Asian countries have facilities to rent a bike or tour as a pillion rider (ASEAN tourism, 2017). However, least emphasis has given on tourists or travelers who are enthusiastic about riding as well as touring on a motorbike. Moreover, bikers are rarely recognized for their contribution to ASEAN tourism.

2. Paucity of research in the motorcycle subculture and motorcycle tourism

Much ethnography and biker's accounts are documented with regard to motorcycle subculture. Nevertheless, the majority are on Hells Angel's or other outlaw bikers (One percenter) (Schouten & Alexander, 1995). The gap of research among the 99 percenters especially in the context of tourism research needs to be addressed. Unlike the motorcyclists in the 1960s, today's gangs have members from different strata of society, including well-educated, professionals, youngsters and older individuals with changed intentions (Sunderraman, 2013). As such, the trend setters for an ideal motorcycle club today are the ninety-nine percenters (Schouten & Alexander, 1995).

Motorcycle tourism is a new as well as the least studied area of social science research. However, bike companies are eager in expanding their market using the scope of motorcycle adventures (Cater, 2017; Scol, 2016). Sykes & Kelly (2016) stated that there is virtually no research in motorcycle tourism. The current study aims at contributing to this gap in research.

2.1. Significance of the research

Han, Meng and Kim (2017) states 'bike-travelling', as in bicycle is constantly growing due to the satisfaction, thrill and fulfillment that it delivers. Similarly, motorbiking through the long winding and rugged roads facilitates travel experience during the journey than at the destination.

This keeps the bikers' expeditions distinctive from typical tourists and entails an in-depth study of the subculture itself (Cater, 2006).

Sustainability is the key concept that guides tourism, looking forward to the future. Travelling on two wheels is inevitable as a sustainable means of travel (Carter, Garrod & Low, 2015). It is to be accepted that the environmental impacts and fossil fuel consumption caused by motorbikes is lesser compared to other modes of travel (Fjelstul & Fyall, 2015).

The research in this field is also significant in terms of Asean community as they have initiated in-land connectivity to ease trans-asian travel. This initiation would lead to the promote new ways of tourist inflow to the ASEAN countries (Pushpanathan, 2010). This will be a boon for bikers from South Asian as well as North Asian bikers to extend their rides.

3. Literature review

Etymology of motorcycle tourism

The definition of motorcycle tourism propounded by Sykes and Kelley (2014) is redefined from the definition of bicycle tourism (Lamont, 2009) and of motorcycle (Morris, 2009).

According to him, motorcycle tourism involves trips away from home whose main purpose is vacation, entertainment or recreation. This trip includes the participation in sporting events or attendance at events organized for commercial gain and/or charity, or independently organized motorcycling.

The tourist may be active or passive (rider or pillion rider) and the trip can be day trip or involve overnight stay. Touring via motorcycle that is trailered from place to pace qualifies; whereas daily transportation does not qualify.

The definition also signifies the type of motorcycle used. Motorcycles defined for this include the three major categories used for touring-cruisers, touring and sport-tourer motorcycles. Off- road motorcycles are specifically excluded from the motorcycle tourists.

However Cater et.al (2015, p.344) has incorporated off-road bikes in his literature for taking part in motorcycle tourism.

In contrast to the system of motorcycle subculture, the definition of motorcycle tourism exhibits much of its characteristics (Schouten & Mcalexander, 1995) except the physical appearance of its members.

The biker subculture

The history of motorcycle subculture as a social institution began during post World War II period, when the veterans and soldiers related riding bikes as a way to experience adventure, thrill and aggressiveness they experienced during war (McIntosh, 2013). Hell's Angels (Campbell & Muncer. 1989) based in the United States and Café Racers from England were the significant among them which were flourished in the mid-20th century (Drozdowicz, 2016). The activities of these clubs extended from charity, religious, racing and even for taking part in violence (Campbell & Muncer, 1989).

Studies from the business or marketing background have given attention on these subcultures as they are identified as groups consuming products with subcultural specifications (Campbell & Muncer, 1989; Jain et.al, 2016; Miller, 2002). This includes the products such as machines itself, and the biker accessories.

Relating to the gap of this research, tourism stakeholders have given less attention in facilitating motorbike travelers.

Relevance of addressing Motorcycle tourism with the context of ASEAN

Cater (2017) claims that motorcycles were used for leisure and tourism purposes 75% of the time in the UK and 10 % of tourists to Wales reaches on motorbikes. Studies on bikers, whether it be Harley riders or mountain bikers, are concentrated on United States, Europe and Australia. However, the scope for drive-in tourists within Asia is huge due to its physical and increased automotive consumption (PWC, 2015). The two flagship projects such as 'Trans-Asian Highway' passing through ASEAN member countries and Singapore-Kunming rail network will be an advantage for drive-in tourists, especially bikers who aims to extend their travel diasporas (Pushpanathan, 2010).

Asian countries are the largest consumers of motorbikes (Naqvi & Tiwari, 2016). The four largest motorcycle markets in the world are in Asia: India, China, Indonesia, and Vietnam. India, with an estimated 37 million motorcycles/mopeds, is home to the largest number of motorized two wheelers in the world. China came a close second with 34 million motorcycles/mopeds in 2002 (Adachi, 2006).

Furthermore, the enthrilling biking routes such as Ho Chi Minh trail, Vietnam; Ha Giang Province, Vietnam; The Mae Hong Son loop, Northern Thailand, The Thakhek loop, Central laos, Sagada-Bontoc-Banaue and back, Philippines, Puerto Princesa to El Nido, Philippines (Rogers, 2016) will receive much attention along with the emphasis of leisure motorcyclists.

Nevertheless, scholarly works focusing on bike travelers, their requirements and travel attributes is rare. This paper proposes to explore the biking phenomena in ASEAN.

The subculture theory

The theory of subculture creates a sense of community despite the prevailing alienation and anonymity. The theory developed from Chicago school of sociology relating to criminology and violence, propounded by Cohen in 1970.

The theory of subculture further developed to its three main subdivisions, which are: Subcultures and deviance; which explains the forms of deviance and delinquency, subcultures and resistance; which expressed the conflict and resistance between working class and middle class through unique styles, and subcultures and distinction; who exhibited consistent distinctiveness, identity, commitment and autonomy (Blackman, 2014; Hebdige, 1999).

This research identifies the today's motorcycle subculture as a distinctive group with the forms of interaction and mingling. Hence, the theory of subcultures and distinction would support the study.

4. Research design

A qualitative research design is particularly appropriate in dealing with the qualitative concepts like representation of experiences, emotions, people's opinion and perceptions (Strauss & Corbin, 1990). To achieve the aims of this research, following my own research paradigm, I have chosen qualitative research methodology guided by interpretive research paradigm (Jennings, 2001).

Ethnography is the recording and analysis of a culture or society, usually based on participant-observation and resulting in a written account of a people, place or institution (Coleman & Simpson, 1990)

Creswell (2007) suggests ethnography as an appropriate methodology while looking at a cultural group to comprehend the shared behaviour, belief and language. The empirical materials for this research will be collected by ethnography, positioning myself in the field, taking part in constant observation, conducting interviews, taking field notes and collecting visual materials (Jennings, 2001).

An ethnography would enable in knowing motor bikers as a subculture, exploring their travel interests and dream routes, and understanding in depth about their aspirations on travelling in South East Asian region.

5. Conclusion and implications

While the ASEAN region focuses on infrastructural development for the sustainable travel and tourism industry (WTTC, 2016), it is inevitable to recognize the unique and potential consumers of such facilities who can ably contribute to the industry. Travelling subcultures and drive-in tourists would create new pageant for ASEAN tourism in near future. Recognition of such sectors would create exclusive identity for the region. This would also call for market attention for the production and distribution of subculture consumption products (Hebdige, 1999). The study would also insist easing of travel barriers to attract the bike tourers from different parts of the continent.

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The Influence of Dark Tourism towards the National Identity of Cambodia

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ABSTRACT

The purpose of this paper is to explore the role that dark tourism plays in the formation of Cambodia's national identity. This is an on-going study whereby the researcher adopts a qualitative approach, specifically using narrative analysis. This narrative analysis is conducted online, using travel related search engines and platforms. The context of this study is placed upon Cambodia because of its dark historical past, specifically the Cambodian Genocide which occurred in 1975 till 1979. The researcher aims to examine if and how dark tourism influences the national identity of contemporary Cambodia by analyzing the narratives of visitors who have visited the dark sites; namely the Killing Fields and Tuol Sleng Genocide Museum. Findings from this study will enlighten Cambodia's tourism providers and government in promoting their country to both domestic and international visitors. Furthermore, it will aid the country in recovering from their dark past and to remember victims who have fallen.

Key words: *Dark tourism, national identity, heritage, narrative analysis, Cambodia*

INTRODUCTION

Dark tourism products are part of the tourism market, these sites may be consumed in different arrangements, depending on how each product is thematised and conceptualized for visitors' consumption (Tarlow, 2005). These products are consumed and presented as *''part of national identity, producing the message that 'although we suffered we have prevailed''* (Tarlow, 2005). Stone (2006) indicates that although the driving factors of visitors' desire in seeking dark sites varies from a plain morbid curiosity to a collective sense of identity (Rojek 1997: 110), the attention given to the exploration of reasons and purposes in this spectrum is still lacking. Also, considering the multiple perspectives placed upon dark tourism, yet the question to why visitors explore such dark sites have not been sufficiently explored (Stone & Sharpley, 2008). Every country is enriched and have its own history and heritage embedded in it that forms the country's national identity. Most of the developed and developing countries have always been the focus of tourism studies but not for the underdeveloped countries, namely, Cambodia.

Cambodia, a country geographically located in the Southeast Asian region is profoundly rich in its history and heritage, particularly with the reminiscence of the Khmer Empire. Modern day Cambodia is comparatively stable despite having endured multiple atrocities over the past years, specifically the civil war and the infamous Cambodian genocide in the 1970s. Although painful memories still linger on, the country's tourism industry is seen to be progressively expanding. Tourism development in Cambodia has always been solely revolved around the existence of Angkor Wat, a UNESCO Heritage Site wherein UNESCO provides a variety of programmes to preserve this emblematic site and its settings (http://whc.unesco.org/en/list/668). The Angkor is a representation of the country's once glorified Angkorean period before it was abandoned by its people and is viewed as a glorious national cultural heritage that generates profit to the country as well as to compete in the Southeast Asian Tourism industry (Winter, 2004).

On the other hand, the two dark sites; the Killing Fields and Tuol Sleng Genocide Museum, also known as the S-21, are sites that are related directly to the genocide are not given similar acknowledgement. The Angkor Wat is easily identifiable as being a key heritage site and the nation's icon while the Killing Fields and Tuol Sleng Genocide Museum (S-21) is not of similar recognition despite its deep significance to the country. It is imperative to reflect on the current phenomenon whereby Angkor Wat is often viewed as a representation of a positive period in Cambodia while the Killing Fields and S-21 are seated at the opposing end of the continuum (Lennon & Chair, 2009). In view of this, I argue that the national identity of Cambodia is influenced by its dark past in a similar way Angkor plays a significant role in the formation of the national identity of Cambodia. With that, the current study argues that the Killing Fields and S-21 contributes significantly to the shaping of Cambodia's national identity today. Therefore, by examining collective visitors' experiences to the dark sites in Cambodia, it will provide valuable insight into the complexity of relationship of dark tourism and national identity.

LITERATURE REVIEW

Dark tourism from the perspective of heritage tourism

In recent years, the dark tourism phenomenon has been generating attention from the public, tourism market and tourism research field. Despite the numerous efforts made in defining this typology of tourism, acknowledgement must be given to Foley and Lennon (1996) who were the first to coin this phenomenon. However, Perry (2007) denotes that the relationship between death and tourism is not a new type of tourism as this has long existed, for instance; pilgrimage tourism and it was only recently that the academia gained interest on this phenomenon known as "dark tourism". There are other labels for this type of tourism known as morbid tourism (Blom, 2000), black-spot tourism (Rojek, 1993), and death-related tourism as thanatourism (Seaton, 1996). Despite being the earliest contributors towards understanding dark tourism, Foley and Lennon (1997) did not provide with any fixed definition of this term but recognized it as a type of tourism (Hartmann, 2013).

Theoretical work in the dark tourism context is developing with many researchers seeking out for motives of tourist in travelling to places related to death and suffering that includes varying factors apart for such experiences. For instance, the sites itself offers multiple unexpected levels of shock, reflection, horror, and introspection (Levitt & Austin, 2012). The increased of places related to death, disasters and atrocities within the contemporary landscape plays a role in providing spiritual journeys for visitors who seeks to experience real and recreated death (Stone, 2006). This explains the multiplicity of dark sites, attractions and exhibitions that represents death and suffering (Stone, 2006). Garcia (2012) gives an example whereby she suggests that from a consumer's perspective, despite being conscious of the fear in participating in dark tourism attractions, it is of that anticipation and the awareness of such feelings that makes the experience more entertaining. In other words, experiences of dark tourism consumption give meaning to tourists own existence (Sharpley, 2009). The different levels of atrocities would lead to a different experience that influences the way individuals shape their identity. In addition, Korstanje and Ivanov (2012) explains that individuals holds different meanings and ways of experiencing a site, hence the interpretation of another's suffering is based on perception and experience.

Academically, dark tourism can be viewed from multiple perspectives, of which includes heritage and history of a country. Sites associated with atrocities and wars have always been considered under the heritage tourism context, especially from an interpretive perspective (Stone & Sharpley, 2008). This brings about the term of *"dissonant heritage"* or *"undesirable heritage"* that defines places with a difficult past or describes of a situation in which modern day generation prefers to distance themselves from the physical remains of the past that mirrors their identity, while some fully embrace it as part of their history (Macdonald, 2006). As Yang, Zheng and Zhang (2016) explains, that dark tourism is also labelled as "*heritage that hurts*" wherein it exposes historic facts that may not be willingly accepted or probably cause menticide. The growing number of studies on places with difficult past leads to the four new concepts that emerged from it, namely; (i) dissonant heritage, (ii) dark tourism, (iii) thanatourism and (iv) holocaust tourism. In light to the growing demand of unique touristic experiences, other themes are surfacing as well, such as genocide tourism (Beech, 2009).

This highlights the link between dark tourism and heritage tourism in which the difference is none other than the point of which dark tourism is related with some form of atrocity (Sharpley & Stone, 2009). In a parallel way to how heritage tourism is relatable to identity construction, undesirable heritage studies seek to discover if identities are able to change even if their physical displays remain the same (Macdonald, 2006). Heritage and dark tourism plays a role in improving collective identity and values through the special signifcance and political value given to these sites (Korstanje & Ivanov, 2012). Academics (Ryan, 2005; Chronis, 2005; Blasi, 2002; Conran, 2002) argues that dark tourism projects a significant dependency of identity and national affiliation. Mainly due to its ability in enabling groups to embrace a sense of belonging and meaningful experiences enrooted in the heritage. Dark tourism has the capacity to *"write or rewrite the history of people's lives and deaths, or to provide interpretations of past events"* (Stone & Sharpley, 2009:8). Consequently, Benton and Craib (2010) states that collective memory differentiates the important events of a society's past, converting perceptions into narratives which in turn are conveyed as heritage for the consumption within the tourism industry.

Dark tourism and national identity

Tinson, Saren and Roth (2015) states that the formation of identity is fluid where it is viewed as a bricolage in which it is both context specific and changeable. Identities are not fixed as individuals' embraces multiple identities due to the variety of social relations and roles in this socially constructed world (Stryker & Burke, 2000). Dark tourism sites such as Auschwitz-Birkenau (Stone, 2006) and the Killing Fields and Tuol Sleng Genocide Museum in Cambodia are acknowleged as a representation of atrocities that conveys stories of human sufferings. White and Few (2013) further states that these messages are communicated to the nation politically, emotionally and historically. Additionally, these sites falls under dark camps of genocides as the darkest level of dark tourism supplies as it is located at the actual location of the atrocity (Stone, 2006). This leads to the context whereby victims of the atrocities extend to a variety of interpretations of messages conveyed that includes the suffering that they experienced. These narratives that are build upon collective and personal identity through dark tourism experiences contributes in explaining motivations to dark tourist sites as well as the shaping of national identity (Morris et al.,1999). Most importantly, how and in what ways these interpretations of dark sites interlace into the narratives of tourists are still under-researched (Tinson, Saren, & Roth, 2015).

Study context: Cambodian Genocide

Cambodia is a victim of various atrocities such as post colonialism, civil wars and the infamous genocide led by Pol Pot and his Khmer Rouge troops after the withdrawal of French colonial rule in 1953. During the country's political instability, Pol Pot and his regime seized Cambodia with the aim of returning to "Year Zero" which describes of a new political order where the country focuses on agriculture, religion suppressed and an attack on intellectuals and 'bourgeoisie' (Beech, 2009, p. 217). The genocide was extreme that an estimated 1.7 million people, 21% of the country's population, lost their lives in the period of 1975 to 1979 (Yale Genocide Studies Program, 2008). Cambodia only began to progress in the late 1990s (Ciochetto, 2013). Despite the horrible happenings in Cambodia, this country is still a survivor that is tourism dependent for its revenue and is progressing steadily in becoming a tourist destination due to its multiple attractions. Namely, the Angkot Wat for it is recognized as the most popular attraction of the country and a representation of Cambodia's national identity as it symbolizes the positive period in Cambodian history (Lennon & Chair, 2009). Aside from Angkor Wat being the highlight of the country, there are other attractions which requires the necessary attention as well. For example, in light to Cambodian's difficult past reflected particularly during the genocide, the two main dark sites for tourism visitation are the Choeung Ek Genocidal Centre or "killing fields" and the Tuol Sleng museum of Genocide. Although these sites are built in memorial for the lost lives of Cambodians, it serves as an international tourist attraction as well.

METHODOLOGY

I approach this study from a qualitative perspective as this study aims to examine how dark tourism influences the shaping of Cambodia's national identity. Amongst the various qualitative approaches, I choose to adopt online narrative analysis as this study explores the experiences and interpretations of visitors in visiting both the dark sites in Cambodia. This approach is at its infancy in the tourism research field but is widely employed in other various disciplines such as anthropology and folklore (Mattingly and Garro 2000; Rosaldo 1989) and sociology (DeValut 1991; Frank, 1995; Holstein and Gubrium 2000). Narrative analysis is a research method that displays the means of storytelling which involves characters with social and personal stories alike (Webster & Mertova, 2007). It enables inquirers to analyse the lives of individuals and learn of their "story" or experiences (Clandinin & Connelly, 2000). Being human centred and manages accounts of the analyses of reflections or life stories makes this method fitting for this study.

Furthermore, these narratives are extended to the society as Gubrium and Holstein (2009; p. xv) mentioned that *"if stories are about our lives, the world, and its events, they are also part of the society"*. This reflects upon the relationship between the formation of self and national identity as narrative analysis enables a deeper insight towards understanding of how realities are constructed and shared by both individuals and societies alike (Mura & Sharif, 2017). They further state that these stories are viewed as individual constructs that mirror collective ways of experiencing the world. Marshall and Rossman (2011) highlights that narrative analysis is a new and an evolving method in the research field that has its roots in humanities due to its ability to elicit voice. In relevance to the present study, the focal point is placed upon the formation of identity whereby the shared experiences of visitors', becomes "stories" that will be "re-told" to the readers (Dyson and Genishi, 1994). Webster and Mertova (2007) further indicates that stories play a role in the way individuals shape their interaction with society, people, and information which includes the way individuals identify themselves. In this study, I choose to collect online narratives using tourism related search engines such as Trip Advisor, Booking.com and other related online platforms. Testimonials and reviews about visitors' experiences to the dark sites in Cambodia will be analysed collectively to examine if dark tourism plays a role in shaping the national identity of the country.

CONCLUSIONS & IMPLICATIONS

By exploring the formation of Cambodia's national identity from the dark tourism phenomenon, I am highlighting the importance and role of these dark sites in shaping the identity of contemporary Cambodia. Furthermore, this study will contribute to related tourism stakeholders for instance, the nation's tourism suppliers as it will enhance their knowledge on the demands and needs of modern day visitors'. Mainly because motivations to visit dark sites are captured in the visitors' narratives with specific references to co-creating a national identity (Tinson, Saren, & Roth, 2015), and a nation's identity plays a role in attracting both domestic and international visitors. These narratives shared by visitors reflects the way they use dark tourism experiences to shape their national identity. However, there are limitations to this study particularly on the subject of validity as this study involves the process of reflexivity, making it complex in ensuring that the findings are reliable and trustworthy. To minimize biasness and to ensure dependability, I will follow certain guidelines in relation to narrative analysis studies to be used as it differs from other qualitative studies in terms of judging its validity.

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Examination of travel decision making: A case study of Australian and Chinese travelling to Phuket

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ABSTRACT

The study of 'Examination of travel decision making: A case study of Australian and Chinese travelling to Phuket' was collected from a sample of 400 tourists consisting of 264 Chinese tourists and 136 from Australian tourists. The survey asked tourists to respond personal information, decision making before travelling to Phuket, decision making and evaluation of alternative. Analyzing of the results and testing hypotheses focused on the differences of decision making between Australian and Chinese in the stage of problem recognition and differences of decision making between Australian and Chinese in the stage of evaluation of alternatives.

Keywords:*Decision Making, Australian, Chinese, Phuket*

INTRODUCTION

Tourist behaviors are very dynamic and complex in nature. Previous research suggested tourist behaviors, particularly their decision-making process could be shaped by various factors ranging from cultural factors (culture, subcultures and social class); social factors (Family, roles and status); personal factors (age and life situation, career, economic situation, lifestyle, personality and self-image); and psychological factors (motivation) (Kotler, 1999). In particular, the cultural differences are one of the highly influential factors that add to the complexity of tourist decision-making. For example, according to the statistics of tourist arrivals to Phuket (Department of Tourism, Ministry of Tourism and Sports 2015), from a total of 8.45 million tourist arrivals Phuket in 2014, Phuket tourism is dominated by three markets including Chinese (30.32%), Russian (17.80%), and Australian (8.03%) (Immigration Bureau, Police Department, 2015). Clearly, these three markets share many differences which need further investigation. Specially, Chinese and Australian are from different cultural background where possible differences in their behaviors could be identified.

Hence, the aim of this research is to compare the travel decision-making of tourists when they travel to Phuket. Australian and Chinese tourists are representative as typical examples of Western and Asian cultures. This study aims to examine whether there are both differences and similarities between these two cultures. In addition, the effects of social, personal and psychological factors were also investigated.

Tourist decision making process

It is widely recognized that consumers go through different stages before making a final purchase, and of the most accepted model is by Engel, Bakwell and Kollat (1968) which consists of:

1. Problem recognition starts with a person either noticing a decline in his or her current state, or craving for something newer and better.
2. Information search after a problem is recognized, the consumer is willing to search for more information: visiting stores, going online or phoning friends.
3. Evaluation of alternatives processed information relating to the brands they are interested before reaching at their final decision stage - purchase.

However, it is unlikely to assume that all consumers do act in a systematic and linear manner like suggested in the model, consumers including tourists are indeed complex and their behaviors are shaped by various factors. For example, Kotler (1999) suggested four factors which are:

- cultural factors (culture, subcultures and social class)
- social factors (family, roles and status)
- personal factors (age and life situation, career, economic situation, lifestyle, personality and self-image); and
- Psychological factors (motivation).

Tourist's Country of Origin: Asian and Western

Of these factors, culture does play a crucial role in influencing one's behaviors. In particular, noticeably Asian cultures are distinguished from Western culture whereas Asian Cultures are more collectivistic than individualistic in nature (Uba, 1994). Asian cultures generally depend on group oriented values such as family, cooperation, harmony, and mutuality. Asians put more focus on ways to maintain harmony and conformity and the individual is expected to respond to the need of the group.

Traditionally, Asian people tend to perform an act based on the opinions of individuals in their family, while Western people tend to emphasize the uniqueness, privacy, and individual rights within the community (Yang &Rosenbatt, 2000). The belief in collectivistic notions such as interdependence, conformity, and harmony, as well as the attitude of focusing on relationships, are prominent in the Asian cultures, while individualistic ideas such as personal right and self-actualization prevail in the Western culture.

Australian vs. Chinese

Differences between Chinese and Australian cultures were compared in previous studies (Hofstede, 1980; Kroger et al., 1979). It was found that the Chinese emphasize social values in human interaction. The social interactions in China are perceived in terms of collectivism and social usefulness as opposed to Western societies that perceive social interactions in light of competitiveness, self-confidence, and freedom (Kim &Gudykunst, 1988). In the Chinese culture individualistic behavior is regarded as an expense to others (Hsu, 1971, 1972). The Chinese are socially and psychologically dependent on others. They give support for parents, tradition, duty, and obligations. The Chinese underplay feelings and emotions (Hsu, 1972). They are emotionally restrained, and partially socially withdrawn, concerned with self-control, and social conformity accompanied by shyness. Happiness, inner harmony and exciting life are more important for them than Australians, and they emphasize altruistic values (being cheerful, forgiving, helpful, and loving).

METHODOLOGY

In this research, surveys were distributed and completed by Australian and Chinese tourists who visited Phuket for leisure purposes. Following the statistics of the Ministry of Tourism and Sport (2015), number of questionnaires completed by Australian tourists was 136, accounted for 34% of the total respondents, while the rest of 66% were Chinese tourists. Questionnaires were translated in English and Chinese version. The questionnaire consisted of three parts, including personal factors, their behaviours in problem recognition and information search, and their behaviors relating to evaluation of alternative.

Data were analyzed by the computer software and descriptive and inferential statistics including independent sample t-test, Analysis of Variance (ANOVA) were conducted to test the below hypothesis.

H1: There are differences of decision making between Australian and Chinese in the stage of problem recognition.

H2: There are differences of decision making between Australian and Chinese in the stage of evaluation of alternatives.

RESULTS & DISCUSSION

Demographically, the profile of Chinese tourists travelling to Phuket were mostly male, single, aged between age 25 – 34 with the average monthly income of US 1,001-2,500 and currently work as administrative support staff. For Chinese tourists, they were dominated by male, married with an average income between US 2,501-4,500, and currently hold a position as he management. Both nationalities shared their strong view regarding “I love to travel”.

Table 1 Tourist lifestyles

Attributes	Mean	Std. Deviation
I love to travel.	4.33	1.06
I like to try a new food.	4.18	1.06
I like to read a book.	4.10	1.09
I enjoy shopping.	4.08	1.07
I follow the latest trends and fashion.	4.06	1.09
I enjoy party with my friends.	4.01	1.21
I love to learn other culture.	4.00	1.16
I usually watch TV when I'm free.	3.98	1.21
I usually spend time with using the internet.	3.95	1.26
I always listen to music.	3.93	1.33
I am interested in adventure activities.	3.92	1.23
I love to go somewhere quiet and peaceful.	3.92	1.33
I enjoy nightlife activities.	3.80	1.32

Note: The mean scores are based on a 5-point Likert scale of:

(1 = Strongly disagree, 2 = Disagree, 3 = Neither agree or disagree, 4 = Agree, 5 = Strongly Agree).

In terms of their behaviors, online travel agents were used with Booking.com being the most used, and both agreed that the most important factor when choosing a travel agent was "name and good reputation". In addition, the most important source of information was from their family and friends. They also relied heavily on the online information sources, and Trip Advisor was one of the top social media information sources. When evaluating Phuket with competing tourist destinations, both groups of tourists regarded Phuket as peaceful and restful atmosphere with a variety of beaches and islands, and relaxing with a good scenery. Indeed, these attributes were the influential factors in motivating them to travel to Phuket.

Table 2 Travel characteristics of Australian and Chinese tourists (N = 400)

Online travel websites	Frequency	Percentage
Influentialonlinetravelwebsites		
Booking.com	18	29.03
TripAdvisor	13	20.97
Expedia	7	11.29
Agoda	6	9.68
Hostels.com	3	4.84
Google	3	4.84
STA Travel	2	3.23
Tour with Tong	2	3.23
Foursquare	1	1.61
LateStays	1	1.61
Phuket.com	1	1.61
Quantum hotel	1	1.61
taobao.com	1	1.61
skyscanner	1	1.61
tourismthailand.org	1	1.61
Trivago	1	1.61

Table 3 Important factors when selecting travel agents

Attributes	Mean	Std. Deviation
Name and good reputation.	4.15	1.19
Positive past experience.	4.09	1.24
Reasonable price.	4.08	1.20
Recommendation from friends.	4.00	1.19
Travel itinerary offered by the agent.	3.96	1.30

Table 4 Sources of information

Influential sources of information when deciding to travel to Phuket	Mean	Std. Deviation
Family	4.10	1.14
Friends	3.99	1.69
Your experience	3.91	1.45
Internet	3.88	1.34
Brochures	3.63	1.34
Travel Agent	3.61	1.38
Television	3.61	1.42
Newspapers	3.56	1.39
Facebook	3.39	1.51
Reviewing (Tripadvisor, Booking.com etc.)	3.39	1.51
Magazine	3.38	1.69
Twitter	3.36	1.74
Instagram	3.30	1.7
Travel blog	3.29	1.64
Baidu	3.18	1.68
Radio	3.17	1.67
Weibo	3.07	1.67
Important social media for searching information about Phuket*	**Frequency**	**Percentage**
TraipAdvisor	87	38.00
Twitter	64	27.90
Facebook	55	24.00
Instargram	47	20.50
Buidu	25	10.90
Weibo	21	9.20
Travel blog	15	6.60
Other	10	4.40

Note: Respondent may have given multiple responses.

Table 5 Overall perceptions of Phuket

Attribute	Mean	Std. Deviation
Phuket has peaceful and restful atmosphere.	4.22	1.08
Phuket has a variety of activities.	4.19	1.11
Phuket is a safe destination.	4.13	1.04
Phuket has a beautiful scenery (sun, sand, sea).	4.07	1.17
Phuket people are very kind and helpful.	4.07	1.18
Phuket has a variety of food and beverages.	4.06	1.11
Phuket offers a unique cultural experience.	4.05	1.06
Phuket has one of the most beautiful beaches in the world.	4.05	1.13
Phuket offers wide choice of accommodation.	4.05	1.2
I have no difficulty communication to local people.	4.02	1.2
Phuket is a clean city.	3.98	1.24
Phuket is a historical and cultural city.	3.96	1.1
Phuket is a value for money destination.	3.88	1.13

Table 6 Important attributes in motivating tourists to Phuket

Attribute	Mean	Std. Deviation
To enjoy a variety of beaches and islands.	4.11	1.04
To relax with a good scenery.	4.10	1.09
To feel safe and secured.	4.05	1.2
To find a new adventure.	4.02	1.13
To enjoy a variety of outdoor and recreation activities.	4.02	1.07
To relax with a variety of spa/message/healing activities.	4.02	1.15
To visit festivals and or special event.	4.01	1.11
To visit new and exciting places.	3.99	1.24
To increase my travel experience.	3.98	1.10
To spend time with family.	3.95	1.22
To try Thai food.	3.93	1.19
To enjoy without being interrupted.	3.93	1.17
To enjoy a variety of entertainment and amusement activities.	3.92	1.1
To learn about other cultures.	3.89	1.17
To enjoy a variety of nightlife entertainment.	3.84	1.22
To go shopping.	3.76	1.23
To visit friends and relatives.	3.68	1.28
To find business opportunities.	3.56	1.37

When evaluating Phuket against other alternative destinations, it took an average 2 months for making decisions to travel to Phuket. Most agreed that their decision to visit Phuket was totally under their control. Australian and Chinese Tourists considered their own need as the most important attribute that affected the final decision to travel to Phuket.

An independent T-Test was conducted to test the hypothesis of the study. It was found that there is a significant difference at $p<0.05$ on the overall tourists' motivation. It means that Australian tourists were more motivated more than Chinese Tourists to travel to Phuket. It was also found that there was a significant difference at $p<0.05$ on the level of information search between Australian and Chinese tourists. Australian tourists were more active in searching information than Chinese tourists.

Table 7 Overall motivations to travel to Phuket

Problem Recognition	Australia		China		t	Sig
	$\overline{X}$	S.D.	$\overline{X}$	S.D.		
Overall tourists motivation to travel to Phuket	4.06	0.380	3.87	1.141	2.514	0.012

Remark :Significant value at $p<0.05$

Table 8 Overall Information Search:

Information Search	Australia		China		t	Sig
	$\overline{X}$	S.D.	$\overline{X}$	S.D.		
Overall information search	4.42	0.497	3.96	1.279	2.895	0.005*

Remark :Significant value at $p<0.05$

CONCLUSIONS & IMPLICATIONS

Cultural differences between Australian and Chinese tourist decision-making were noted in this study and it provides a support evidence that cultural backgrounds have a significant influence on the way a person acts. (Hofstede 1984). Some differences found included their level of motivation to travel to Phuket and level of information search with Australian tourists appeared to have a stronger motivation and engage in more information search than Chinese tourists. However, regardless of their cultural background advice from families and friends and social media remain influential sources of information.

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International Tourist's Holiday Behaviour: A comparative Analysis between Chinese and Australian Tourists in Phuket

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ABSTRACT

The study reported in this paper provides a comparative analysis of Chinese and Australian tourists' travel behaviour during their holiday in Phuket. Based on face to face survey with 437 Chinese tourists and 346 Australian tourists at the Phuket International Airport, the results suggest many differences between the two segments of tourists. Both samples were found to spend the highest portion of time on visiting nearby islands on guided tour. While Chinese tourists spent the next highest portion of their time on going to beaches and shopping at department stores, Australian respondents, on the other hand, spent the next highest portion of their time on sunbathing and dining at local restaurants. A higher proportion of Chinese tourists was found to participate in scuba diving and water sports than Australian tourists. In addition, Chinese tourists were discovered to illustrate higher levels of expectation and satisfaction in most attractions than Australian tourists. Kata/Karon beach was found to be the most satisfied beach among both Chinese and Australian tourists. Overall, Chinese tourists were found to be more satisfied with their holiday experience in Phuket and were also more loyal to Phuket as a tourist destination than Australian tourists.

Key words: Holiday behaviour, satisfaction, Chinese tourists, Australian tourists, Phuket

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INTRODUCTION

International tourism demand in Thailand has been through a strong growth in recent years. Phuket has been one of the leading tourist destinations in Thailand and is renewed as a world class destination that attracts tourists worldwide. Recently, major tourist source markets in Phuket have been changed from European tourists to Chinese, Russian, Australian and Korean tourists as the largest market segments (C9 Hotelworks, 2015). The overall tourism consumption patterns in Phuket are therefore likely to be affected by the changes in the market structure. Although the significance of the changes has been realised in the industry, the academic literature seems to lag behind as it receives little attention especially the travel behaviour of these specific emerging markets in Thailand. In addition, since each emerging market is different culturally, their behaviour is also likely to be heterogeneous. Knowledge of travel behaviour of general tourists may not be able to apply to specific tourist segments that may have unique characteristics. Understanding travel behaviour and patterns of distinct tourist group is therefore imperative. Furthermore, a full understanding of similarities and differences of travel behaviour between specific tourist segments offers marketing insights to tourism practitioners to develop appropriate tourism products and services, suitable marketing strategies and destination management practices for each target market to enhance destination competitiveness (Vuuren & Slabbert, 2011).

The choice of including Chinese and Australian tourists for the study is mainly due to their cultural differences. According to Hofstede's national cultural framework (Hofstede, 2011), Australian culture is more individualistic, indulgent, and uncertainty avoidant while Chinese culture is more in power distance and long term orientation. In addition, these two markets are top tourism sources in the studied location, Phuket (C9 Hotelworks, 2015). As travel behaviour covers a large area of study (Vuuren & Slabbert, 2011), for the stope of this study, this study will focus on travel behaviour during the holiday at the destination. The aim of this paper is to conduct a comparative assessment of the travel behaviour of Chinese and Australian tourists during their holiday in Phuket. The main questions the paper seeks to address include: How do Chinese and Australian tourists spend their time on holiday activities during their holiday in Phuket? What are expectation and satisfaction levels of Chinese and Australian tourists on key tourist attractions in Phuket? Are there differences between Chinese and Australian tourists in the time spending on holiday activities and satisfaction on key attractions in Phuket?

LITERATURE REVIEW

Holiday behaviour has been defined in the literature as the way tourists behave and their responses to tourism products. The behaviour includes three stages comprising before, during and after the trip (Vuuren & Slabbert, 2011). The topic has gained research popularity among academics (Etminani-Ghasrodashti & Ardeshiri, 2015; van Cranenburgh, Chorus & van Wee, 2014; Michael, Armstrong and King, 2003).

Previous studies have focused on examining travel behaviour at the destination, concentrating on leisure activities and attractions to visit of specific market segments. For example, Michael et. al. (2003) researched into international student travel behaviour in Victoria, Australia. The study presented the economic significance of student travel spending and their visit preferences to key tourist destinations in Victoria such as Queen Victoria Market and the Great Ocean Road. Popular activities during the time of their studies include dining, and visiting festivals, national parks, theme parks and museums. Wong and Tolkach (2017), on the other hand, explored travel behaviour and preferences of Asian gay men. The results provide classification of attractions preferred by gay men and concluded that this market segment is diverse in their characteristics and travel preferences.

A number of studies attempted to investigate factors that influence travel behaviour. Etminani-Ghasrodashti & Ardeshiri (2015) for example discovered that lifestyle is among the most important determinants of non-working trip. Other determinants that influence holiday travel behaviour include travel attitudes and socio-demographic factors.

Although survey has been the most popular and common type of travel behaviour research, there has been new research approaches into this topic. Vu, Li, Law and Ye (2015) adopted another research method approach in their travel behaviour study using geotagged photos of tourists visiting Hong Kong. Sun, Ryan and Pan (2014) assessed Chinese tourists' perceptions and behaviour through photographic and blog analysis on their holiday in New Zealand.

METHODOLOGY

The study method for the study involves a face to face survey. The questionnaire was developed to include three main parts. The first part included questions about demographic profile of the respondents. The second part inquired whether the respondents have practised in the leisure activities and the amount of time spent in each activity during their holiday in Phuket using a ratio scale where respondents were asked to indicate the amount of time spent in hours. The third part of the questionnaire asked the respondents to rate their expectation and satisfaction with the selected key attractions in Phuket on a five-point Likert scale. The choice of holiday activities in part two and attractions in part three was based on the review of their popularity mentioned in major tourism related websites such as Tourism Authority of Thailand website and tripadvisor.com website.

The questionnaire was first developed in English and then translated into Chinese. The translation was completed by a team of English - Chinese professional translators. The questionnaire was pre-tested with 20 Chinese and Australian tourists to ensure its clarity.

The survey was administrated by a grouped of trained hospitality and tourism management students at Phuket International Airport in December 2016. The face to face survey was implemented during the time respondents were waiting to board their flights, and the days and times of the survey varied based on the flights to China and Australia. Screening questions were asked to ensure that only 18 years or older Chinese and Australian tourists were included in the survey. A minimum of 2 night-stay in Phuket in the current trip was also required in the criteria to ensure that the respondents had sufficient leisure experience to reflect their travel behaviour.

In total, 783 valid cases were used for analysis. The demographic characteristics of the respondents are reported in Table 1. Of 783 respondents, there were slightly more Chinese respondents (55.8%) than Australian respondents (44.2%). On average, the Australian participants were reported to spend 8.85 days on the current holiday in Phuket, while the Chinese participants spent on average of 5.45 days. Chinese tourists were found to have less travel experience to Thailand and Phuket than the Australian sample. Only 31.1% and 17.1% of the Chinese sample has visited Thailand and Phuket before, while 50.9% and 37.4% of the Australian sample reports that they were repeat visitors to Thailand and Phuket respectively. 80.1% of the Australian tourists arranged the trip by themselves, while only half of the Chinese sample was reported to self-arrange their own trips.

Table 1. Respondent profile

Respondent characteristics	Chinese (N = 437, 55.8%)						Australian (N = 346, 44.2%)					
	Yes	%	No	%			Yes	%	No	%		
First visit to Thailand	326	68.9	147	31.1			170	49.1	176	50.9		
First visit to Phuket	392	82.9	81	17.1			216	62.6	129	37.4		
	Own arrangement		Tour package		Others		Own arrangement		Tour package		Others	
	N	%	N	%	N	%	N	%	N	%	N	%
Trip arrangement	259	55.8	199	42.9	6	1.3	277	80.1	53	15.3	16	4.6
	M	%	F	%			M	%	F	%		
Gender	206	43.6	267	56.4			182	52.0	166	48.0		
Length of stay	5.45	Days					8.85	Days				

RESULTS & DISCUSSION

Comparing time spent on holiday activities

The number of tourists participating in holiday activities is reported in Table 2. It is clear that going to beaches is reported the most popular activity both for the Chinese and the Australian samples. While scuba diving/water sports is ranked 10th for the Australian, it is the second most popular activity for the Chinese. Dining in local restaurants, shopping at department stores and visiting spas/massage are found to be popular to both Chinese and Australian tourists. Although sunbathing was not found to a top activity to the Chinese sample, it was widely practiced and ranked 4th to the Australian sample. In terms of the length of time spent on each activity, Table 3 reports that both Chinese and Australian tourists spent the longest time on going on guided tour to nearby islands. The Chinese sample spent a large portion of their time on going to beaches and shopping at department stores. It was interesting to note that the Australian sample reported the two next largest portions of their time on sunbathing and dining at local restaurants. Visiting spa/massage was also found another key activity that both Chinese and Australian tourists spent their time on. In addition, larger portions of time spent on sunbathing and visiting pubs were found in Australian tourists than in Chinese sample.

Table 2. Number of sampled tourists participating in holiday activities

Activity	No. of tourists participating in activities			
	Chinese (N = 437)		Australian (N = 346)	
	N	Rank	N	Rank
Going to beaches	415	1	287	1
Scuba diving/diving/water sports	275	2	102	10
Dining local restaurants/trying local food	273	3	233	2
Shopping at department stores	208	4	147	5
Visiting spa/massage	208	4	173	3
Going on a guided day trip to nearby islands	182	6	124	7
Sunbathing	179	7	171	4
Elephant trekking	178	8	84	12
Visiting temples	155	9	94	11
Sightseeing Phuket downtown	143	10	115	8
Shopping at souvenir shops	143	10	147	6
Visiting amusement/theme park	89	12	68	13
Visiting entertainment/pubs	86	13	105	9

Table 3. Average length of time spent on activities (hours)

Activity	Average length of time spent on activities (hours)			
	Chinese (N = 437)		Australian (N = 346)	
	Mean	Rank	Mean	Rank
Going on a guided day trip to nearby islands	5.93	1	8.87	1
Going to beaches	3.75	2	7.07	4
Shopping at department stores	3.17	3	3.38	8
Scuba diving/diving/water sports	2.73	4	4.73	6
Sightseeing Phuket downtown	2.53	5	3.89	7
Sunbathing	2.21	6	7.21	2
Visiting amusement/theme park	2.17	7	3.36	9
Dining local restaurants/trying local food	2.16	8	7.19	3
Shopping at souvenir shops	2.11	9	3.12	10
Visiting entertainment/pubs	2.08	10	6.69	5
Visiting spa/massage	1.97	11	2.69	11
Elephant trekking	1.69	12	2.36	13
Visiting temples	1.54	13	2.50	12

Comparing expectation and satisfaction on tourist attractions

In terms of expectation of tourist attractions in Phuket, the results illustrate top five attractions being most frequently rated by both samples including Patong/Kamala beach, Kata/Karon beach, Phuket old town, Big Buddha/Chalong Temple, and Kata-Karon viewpoint. The Chinese sample indicated the highest levels of expectation on Kata/Karon beach (Mean = 4.34), Kata/Karon viewpoint (Mean = 4.22) and Patong/Kamala beach (Mean = 4.20). On the other hand, the Australian sample score their expectations highest on Patong/Kamala beach (Mean = 4.01), Kata/Karon beach (Mean = 3.94) and Kata/Karon viewpoint (Mean = 3.70) respectively.

As reported in Table 4, the Chinese sample was found to report higher expectation levels than the Australian samples in all attractions. A series of independent sample T-test were implemented to test whether there were statistical significant differences in the expectation levels in all tourist attractions. Significant differences were detected in all attractions (t = 2.39 - 6.24, p = 0.00 - 0.02), confirming that Chinese tourists had higher expectations than Australian tourists in all tourist attractions under study.

Table 4. T-test of expectation levels of key attractions between Chinese and Australian tourists

Attraction	Chinese (C)		Australian (A)		t	p	Mean Difference (C - A)
	N	Mean	N	Mean			
Patong/Kamala Beach	375	4.20	277	4.01	2.39	*0.02*	*0.19*
Kata/Karon Beach	287	4.34	214	3.94	5.30	*0.00*	*0.41*
Phuket Old Town	218	4.03	171	3.68	3.43	*0.00*	*0.34*
Big Buddha/Chalong Temple	198	4.09	166	3.68	4.02	*0.00*	*0.41*
Kata-Karon Viewpoint	194	4.22	139	3.70	4.78	*0.00*	*0.52*
Naiyang/Naithorn Beach	188	4.10	92	3.36	5.23	*0.00*	*0.74*
Maikhao Beach	182	4.10	68	3.10	6.24	*0.00*	*1.00*
Promthep Cape	172	4.16	116	3.44	5.62	*0.00*	*0.72*
Chinese Temples	166	4.00	93	3.10	5.86	*0.00*	*0.90*
Surin-Bangtao Beach	163	4.12	90	3.31	5.73	*0.00*	*0.81*
Museums	157	3.96	94	3.14	5.15	*0.00*	*0.82*

Remarks: Mean is calculated on scale 1 - 5, where 1 = very high expectation and 5 = very low expectation.

Table 5 reports satisfaction levels on the tourist attractions of the sample groups. The t-test results comparing satisfaction levels between the two sample segments are also reported in this table. The top five attractions being most frequently rated in terms of satisfaction mirror the top five attractions in terms of expectation. Kata/Karon beach was reportedly the highest rated mean score by the Chinese sample (Mean = 4.42), followed by Naiyang/Naithorn beach (Mean = 4.34) and Kata/Karon viewpoint (Mean = 4.32) respectively. The Australian sample also scored Kata/Karon the most satisfied beach (Mean = 4.27). Kata/Karon viewpoint (Mean = 4.24) and Big Buddha/Chalong Temple (Mean = 4.22) were reported the second and the third highest levels of satisfaction of the Australian tourists toward attractions in Phuket.

The mean scores reported in Table 5 show consistency of higher levels of satisfaction by the Chinese sample than the Australian sample in all attractions. However, the t-test results indicate that only six of the total eleven attractions were statistically significantly different (t = 1.99 - 2.53, $p \leq$ 0.05). These include Patong/Kamala beach, Kata/Karon beach, Naiyang/Naithorn beach, Maikhao beach, Chinese temples, and museums.

Table 5. T-test of satisfaction on key attractions between Chinese and Australian tourists

Attraction	Chinese (C)		Australian (A)		*t*	*p*	Mean Difference (C - A)
	N	Mean	N	Mean			
Patong/Kamala Beach	362	4.22	267	4.03	2.46	*0.01*	*0.19*
Kata/Karon Beach	278	4.42	204	4.27	2.19	*0.03*	*0.15*
Phuket Old Town	212	4.12	168	4.09	0.36	0.72	0.03
Big Buddha/Chalong Temple	190	4.26	153	4.22	0.38	0.71	0.04
Kata-Karon Viewpoint	183	4.32	129	4.24	0.84	0.40	0.08
Naiyang/Naithorn Beach	178	4.34	67	4.06	2.40	*0.02*	*0.28*
Maikhao Beach	175	4.26	46	3.93	2.53	*0.01*	*0.33*
Promthep Cape	162	4.20	91	4.12	0.70	0.49	0.08
Chinese Temples	151	4.22	70	3.96	1.99	*0.05*	*0.26*
Surin-Bangtao Beach	149	4.26	70	4.06	1.73	0.09	0.20
Museums	144	4.16	72	3.85	2.34	*0.02*	*0.31*

Remarks: Mean is calculated on scale 1 - 5, where 1 = very dissatisfied and 5 = very satisfied.

Figures 1 and 2 provide comparison of expectation and satisfaction on attractions of Chinese and Australian tourists in the form of radar diagram. Similar to the above results reported in Tables 4 and 5 but more visualisable in Figures 1 and 2, Chinese tourists have higher both expectation and satisfaction levels than Australian tourists in all attractions under study. Both tourist groups reported higher levels in satisfaction than expectation indicating that they were satisfied with all tourist attractions in Phuket. The Australian respondents in particular indicated bigger satisfaction – expectation gaps than the Chinese sample.

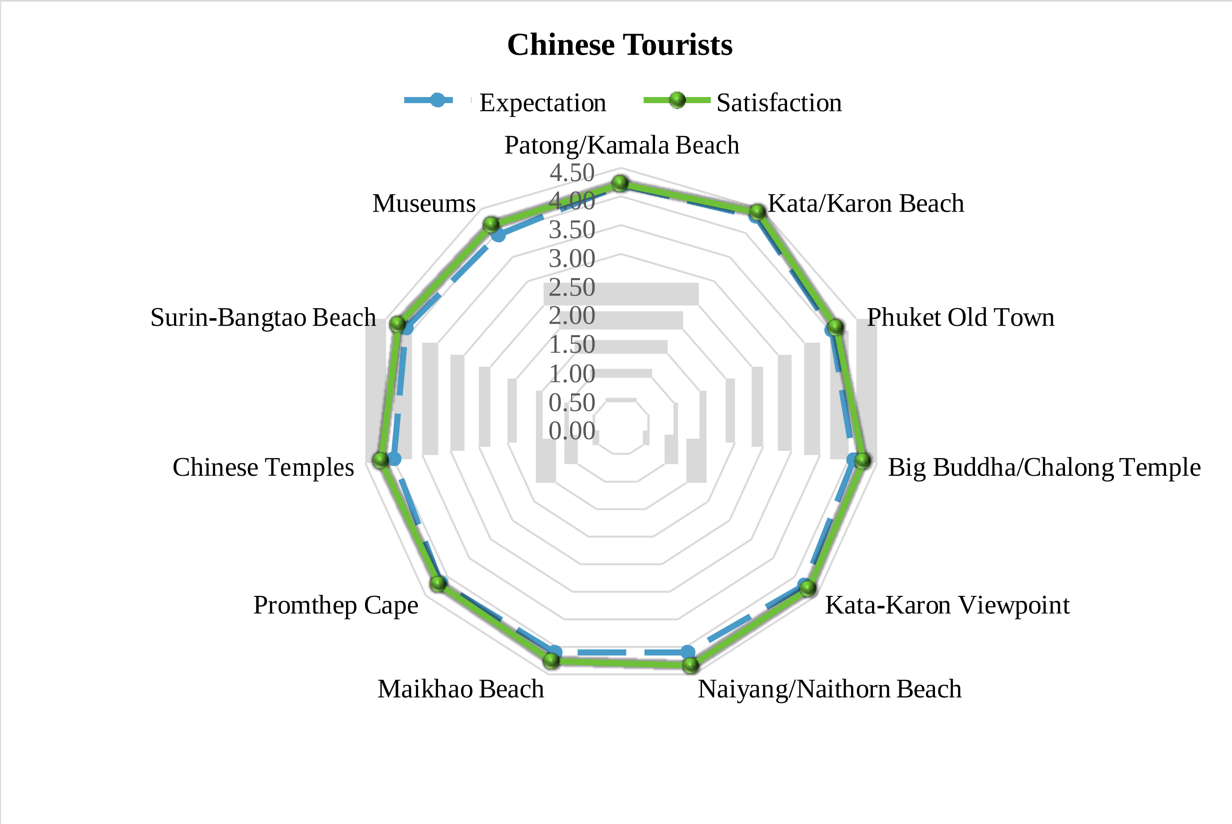

Figure 1. Expectation and satisfaction of Chinese tourists

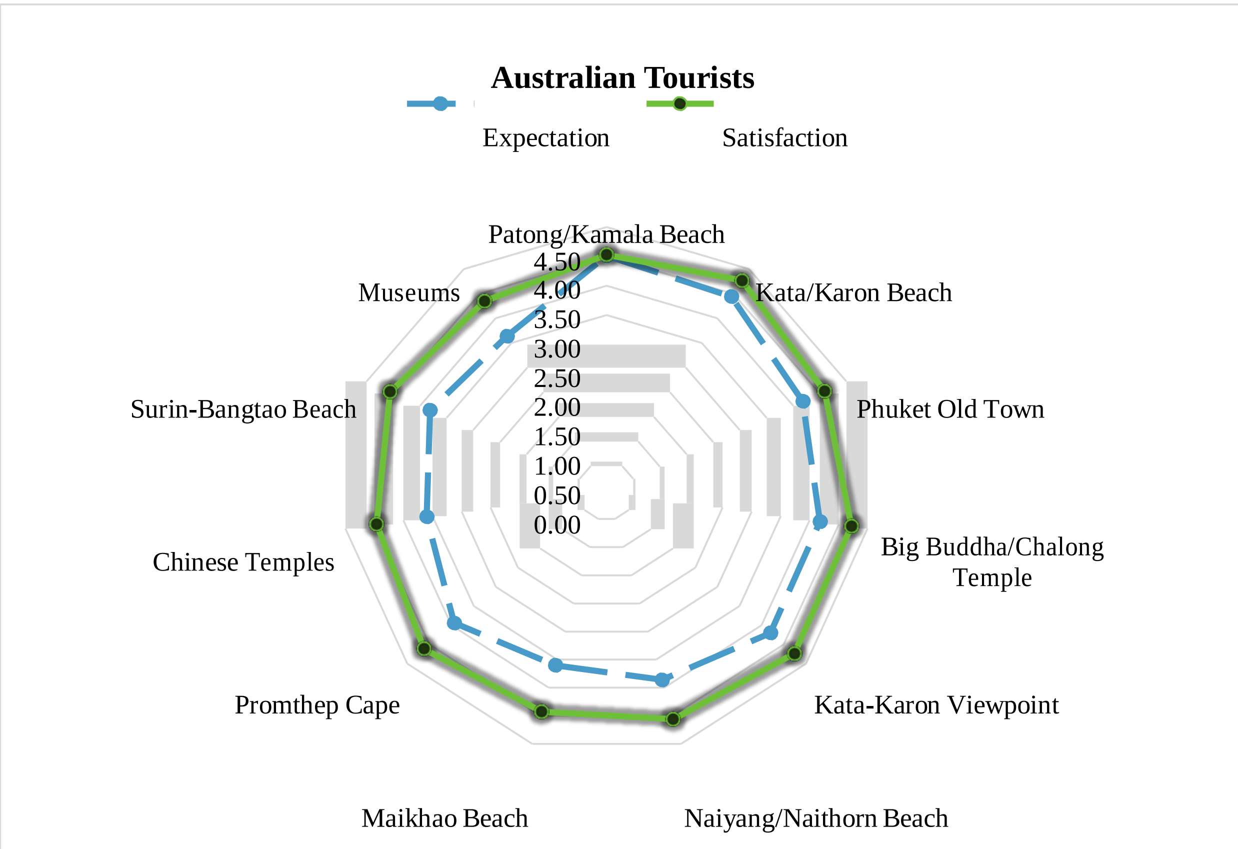

Figure 2. Expectation and satisfaction of Australian tourists

T-test results comparing Chinese and Australian tourist's overall satisfaction and destination loyalty are illustrated in Table 6. Chinese tourists (Mean = 4.09) were statistically more satisfied than Australian tourists (Mean = 3.85) indicated by the t-test result in Table 6 (t = 3.80, p = 0.00). In terms of loyalty, only one question (I plan to return to Phuket again in the near future) demonstrated statistical difference (t = 2.71, p = 0.01) between Chinese (Mean = 4.02) and Australian (Mean = 3.84). This implies that Chinese were more satisfied with their holiday in Phuket and were also more loyal to Phuket than Australian tourists.

Table 6. Overall satisfaction and destination loyalty

Factor	Chinese (C)		Australian (A)		*t*	*p*	Mean Difference (C - A)
	N	Mean	N	Mean			
Overall, Phuket offers me everything I want for my holiday.	465	4.09	343	3.85	3.80	*0.00*	*0.24*
I plan to return to Phuket again in the near future.	468	4.02	344	3.84	2.71	*0.01*	*0.18*
I am willing to recommend my family and friends to visit Phuket for their holiday.	472	4.17	345	4.23	-1.06	0.29	-0.06

CONCLUSION & IMPLICATIONS

Based on the comparative analysis of Chinese and Australian tourists' travel behaviour during their holiday in Phuket reported in the paper, the results indicate differences between the two segments of tourists in many areas. Although the tourists from both nationalities were commonly found to spend the highest portion of time on visiting nearby islands on guided tour, the Chinese tourists spent the next highest portion of their time on going to beaches and shopping at department stores, while sunbathing and dining at local restaurants were reported as the next most time spending activities by the Australian respondents. A higher proportion of Chinese tourists was also reported to participate in scuba diving and water sports than the Australian respondents. Larger portions of time spent on sunbathing and visiting pubs were found in Australian tourists than in Chinese sample. Moreover, spa/message was also another popular activity for both nationalities. This finding provides insights into the behaviour of the two tourist segments and thus destination marketers need to focus on developing and ensuring product and service quality of the above holiday activities in respect to each tourist segment.

Another key finding reported in the study was that Chinese tourists had higher levels of expectation and satisfaction in most attractions than Australian tourists. Kata/Karon beach was rated the most satisfied beach in the study. Conclusion can be drawn from the study that Chinese tourists had higher expectation levels and were more satisfied with their holiday experience in Phuket than the Australian tourists. The Chinese respondents were also more loyal to Phuket as a tourist destination than the Australian respondents.

The above findings contradict to the literature which states that Asian consumers including Chinese tourists in this study have the tendency to choose neutral point in the Likert scale type of question in the survey (Ong & Zien Yusoff, 2015). This is not the case in this study as the Chinese sample has been found to demonstrate greater levels of expectation and satisfaction, demonstrating that they have stronger feelings toward Phuket as a destination than Australian tourists.

There are a number of possible reasons explaining this phenomenal. Firstly, Chinese tourists could have formed positive image perceptions toward Phuket because they could have been exposed to positive media and word of mouth communication from relatives and friends prior to their visits. Secondly, it could be due to the fact that Thailand and China have similar living standards as developing countries, and thus Chinese people are more familiar and easier to satisfy with more familiar attraction conditions. Thirdly, Australian tourists have lower expectations could be due to the fact that they have had more previous holiday experiences in Thailand and Phuket and thus find Phuket holiday as not exciting as the Chinese tourists who had the first visit to Phuket. This is consistent with previous study on repeat travellers by Assaker, Vinzi, and O'Connor (2011).

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Southeast Asian women Travellers: Challenges between Social Control and Emancipation

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ABSTRACT

Over the past fifty years around the world, women's roles in society have changed in different aspects including the participation to leisure and tourism. A conjunction of factors such as women's economic independence, emergence of leisure society and travel opportunities provided by new technologies provide new roles. However, the standards and women codes of behaviour expected by society are dissonant with the actual practices. Women face sets of socio-cultural challenges that are particular to some regions of the world. In the case of the tourist-friendly South-east Asia, participation of local women in travelling and leisure activities faces obstacles. The main objective of this paper is to review the challenges faced by Southeast Asian women travellers in the case of Malaysia. This article through the review of national press determines and understands the acceptable standards of behaviour expected from women by the society.

Key words: *Southeast Asian women; Social control; Social issues; Gender; Women tourist.*

INTRODUCTION

This paper is a review of Southeast Asia society views on women travellers. While looking at the colonial past and the nation-building influences it reflects on the contemporary situation. Over the past fifty years around the world, women's roles in society have changed in different aspects including the participation to leisure and tourism. A conjunction of factors such as women's economic independence, emergence of leisure society and travel opportunities provided by new technologies provide new roles. However, the standards and women codes of behaviour expected by society are dissonant with the actual practices. To reflect this study, this paper focused on three national newspapers in Malaysia, written in English (New Straits Times, The Star and Malay Mail) between June 2015 to December 2017. A content analysis of press articles was conducted based on keywords such as abuse, sexual harassment, issues, troubles, morality, and dangerous based on women tourists.

LITERATURE REVIEW

Gender

When it comes to gender, there are different perspectives and understandings: the perspectives of sociologists, social psychologists and tourism scholars. Generally, gender is defined as the differences of biological sexes based on social constructions (Marchbank & Letherby, 2007). Sex, is defined as natural, biological characteristics of females and males such as reproductive and anatomical features (Marchbank & Letherby, 2007). It is important to notice that, gender is "*as much as a process as a fixed state"* (Wharton, 2004). Gender can be further categorised into four broad categories (Marchbank & Letherby, 2007). The first category is the biological arguments, which can be explained using the sex role theory. Women and men have different roles assigned to them. Women are considered having a nurturing instinct, to 'expressive' role in the family, while men are considered as competitive and aggressive, to an 'instrumental' role in the family.

The second category is the arguments of social learning theory. This theory argues that while gender is partly defined by biological aspects, it fails to evaluate on how social influences affect the behaviour. Kessler and McKenna (1978) agree that gender is based on social life, but it is based on culture through socialization. The evidence is quite clear in different types of culture (historically and geographically), women and men are different. In other words, gender is a set of learned behaviours, not existed from biological aspect. However, as time progresses, various understandings of masculinity and femininity develop. Birke (1992) asserts that the society regards biological aspects culturally, but these biological aspects can be structured by social factors. At this point, gender is assumed as a single set of attributes that indicates masculinity and femininity until Walby (1990) points out that this does not justify for the extent of ways in which femininity and masculinity exist, especially when it comes to social factors such as ethnicity, age, and social class.

The third category is the materialist arguments and the fourth category is the discourse arguments. Connell (2000) suggests two important alternatives derived from current discussions: post-structuralist and materialist. Post-structuralism contends that the gender difference is hegemonic but, in the view of Michael Foucault, it highlights the use of language, discourse that can form different ways to create masculinity and femininity, generating the existence of plurality of masculinities and femininities. In post-structuralism, gender is viewed as fluid. Judith Butler (1990) dismisses this model and explains gender as 'performative'. She also describes those who rejects the traditional roles of masculinity/femininity and create new way of performing masculinity/femininity as 'gender trouble'.

Gender in Southeast Asia

Gender is fluid and it is an unforeseeable process, full of challenges, changes and ambivalence. Any approaches of gender need to consider the network of ideological and material contexts of the specific region (Sarmento, 2012). According to Sarmento (2012), the evolution of gender concepts in Southeast Asia intersects with the past and present, of the global and the local. To study gender issues in contemporary Southeast Asia, there are a few factors to be considered: (i) the existing links between the ways of gender construction, (ii) the processes of negotiating everyday life, (iii) various forms of power, and (iv) influences of historical and social contexts. When it comes to gender dynamics, knowledge and power are also related, and these depends on the various ‘modernities’ and their characteristics (Sarmento, 2012).

A study of pre-colonial Southeast Asian women conducted by Reid (1988) is based on the observations of European, Arab and Chinese visitors to Southeast Asia. This study drew a conclusion that patriarchy exists in Southeast Asia and these women’s statuses were one of the highest in the world. Their roles in commerce were noticeable in public life. Based on Javanese women, Raffles (1965) remarks that it was the norm for the husband to entirely trust his wife in dealing with money matters. These women were alone in the markets, dealing with the business of buying and selling. Men and women were not equal in any regards, and it was obvious when it comes to activities and authority (Reid, 1988). While men have authority in formal facets of religion, women dealt with spiritual matters. Although the labour activities were divided, all members of the family worked together to produce things vital for their existence (Jamilah, 1994). There are different colonial formations, especially in the way religion, ethnicity, development and ideologies involving nationality. The post-colonialism in Southeast Asia is unique because it also involves the past Western colonies, where colonial legacy exists, which make it hard for different groups to establish their own identities. It is almost impossible to contemplate gender relations as fixed systems in Southeast Asia because its principles are based on conflicting ideologies that tend to create new prospects for disruption and resistance (Sarmento, 2012).

Malaysia, a case of multiple culture

As the rest of Southeast Asia, Malaysia went through colonial influences that still organize society in terms of gender, social, and ethnic lines. The traditional cultural values about women’s roles in society are believed to be common in Malaysia, including patriarchy (O’Brien, 1983; Jamilah, 1992; Ng & Chee, 1999). Generally, Malaysian women’s role is more family oriented, rather than self-fulfilment (Kalthom, Noraini, & Saodah, 2008). In other words, family matters took precedence over career. This put the present Malay women in a dilemma, where they struggle between modern challenges and traditions (Kalthom, Noraini, & Saodah, 2008). According to the World Economic Forum (2016), Malaysia ranked 106th over 144 countries in the Global Gender Gap Index. This indicates that the gender equality in Malaysia as compared to the international gender equality is poor; the male-female gaps are wider in education, health, economic mobility and participation in political roles. Southeast Asia, by comparing to East and South Asia, Southeast Asia has a higher status of women (Hirschman, 2016).

In the nineteenth century, British influences began to spread in Malaya. A capitalist society was born. Labour became a marketable product. Many Chinese and Indian foreigners were brought in to Malaya to work in tin mines and rubber plantations. The consequences of colonialism were division of labour that caused new class division to form, and challenged the relations between men and women. The capitalist had full control of labour power and the product harvested. Women, at this point, remained largely responsible of domestic labour and men, mostly sell their labour power to the capitalist. The separation of men and women’s labour spheres laid the structural conditions of Malayan society. This further established the contemporary structure of women’s labour force involvement (Jamilah, 1994). Firstly, women’s role was to reproduce and raise children, manage the household, and not given any monetary value. Secondly, although women were active in contributing the market economy, it slowly decreased, and this resulted in women being more confined to household duties. Lastly, when women were increasingly partaking in the productive sector, they were given labour-intensive jobs. Their contribution was considered lower than men’s and it was reflected in salaries being lower than men’s.

The division of labour is considered as a vital part of patriarchy (Huber & Spitze, 1998). A difference was also noted in the status level of households and economic activity of women. In a high-status household, the husband receives stable salaries every month and this could be a reason for the wife to be less active economically than those who are in lower status households. Husbands also make time to help with household activities, especially taking care of the children, but their time commitment was lower than women’s. However, this does not indicate gender equality (Hirschman, 2016). It highlights the accessibility for women to be involved in economically active roles, and the willingness of men to be involved in household duties. In post-independence Malaysia, economic adaptation was fast and benefited all. Women get access to education and higher education, and employment through industrialization. More recently, globalisation is the present. Globalisation, in its many forms, has undergone localization and this results in changes and new creation of ‘modernities’. Thus, gender issues in this context are more than symbolic meanings, it is also influenced by historical and political, particularly in post-colonial contexts (Sarmento, 2012). In post-colonial contexts, local notions of male and female, inequality, equality and gender complementarity, and multiple standards of social prestige and stigma, are always evolving (Sarmento, 2012).

Tourism and women

Mass tourism practices a new phenomenon in Southeast Asia 20 years ago. Emphasized of easier travel, rules of low cost carriers and technology have big impacts on mentality. Traditional roles are a challenge. When it comes to gender and tourism, Kinnaird and Hall (1994) were among the pioneers that study the two aspects. They propose that tourism in terms of construction, presentation and consumption are gendered and it is formed by different ways which are both temporally and spatially specific. Gender is incorporated in politic, economy, environment, cultural and social which, all these aspects are also influenced by tourism (Khan, 2011). Interactions between tourists and locals will build contemporary spaces of modernization which either can be beneficial or generate misunderstanding on both sides (Momsen, 2002). Pritchard, Morgan, Ateljevic and Harris (2007) state that culture and post-structural concepts of representation and sexuality leads to new approaches on gender and tourism. Aitchison (2005) further asserts that previous materialist analyses are still important by proposing a social-cultural nexus as the foundation of a new conceptual framework. This framework can be used to explore ‘the mutually informing nature of the social and the cultural in shaping both materialities and relations of gender and tourism’

In the 21st century, the mobility of women has expanded tremendously, and it has allowed women to express themselves more freely, and in ways that they were not able to do so before. Modern women travellers are remarkably different compared to how they were in the past (Navare & Zagade, 2015). By travelling solo, it sends the message of women can be free, liberated, independent and be adventurous (Brown, 2010). Tourism provides women a domain to resist the essentialist constructions of gender because by travelling they can gain personal satisfaction that rise about the gender stereotypes (Pesman, 1996). Women begin to travel without any companions, be it female or male and do not take support from packaged tours (McNamara & Prideaux, 2010). They want to be adventurous, they want to learn, they want new experiences, be self-aware (Bond, 1997), they seek for a sense of empowerment (Wilson & Harris, 2006) and they want freedom (Jordan & Gibson, 2005). They represent an influential and significant portion of the market segment (McNamara & Prideaux, 2010). In addition, globalization and modernization have gravitated women to break the chains of patriarchy (Alex, 2017). The internet and social media have made it easy for women to be exposed to the international arena, where women can easily define what they want. Requirements are made very particular, multiple information about various activities and this allows women to make informed decisions about travel. Furthermore, the gender barriers are slowly begun to dissolve with increasing number of women traveller opening to the idea of travelling alone (Alex, 2017). The main motivation is experiential travel; hence the requirements are very specific and defined.

Views on society of women travelling

In Khan's (2011), it was found that 50% of women reported that being a woman is a constraint to travel, while 100% of men reported their gender as not a constraint. Despite that, it was found that women's participation in travelling for leisure is increasing. Men remain as the advantaged gender, facing lesser constraints in travelling while women are no longer disadvantaged but they are still comparatively more constrained than men (Khan, 2011). In fact, many studies have stressed that solo women travellers' main concern is safety (Jordan & Gibson, 2005; Jordan & Aitchison, 2008; Wilson & Little, 2008). In the tourism space which is gendered, sexualized, racialized and benefit men's travel experience, women travelling solo is suggested to be exposed to risks (Pritchard & Morgan, 2000; Wilson & Little, 2008). Generally, males are linked with power and females are recognized as the 'fairer or weaker sex' (Khan, 2011).

Most studies focused on studying women travelling solo remarked that women are disadvantaged in leisure (Greenberg & Frank, 1983; Henderson, Stalnaker, & Taylor, 1988; Wearing & Wearing, 1988; Henderson & Allen, 1991). There are two crimes that women are most afraid of: sexual violence and assault (Bondi & Rose, 2003). In public spaces, most women have experienced at least some minor types of sexual harassment such as wolf whistling or flashing and verbal abuse (Wise & Stanley, 1987).

Sexual harassment

The society suggests that women are prone to be cheated easily. This involves cases such as trafficking and abuse of visa. The society tends to project a certain type of image to represent these 'foreign women'. For example:

> *"…A foreign woman in a skimpy red dress that looked like it had been painted on her…. along with about 50 of her friends, remained engaged in their intense conversation… sharing a giggle every now and then…".* (Farrah, 2016).
>
> *"You see that woman in red? I have arrested her twice… this will be the third…*" (Farrah, 2016).
>
> *"…I am here on a visit and this is just me letting my hair down with my girlfriends…"* (Farrah, 2016).

The 'skimpy red dress' was emphasized multiple times to project the image of 'foreign women', together with their hair let loose, and usually in a group of female friends. This shows how the society is judging and categorizing women based on their looks. Most of the cases reported related to 'foreign women' are usually from Thailand, Laos, Philippines, China and

Vietnam (AFP, 2016; Farrah, 2016; Mohamed, 2017b, Sharanpal, 2017). These women were allegedly offered employment opportunities in Malaysia, by entering Malaysia on tourist visa, and were promised to convert their tourists visa into employment visas with a fee (AFP, 2016). The focus was also on the nationality of these women.

> "*…-many of them illegal- from around Southeast Asia, including large numbers of Filipinos*" (AFP, 2016).

> *"…immigration authorities found 17 women of Filipino and Chinese nationalities believed to be offering sex services…"* (Chan, 2017).

> *"…three Thai women, believed to have been exploited by a prostitution syndicate, were rescued in a police operation…"* (Geraldine, 2017).

> *"…let us hope that with a solid screening system in place, our visitors from China will be those intent on making beautiful memories from postcard-worthy destinations…"* (Farrah, 2016).

The disclosed of the nationalities of these victims shows that the society generally views women tourists from these mentioned countries are being trafficked into prostitution or are being involved in the sex fields. This shows a general stereotype of nationalities amongst these women.

Victimization

In this globalized environment, sharing economy services for transportation are becoming prevalent. Platforms like Uber encourage women to travel. However, women are at risk for sexual harassment. Most of the cases involved women being sexually abused while using sharing economy services like Uber. The society suggests that women are recognized as the 'fairer or weaker sex' (Khan, 2011). The study of the press shows that the society tends to project women in a position that is questionable when they report abuses such as sexual harassment and violence against them. Articles are written in a manner where it questions the statement of the victims. Words such as "claimed" and "alleged" are often used.

> *"…waitress claimed she was sexually harassed by a taxi driver over a RM400 cab fare…"* (Razak, Tan, & Aravinthan, 2017).

> *"…the 26-year-old booked her ride home to Puchong Jaya from Mid Valley through Uber, and claimed that there was another man sitting in the front passenger seat when she got into the vehicle…"* (Timbuong, 2017a).

Descriptions of women's statement are reported lengthily and quoted. Emphasis are given on the characteristics of a woman, being fearful and weak.

> *"…A week after getting robbed while using an e-hailing service, the female victim was apparently so traumatised that she lost her six-week-old foetus…"* (Timbuong, 2017b).

"…during the trip, the driver allegedly pulled over to the roadside, dropped his trousers to display his genitals, and asked the woman to grab it…" (Mohamed, 2017a).

"… he started harassing me after that and even said I could settle the matter by sleeping with him…" (Razak, Tan, & Aravinthan, 2017).

This shows that the society does project women as the weaker sex and continue to reinforce the projections through taking a stand point of being dismissive. Most of the articles took a stand point of being dismissive of the actual crime taken against women.

Morality

Morality is another aspect imposed to women in Malaysia. The religion of the Federation of Malaysia is Islam and freedom of religion is granted, as Malaysia is multi-racial country. It was proposed that Asian women face higher risk because of Asian values and social expectations of being a respectable woman (Muzaini, 2006; Teo & Leong, 2006). The social expectations of being a respectable woman in Malaysia is suggested to be accordance with religion.

"…. It can be as simple as taking a look at issues affecting the women's rights. It is very often, but not exclusively, violated on cultural grounds…" (Khoo, 2017).

"…the restriction on women from performing in public also is another signal of the growing religious fundamentalism…" (Khoo, 2017).

Kartika Sari Dewi Shukarnor's case sparked controversy worldwide. Her case shows the example where her morality, in terms of religion and a woman clashes with the liberalization of a woman in the modern era.

"…in 2009, the Pahang Shariah Court sentenced a part-time model and mother of two Kartika Sari Dewi Shukarnor, to a fine and six strokes of the cane for drinking alcohol in a Cherating hotel in 2008… The sentence was later commuted to three weeks of community service following public outcry…" (Syed, 2015).

"…this was accepted with enthusiastic support from conservative Malay Muslims… however, conscientious members of society voiced their staunch opposition to this. Two forms of discourse clashed…" (Aerie, 2013).

"…Dina Zaman, executive director of Iman Research, a Kuala Lumpur-based think-tank that studies society and religion, says: "While we are becoming more progressive, Muslim women in Malaysia still have a lot of questions on Islam…" (Hariati, 2017).

CONCLUSIONS & IMPLICATIONS

The tourism industry is heavily promoted, the rise of low cost carriers and other technology advancement encourage people to travel. But the society responds with variable degrees, especially in the case of multicultural country like Malaysia. The spectrum of possibilities is quite wide. The practicality and the way how people travel is still different. Women usually travel with their spouses and family. But now, because of the conjunction of economic independence, due to women having income, the emergence of leisure society and the vast offer of travel opportunities by the industry, it created conditions for women to travel by themselves or with a group of friends. Society is slower to accept the condition of women as compared to the industry because of moral grounds are still being negotiated.

In this modern society, existing literature acknowledges that women are liberated, and the gender norms are slowly dissolving, hence women are travelling solo to the extent that feminism exists; where women live up from patriarchal definitions (Ng, Maznah, & Tan, 2006). However, issues such as rape and domestic violence are still happening at a very alarming rate. According to Marchbank and Letherby (2007), the historical public-private dualism explains that women are identified to the private space of the home, while men are identified to public world of the street. The concept of dualism is used to differentiate between ‘respectable’ women and ‘less deserving’ women and between ‘sensible’ women and ‘reckless’ women (Marchbank and Letherby, 2007). This further suggests that to some extent, women are indeed hold responsible for their own fate.

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Sport Event Tourism as Social Practice

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The number of tourists visiting Indonesia has experienced an increase. However the increase is endangered by economy collapse and political transformation. If the threats are not dealt with well, there will be a fall in the number of tourists' visit. The innovation of tourist destination agents is urgent to sustain the number of visitors. Borobudur Marathon was carried out as an alternative strategy to cope with the problem. The present study aims at investigating Borobudur Marathon as social practice that integrated the activity of sports and tourism to attract tourists coming to Indonesia. borobudur Marathon was performed in the corridor of tourism development in Indonesia involving agents such as government, private business agents, runners, and local people around the site. It was seen a social practice that is a medium and outcome of the management of international event. In practice, the event was able to attract more than eight thousand people worldwide to visit Borobudur Temple in Central Java, Indonesia. the success is a social practice that encompasses the ability of agents in managing the potentials and making agreement throughout the event. On the other hand, the success was supported by the existence of regulations and structures. Eventhough the event was able to attract many tourists to visit the site, Borobudur Marathon does not solve the problem of torurism in Indonesia. the event is even creating new challenge since the event only took place for a while, within days. After the event, the number of visitors suffered a significant fall. Thus, a sustainable innovation is highly urgent to maintain the number of visits by tourists in the upcoming years.

Key words: *Borobudur Marathon; event tourism; structuration; inovation tourism; and tourism destination.*

INTRODUCTION

Tourism industry in Indonesia is potential to suffer from boredom and stagnation. The number of visitors coming to Indonesia has experienced an increase in 2017, eventhough it still remains a threat of economy collapse and politiccal transformation (Hitchcock, 2001, p. 102). Thus, the tourism management in Indonesia requires innovation to maintain the number of tourist visits. One model of tourism management that has been successful to attract thousands of people in short period of time is the existence of international sport event in a tourist destination. This type of event has become a special interest for sport lovers around the world to visit Indonesia.

The competition of tourism programs among countries of South East Asia has encouraged the tourism agents to carry out sustainable innovation. The center of tourism attraction that lies on the natural, cultural, and shopping entities has developed continuously in order to avoid reduction in the number of visitors. The development was obviously observed through the rise of visitors in 2016. Vietnam was successful to increase the number of holiday makers to 26 percent compared to the previous year. Indonesia followed the path with a rise of 15 percent, and then Philippines with 11 percent, Thailand with 9 percent, Singapore with 7 percent, Cambodia with 5 percent, andMalaysia with 4 percent as compared to the number of tourist in 2015 (World Tourism Organization, 2017, p. 7).

Tourism agents in Indonesia have attempted to select innovation by creating a distinguished method in enjoying the tourist attraction. The method aimed at integrating the sports and tourism activities in some particular areas. The present report aims at investigating the efforts of tourism agents in Indonesia to design tourism activities along with sports exercises. Specifically, the discussion is in accordance with the conducted marathon event around Borobudur Temple in 2017. The discussion attempts to deliver an idea that Borobudur Marathon is a medium and outcome at the same time of social practices targeting at attracting tourists' attention to visit Borobudur Temple.

LITERATURE REVIEW

There have been a number of studies concerning the relation between tourism activity and sports by a number of scholars. The study on that topic has increased more popularity in academic, industrial, and governmental studies because it does not only contribute to economic sector, it can also raise the social welfare and pride (Deery, Jago, & Fredline, 2004; Gammon & Robinson, 2003, p. 21). The purpose of the present study is to observe the sport event performed around tourist destination to improve social welfare and pride of Central Java province and Indonesia. The event was an international running competition entitled Borobudur Marathon.

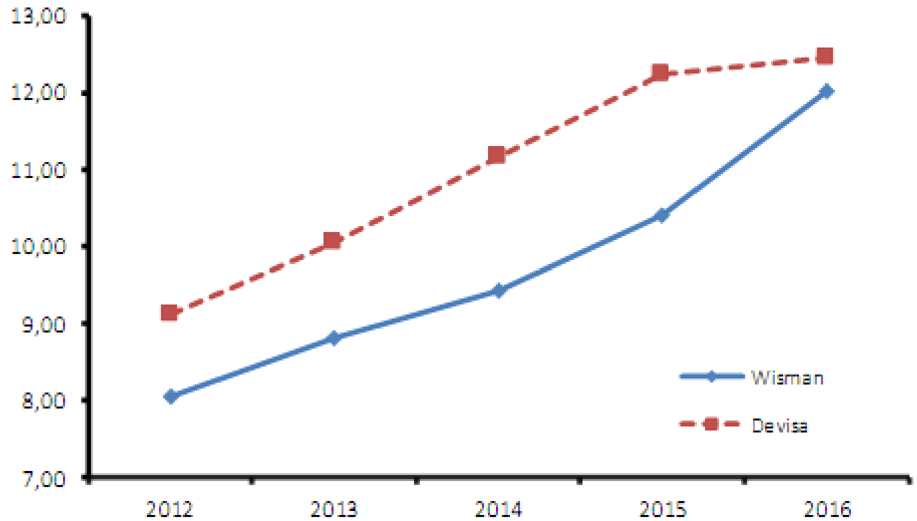
Borobudur Marathon, in the study, is seen from the structuration theory by Anthony Giddens. Giddens stated that the basis of social science studied is not a personal experience of actors or the emergence of every social totality, rather social practices takingplace along the time and space (Giddens, 2010, p. 3). According to the logics, Borobudur Marathon has been considered as a social practice of tourism and sports. As Giddens express it: according to the notion of the 'duality of structure', the structural properties of social systems are both the medium and outcome of the practices they organize (Horne & Jary, 2004, p. 131). So, Borobudur Marathon would be seen as a medium and outcome of spcial practice happening around Borobudur Temple tourist destination.

METHODOLOGY

The present study employed qualitative descriptive method. The data of study was collected from conducting observation towards literature and news reports. Specifically, the literature in this writing directs to research articles, books, and government regulations about tourism and sports. Adidtionally, the data was taken from mass and electronic media containing the information on the Borobudur Marathon event in 2017. The collected data was then classified into patterns, such as the pattern of Indonesia government policies in the development of tourism, Borobudur temple in tourism development in Indonesia, and the Marathon Borobudur event in 2017. The patterns were studied as social practice that was carried out to maintain Borobudur Temple as one of tourist attractions in Indonesia.

POSITION OF BOROBUDUR AS TOURISM DESTINATION IN INDONESIAN TOURISM POLICY

The revenue of tourism sector has positively contributed to the increase of foreign exchange. The increase is also resulted from the number of foreign tourists' visits and the amount of expense during their staying in Indonesia. The increase is gained through the rise in people's income and the offerring of more job vacancies. The development of people's growing income in tourism that is positively relevant to foreign exchange over the last four years can be observed through the following figure:



Source: (Asisten Deputi Penelitian dan Pengembangan Kebijakan Kepariwisataan, 2016, p. 4)

Based on the above graph, there was a rise in the number of foreign tourists visiting Indonesia between 2012 and 2016 that was in line with the increase of foreign exchange at the same period of time. Thus, the departure of overseas visitors has been pivotal factor contributing to foreign exchange. The importance has been a trigger for the Indonesian government to formulate the tourism management policy.

The policy of tourism management in Indonesia is written in the government's regulation of Indonesia Republic Number 50, 2011 about the major planning of developing national tourism in 2010-2015. The regulation encompassed the planning of establishing national tourism that has been applied applied for 15 years. The development covers the control over tourism spots, tourism marketing, tourism industry, and tourism institutions (Minister of Law and Human Rights of Indonesia Republic, 2011).

Tourism development planning refers to the national tourism improvement. The vision is intended for Indonesia to be able to perform as a world-class tourist destination that is competitive, sustainable, and able to encourage regional development and social welfare.

The vision is then interpreted into the following missions:

a. Tourism Destination that is secured, convenient, attractive, accessible, environmentally-friendly, and potential to increase national, regional, and social incomes;
b. Tourism Marketing that is strategic, eminent, and responsible for raising the number of domestic and foreign tourists' visits;

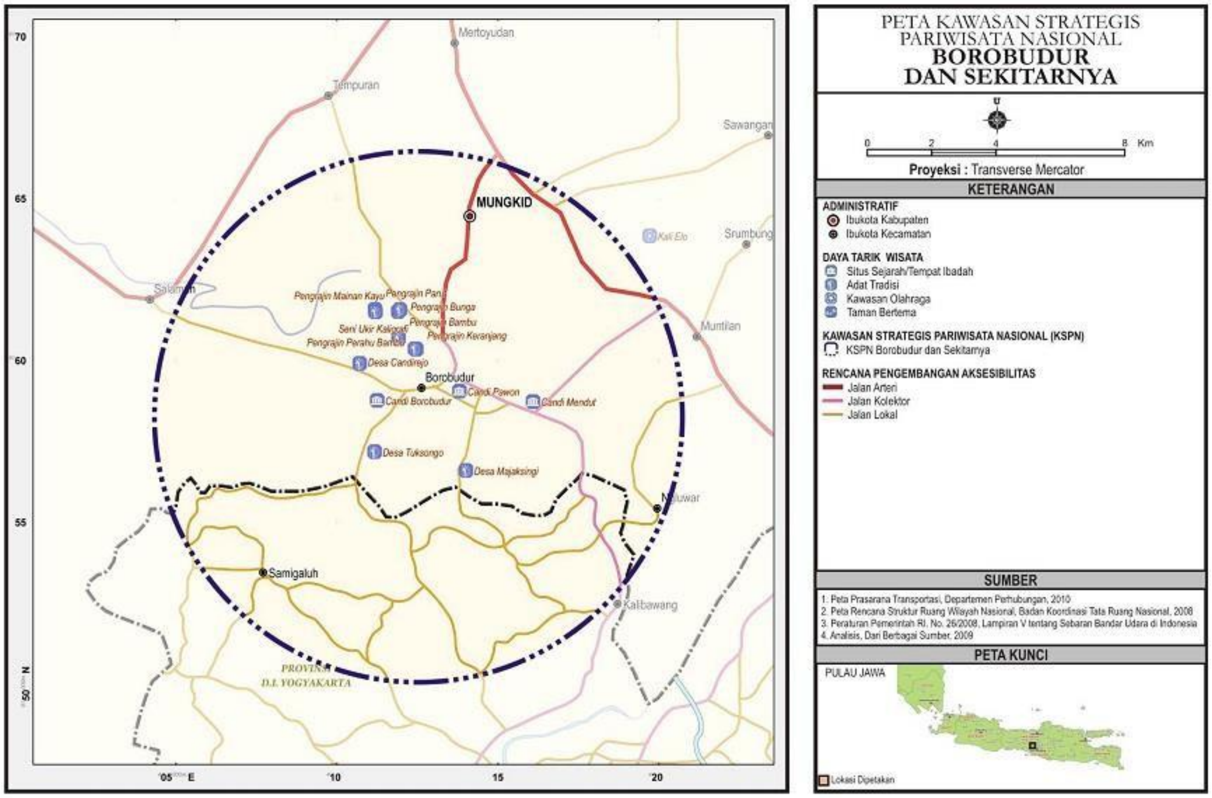
c. Tourism Industry that is competitive, credible, involving business partnership, and responsible for the nature and socio-cultural environment;
d. Government Organizations, Regional Government, private sector and citizens, human resources, regulations, effective and efficient operational mechanism that are able to create sustainable Tourism Development.

The above missions are the directions of national tourism development. The directions are carried out:

a. according to the principles of sustainable tourism development;
b. according to the orientation of increasing economic growth, widening job opportunities, alleviating poverty level, and preserving environment;
c. well in management;
d. in accordance with the integrity of across sectors, across regions, and across agents;
e. by encouraging partnership with public and private sectors;

The government's regulation of Indonesia Republic Number 50, 2011 also stipulated the national areas and tourist destinations that become a part of tourism development. There is detailed information about the area coverage of the development of national tourism destinations. There are 22 developing areas in 50 national destinations in Indonesia. Additionally, the regulation decided on the 88 strategic areas of national tourism.

In accordance with the classification mentioned in the regulation, Borobudur temple is included in the area of national tourism development, along with other temples such as Mendut temple, Pawon temple, and other areas surround them. The surrounding area of the temples holds tourism potential that is in the shape of wooden toy craft, calligraphy writing, flowers arrangement, bamboo craft, basket and bamboo ship crafts. These regions are to be integratedly developed as strategic coverage of national tourism.



Source: Strategic Sectors of National Tourism in Borobudur Temple and the surrounding

The Borobudur Marathon

The Borobudur Marathon sport event took place in Sunday, 19 November 2017 in Lumbini Park of Borobudur Temple, Magelang, Central Java. The theme of the event was "Reborn Harmony" and the occasion was in cooperation with the government of Central Java Province, Bank of Central Java, and Kompas daily news. The event that was officially called Bank Jateng Borobudur Marathon (BJBM – Bank of Central Java's Borobudur Marathon) took the route of international standard that had accepted a license from the Association of International Marathon And Long-Distance Run (AIMS) that is valid until 20121 (JON, 2017a).

The sports event was categorized into three groups according to the distance. The following table records the category and the event's registration fee:

Table 1.1 Category and Registration Fee of Borobudur Marathon

Category	Distance	Registration Fee
Full Marathon	42,195 km	Rp. 500.000,00.
Half Marathon	21 km	Rp. 350. 000,00
10 K	10 km	Rp. 200.000,00

Source: borobudurmarathon.co.id (Borobudur Marathon, 2017b)

The Borobudur Marathon also classifies the running type based on the participants' origin. Open category was for all registered and verified participants owning a right to fight for being a champion. Meanwhile, closed category was targeted for native Indonesian that have been registered and verified. There was also Master class category for full marathon course for those who were 40 years above.

The international running competition provided a total prize of two billion rupiahs. The full marathon class that consisted of open, closed, and master category each took five champions who were able to be the fastest ones achieving the finish line. The total prize of open category was 355 million rupiahs, of closed class was 245 million rupiahs, and of master course as much as 130 million rupiahs. Different from the previous class, the half marathon only decided three champions from open category and five champions from the closed one. 160 million rupiahs were ready to be given for all champions of half marathon in open class category, while the closed class prepared a total prize of 165 million rupiahs. The last class, which is 10 K, searched for three fastest runners of open category with 135 million-rupiah total money and eight runners of closed category with the total prize of 187.5 million rupiahs (Borobudur Marathon, 2017a).

There were 8,754 participants in total joining the event. There were 6,322 runners joining the 10K class of 6,322 runners, which took the most number of participants, 1,500 runners took part in half marathon, and 932 participants joined the full marathon course. The foreign participants also took part in the event as many as 178 coming from some parts of Asia, Africa, and America. The most number of foreign participants joining the event were from Kenya, followed by Malaysia and the USA (JON, 2017b).

BOROBUDUR MARATHON AS SOCIAL PRACTICE

Borobudur Marathon as a sport-based tourism is a medium and outcome of social practice. BJBM was a medium for the involving agents to implement their social practice. BJBM was also an outcome of social actions because it was a result of social practice from the agents succeeding BJBM in 19 November 2017.

BJBM involved some parties that have a certain role and position. BJBM included the government of Central Java, Tourism Department, the committee, participants, sponsors, and local residents around the marathon route. The identified agents made BJBM as a medium to perform social practice based on their own intention. The committee and sponsors were present in the event to ensure that the event ran well. Many runners joined the event with an aim to obtain the available prizes, to train their physical fitness, and even merely to take pictures in some interesting spots. The local people around the marathon route also contributed to the success of the event to get some entertainment and pride from the internation event taking place in their area of living.

BJBM was also a product of agreement involving agents of the event, that are among government, private business people, participants of event, and local residents. The event sterilized the running route from any obstacles including people with vehicles. This was supported by the government policy that allowes them to temporarily close the route from anyone except the event participants. This condition illustrated that there had been a contract successfully managed the social space around the running track. It is clear from this aspect that the cooperation among the agents involved in the event created a rule that was agreed and obeyed at the moment of competition.

BJBM has shown the ability of the agents (committee, government, sponsors, runners, and local people around Borobudur Temple) to organize the resource and regulations. In one hand, the agents were successful in obeying the regulations so the event went well, but on the other hand, the agents were also effective in creating the contract that was performed before, during, and after the event happened. Here, BJBM was seen as a medium and product of social practice that was conducted by the agents around Borobudur.

The marathon event was able to attract a huge number of visitors at the same time. However, this model of management of tourism destination has some weaknesses as analyzed from the aspect of sustainability. The visitors came to the site was only when there was a special event like that. After the event dismissed, the number of tourists in Borobudur Temple will not be able to reach a thousand of people. Hence, there should be other innovation to maintain the number of tourists' visits in the real future.

CONCLUSIONS & IMPLICATIONS

Borodudur Marathon as a marketing program of tourist destination has been successful to attract thousands of runners and spectators in Borobudur Temple. The event is a shape of innovation that was conducted by some agents to increase the number of tourists' visits. The combination of physical and recreational activities can be an alternative to attract tourists to come to the existing tourism destinations. This ideas has been able to invite thousands of spectators too. The success was a social practice involving the ability of many agents in managing the potentials they own, making decisions of the event and some regulations and structures supporting the competition as planned.

Despite its ability to attract thousands of visitors at the same time, Borobudur Marathon does not contribute to the threat of the economy reduction and political distraction towards tourism industry in Indonesia. this event remains a new challenge because in the real practice, the international sport event was only able to attract many tourists in the moment of special event. After the event, the number of tourists has experienced a drastic fall into normal. This insists the management of tourism destinations to create another variation of solutions to maintain the huge number of visitors in the future.

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The Following Is The List Of Champions From Every Category In Bjbm 2017:

Category	Type	Sex	The Best Three	Country
Full Marathon	Open	Male	Kiprop Tonui Kennedy K. Lilan Cosmas Matolo	Kenya Kenya Kenya
		Female	Elizabeth R. Chekakan Peninah Jepkoech Chemutai Immaculate	Kenya Kenya Uganda
	Closed	Male	Hamdan Syafril Sayuti Asma Bara Rudi Febriade	Indonesia Indonesia Indonesia
		Female	Oliva Sadi Irma Handayani Maya Josphat	Indonesia Indonesia Indonesia
Half Marathon	Open	Male	K. Too Barnaba Sigei Joseph M. Ngare	Kenya Malaysia Kenya
		Female	Rosemary M. Katua Kipsanai N. Jepkorir Too Mercy Jelimo	Kenya
	Closed	Male	Agus Prayogo Nurshodiq Difta I. G. Unbanu	Indonesia Indonesia Indonesia
		Female	Afiana Pajio Odekta E. Naibaho Ferly M. Subnafeu	Indonesia Indonesia Indonesia
10K	Open	Male	Tariku Demelash Gachui D. Kiarie Gilbert Ngench	Ethiopia Kenya Kenya
		Female	Edinah J. Koech Monica W. Ndiritu Cynthia C. Towett	Kenya

Source: (Fitriana,

2017)	Closed	Male	Tio Purwanto	Indonesia
			Ridwan	Indonesia
			Jauhari Johan	Indonesia
		Female	Yulianingsih	Indonesia
			Meri M. Paijo	Indonesia
			Bayu T. Sari	Indonesia

The Perception of Locals and Visitors for Development on Internal Transports of Sukhothai Historical Park

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ABSTRACT

This qualitative research aims to study the perception of locals and inbound visitors to develop the internal transport of Sukhothai Historical Park. The primary data was collected by observation, in-depth interview and small group discussion from the key informants that includes 19 locals and 17 visitors during November 2017 by purposive sampling. The data were analysed by content analysis, categorizing and thematising. The findings present the perception of the situation, attitude, problem, gap an issue on the internal transport of the park. The stakeholders offer improving solutions to develop the park in several ways.

Key words: *Perception, Locals and Visitors, Internal Transports, Sukhothai Historical Park*

INTRODUCTION

This study was started from a phenomenon of the historical park to tend its policy and campaign to be the non-carbon historical park by the limitation of transport in 2018. This attempt seems to be good practice while it hides some issues that affect some occupation as local taxi service for the visitors and local logistics as well as the price of transportation in Sukhothai Historical Park. Thus, the research aims to study the perception of locals and inbound visitors to develop the internal transport of Sukhothai Historical Park.

“Sukhothai” means “the dawn of happiness” as a kingdom and the first capital of Thailand 700 years ago, it is one of important and well-known cities among tourists (TAT, n.d.). The historical is located in the size 70 squared kilometres (Sukhothai Province, n.d.). The most of attractions in this city relate to historical backgrounds such as the Sukhothai historical park – biggest complexed ruins where included the area of the grand palace and primary temple – Wat Mahathat. The monument of the King Ramkhamhaeng and Wat Sri Chum are also the centre of visitors. This ancient site is accepted to be the World Heritage site by UNESCO.

There are a lot of festivals in Sukhothai but the famous one is the Loy Krathong – to float the ornament tray (made from banana trunk and leave as well as decorated by flowers, incense and candle) to respect the river that hold this in the historical park every year. The number of visitors in Sukhothai in December 2016 is 134,292 visitors (Department of Tourism, 2017). Thus, the average per day is 4,476 visitors.

LITERATURE REVIEW

A study of tourists experience about transportation tourism models to lead to Sukhothai province (Woraphakorn and Witchayakawin, 2017) found that Thai tourists preferred the bus because of its variety, good service, low price and safety because they trust the driver. They perceived that the information about transport in this city was less while it was believable. Similarly, international tourists liked to use bus and bicycle. They always trust the drivers even they drove fast sometimes. The bus and bicycle were the better choices for them because they were cheap. From this findings show the price of transport may be the main factor to select mode by tourists both Thai and inbound. Otherwise, is there another reason that does not price concern to choose bus and bike in Sukhothai?

Tuk Tuk and motorcycle are available all over Sukhothai. Expect to pay around 50 baht for a short ride and 150 baht from New Sukhothai to the historical park. They can also be arranged for tours of the ruins, and many of the drivers can speak some English. Single- gear pushbikes can be rented at practically every guesthouse for 50 baht and the eastern gate to the historical park's central zone. A motorcycle can be lent at all of guesthouses and resorts for 200 to 300 baht. A motorcycle and car rent shop have also positioned a pair of hundred meters west of the bus station on the access street from Highway 101. Otherwise together New Sukhothai and Old Sukhothai are conducive to walking (Luekens, 2016).

There are three basic transportation modes to Sukhothai: air, road, and railroad. By car, the distances from Sukhothai to neighbouring provinces are: to Phitsanulok 59 kilometres, to Kamphaeng Phet 77 kilometres, to Tak 79 kilometres, to Uttaradit 100 kilometres, to Phrae 165 kilometres, and to Lampang 207 kilometres. By bus, air-conditioned buses depart from Bangkok's Mochit 2 Bus Terminal to Sukhothai daily between 9.45 a.m. and 10.20 p.m., frequently during the morning. The journey takes 7 hours. By train, there are no trains going directly to Sukhothai. One may travel by train to Phitsanulok and then take a local bus to Sukhothai, about 59 kilometres away. By plane, Bangkok Airways flies from Bangkok to Sukhothai daily for the 1-hour journey. Sukhothai Airport is about 40 kilometres north of the city. (Rattanakitrungrueang, 2007).

Providing an attractive public transport system should be the main focus of government policy, and the following options could be considered. For rail-based transport, the mass rapid rail system could be expanded and better linked with the bus system, as well as other public transport modes running along the rail track. This would improve the attractiveness of the system by minimizing forced passenger transfers – this is integrated transport. The bus system needs to be reformed. A clear governance structure with a lead agency for strategic direction, monitoring and coordinating with relevant agencies is needed to improve quality and efficiency of public bus services. The attractiveness of buses could be raised through the upgrading of the service with investment in a new bus fleet equipped with IT systems, such as automated fare collection system, real-time information on the bus movements, locations and expected arrival times. This would all help bus users to plan their journey better and cut down waiting time (Tulyasuwan, 2013).

The study of Weisbrod (2007) on Models to Predict the Economic Development Impact of Transportation Projects: Historical Experience and New Applications indicated the eight guidelines that should be considered by both researchers and policy analysts seeking to select among predictive models and impact measurement methods: 1. Consider economic impact factors beyond just the value of daily average travel time and travel cost savings, including the potential value of highway system connectivity and peak period reliability improvements for both commuting and goods movement. 2. Consider the importance of multimodal implications, such as how a highway project can affect access to jobs, recreation, airports, intermodal rail terminals and border crossings. 3. Consider the potential for changes in transportation conditions to hit certain industries that are particularly dependent on schedule reliability for time-sensitive deliveries. 4. Consider the need for analysis methods that can identify when transportation impacts are magnified or constrained by other local economic growth factors, such as utility infrastructure, financing, labour skills and capacity for growth. 5. Avoid confusion by using analysis methods that can separate economic (flow of dollar) impacts from the value of benefits that do not directly affect the flow of dollars. 6. Distinguish areas of impact: (a) local, (b) state, (c) national and (d) global impacts, and show results for the level of the study area that is most appropriate for those who will be using the analysis results. 7. Distinguish benefit and cost perspectives: (a) savings for travelers, (b) savings for all users including freight shippers and recipients, (c) generation of income in the economy, and (d) the value of all benefits to society, and report results as appropriate for those who will be using the analysis results. 8. Select modelling approaches that stress the particular types of causal factors and access elements of most relevance to the type of transportation project being considered and its location context, recognizing that various economic responses and market mechanisms can be of differing relevance depending on the size of the project and scale of the study area.

METHODOLOGY

This qualitative research is a case study research that specifics to study the perception of stokeholds in Sukhothai historical park area. This study collect the primary data by observation, in-depth interview and small group discussion from the key informants that includes 19 locals and 17 visitors during November 2017 by purposive sampling and used the structured interview form as the research instrument as well as used the material to record data included researcher, pencil, note paper (different colours, different groups), Ipad2 was used for sound record and Cannon camera was used to record photos. The data collecting procedure – primary research was asker, the second researcher took note on paper, and an assistant took photos and served the beverage.

The reliability of this research triangulation of 1) different data collecting methods (observation, in-depth interview and small group discussion), 2) different time that researchers went to the primary site during the 20th to the 29th November 2019 for 10 days and interview in morning, afternoon and evening time, and 3) different persons of locals and visitors by three methods of data collecting gathered from different key informants.

After data collection, researchers typed all information from key informants in notepaper and sound recorder to the word processor (preparing for analysing) and grouping data by keyword and same definition. Categorizing data by the frequency of data or word and finally thematising data by selection the many keywords.

RESULTS & DISCUSSION

The locals 19 subjects included 4 males (21%) and 15 females (79%). Age included group of 21-30 is 5 (29%), 31-40 is 6 (35%), 51-60 is 4 (24%) and 61+ is 2 subjects (12%).

Career involved the group of own business 11 (58%) and park's staff 8 subjects (42%). The tourists 17 subjects included 10 males (59%) and 7 females. Age included group of 21-30 is 6, 31-40 is 4, 41-50 is 1, 51-60 is 1 and 61+ is 5 subjects (41%). Career included business job 7 (41%), government job 5 (29%) and, retire and other are 5 subjects (29%). The tourists were from Asia 3 (18%), America 3 (18%), Europe 10 (59%) and other 1 subject (6%) .

The perception of the stakeholders shows that there is insufficient transport and the bike is the best choice for them because of many reasons such as no air pollution, affordable price, easy to use and access, good touch scenery and atmosphere, fun, flexible and convenient. The good transport system affects the number of tourists that will provide the benefits for locals. The transport problems included transport, and parking area are not enough, some accident with children, incomplete equipment on the bike, confusing in their bike and limit transport incoming new year (only no carbon transport is allowed) and accident on the shared road. Moreover, elderly and disability are still considered for their fit transports. Also, there are pick up and drop off service for tourists, the price of transport is high, delay time and noisy. The park policy is changed many times to follow the change of government team. The park needs to improve insufficient transport, incomplete instrument, non-standard price and safety problem. Table 1 to 4 demonstrate the perception of locals and inbound visitors.

Table 1. Record of Interview: How you feel about transport in the Sukhothai Historical Park?

Locals (Staffs and Communities)	Inbound Visitors (Indonesian, French, German, American)
- It's joyful in the festival season because there were many visitors in the park, the bicycle service was not enough. - Sometimes, the bicycles were not enough for rent in this place. - The transport is not enough to serve the visitors. - "I feel that bicycle using is good because it reduces the air pollution but it is not suited for disability sometime". - The transport is convenient because it can access to everything that includes electricity tricycle, tram and aeroplane that brought visitors coming and the vendors get benefits from the accessibility of transport. - It is good. It makes the transport system orderly. When the transport parks outside, the outsiders would buy products and eat outside that transport system makes the inside of the park clean. - It is good but is not the best (it was at the moderate level). - It is good, but the weather is hot. - We have all transports as motor-tricycle, electricity tricycle, tram and bicycle with good service. - The transport and the parking area are enough with the good security system.	- It is not good because the tourists must park their car in the town and go to the historical park by taking the bus. The bus is not at the time then the tourists have to wait for a long time. - It is no carbon and very convenience, but there is less transportation. - Bicycle and tram are good. The tricycle is noisy – sound and pollution. - "Travelling by bike is an excellent idea. Also, the trams are very good for elderly people or some it up; I think it is pretty good ²È²" - Great - It is funny to use a bike, easier than take a car. - It is really easy because you can take a bike to the park.

From table 1, communities perceived that the number of bicycle and other transports are not enough for the visitors, especially in festival season. The bike is good and reduces air pollution, but it is not suited for elderly people. All transports are convenient with good service and specious parking space with the security system in the park. The locals gain benefits from good transport system service. The foreign tourists perceived that entire transport is not good and less type as well as they are not convenient to take a bus that it is not at the time. The bike and are useful for them with non-carbon, comfortable, fun and easy to use while the tri-cycle is noisy sound and pollution.

From the study of Weisbrod (2007), the 7th guideline (d) mentions the value of all benefits to society, and report results as appropriate for those who will be using the analysis results that if consider the finding in the current study to mention “vendors get benefits from the accessibility of transport" that local perceived their benefits also rely on good transport system.

Table 2. Record of Interview: What is the best transport is the park and why?

Locals (Staffs and Communities)	Inbound Visitors (Indonesian, French, German, American)
- The best transport is bike and walking because you will feel comfort for seeing the ancient town. - It depends on the tourists’ need and comfort, but the most foreigners like to walk and use the bicycle. - The best vehicle in the park is bicycle because the visitors can admire the atmosphere in the park and the tricycle is appropriate for family and handicap person. - Bike and Tuk Tuk because there is costly and reasonable price for visitors and Thais. - The bus because it is convenient and suits for the number of visitors. - All are good because of good service. - Tricycle, bike and tram are the best, - The tram is the best because it can transport the huge number of people while the tricycle is suited for ageing because of easy to access. - Using the bike because it is convenient to admire the park and no pollution as well as reduces the accident that is a cause of injury for visitors. It is the relaxing time to use a bike. - The bike because it can be parked anywhere you want while the tram suits for elderly.	- The bike because it is convenient to take around the park. - Bike. - Bike because you can take time and a little bit funny. - Bike because it is the low price that appropriates for tourists. Biking can touch the authentic atmosphere of the park and good access to all environment. - “Walking is the best, I like sightseeing. I enjoy walking around”. - The bicycle is fun and interesting to ride and see the scenery. - By bike, you see the most of you can stop whenever you want and take your time.

From table 2, the bike and walking (able to admire full atmosphere, costly, convenient, no pollution, reduce accident, can park anywhere and feel relax) seem to be the best choice in locals' perception. Others are mention, but they are used for specific purposes such as tricycle for family or disability, bus and tram for the mass number or elderly tourists, and many Thais like Tuk Tuk. Similarly, the travellers also choose a bike and walking as the best choice with the same reasons, but there is the addition as they can take more time, touch authentic atmosphere, easy access to all environment and fun.

Table 3. Record of Interview: What is the problem of transport in the park and why?

Locals (Staffs and Communities)	Inbound Visitors (Indonesian, French, German, American)
- The number of the bike is not enough for the number of tourists. - In the morning time, there are many tourists come to the park and the number of a bike is not enough to rent as well as tram and tri-wheel motorcycle. - The children have the problem when their feet put in the wheel of the bike and sometimes, the tourists exchange the bikes by accident because the bikes are same. - The parking area and transport are not enough. - It is not the big problem, but the personal car is prohibited to take into the park, we must use the park's transports. - It has no problem, but in the coming new year, we can use only electric transport. The fuel transport is prohibited. - The motorbike, drinking water and food are prohibited to take inside; the only bike is allowed while elderly visitors who can walk long way cannot go inside. - The truck and automobile are prohibited to take inside the park. Every time to change the exclusive park team, the policy is always changed. - No separate lane between the tourists' transport and motorbike, it makes the transfer slow when they come at the inter-road. - No problem, depend on the person because now we have the convenient road.	- No problem - Transportation to get to the park from the bus station. - I don't know, but I can take the only bike in the park. - No have picked up and dropped off the tourists, and the price is high to make the number of tourists reduction as well as not on time. - It may have the bus or public bus to transfer the tourists to each temple. - The tricycle is quite noisy and disturbing. - I am not aware of the problem right now.

From table 3, the communities perceived the insufficient number of bike, other transports and parking area. Children tourists may concern with the accident by using the bike and or some travellers confuse in their bike because of they are similar. The park policy prohibits all carbon transports, drink and food go into the park at coming new year that the park will allow electric transport and bike only. Some of them concern about elderly visitors cannot use bike and complaint about many times change of policy by changing the government. Another problem is the accident from the shared road in the park. Some tourists aware that there are not pick up and drop off transport for tourists, the price of transport is high, delay time and noisy transport. Some of them need bus service or public bus to each temple.

Table 4. Record of Interview: What should be improved about transport in the park and why?

Locals (Staffs and Communities)	Inbound Visitors (Indonesian, French, German, American)
- The tram and bike should be improved because some bike is damaged and non-complete instrument, as well as the tram, should be checked the security. - The government sector should prepare the bike service for tourists that it should be enough for all. - "I would like to change all transport system to be the electric system because it can reduce air pollution and for the future policy". - The parking area and capacity to accept the buses should be improved because they are not enough. - No have because we prepare everything ready for the visitors. - No have problem. - The park should allow all transports go inside even though they buy the entry ticket because the service transport is very expensive for bidders. - They should have the vehicle to pick up the elderly people. - Personal vehicle and tour coaches parking area should be improved because they have limited space then they hard to park in that area and not convenient to access the park. - The tram should serve the ageing tourists as their need when they want to visit the King monument, but the tram does not serve them.	- No variety of transportation - Increase the touchable vehicle from the bus station to the park. - Maybe a small shuttle car, small car, it could be better than the bike. - The park should have picked up and drop off tourists for convenient and can increase the number of visitors. - The public transportation because it should have more type of tourists. - Price is different from the bicycle (inside is too expensive, outside is cheap). - I think it is really good already.

Frome table 4, the villagers thought that tram and bike should be improved for sufficiency, fixing some incomplete instrument, the reasonable price and security checking before following the campaign for all transports are the electricity system. The parking area and space for travelling bus still need improving as well as transport service for ageing. The inbound visitors recommended to have more variety of transport, increase touchable, pick up and drop off service, public transport service and standard of price. Some offered the small shuttle car or small car may be better than the bike.

From the study of Weisbrod (2007), the 7th guideline (a) savings for travellers if to compare with the current findings, represents perception in need to "fixing some incomplete instrument".

CONCLUSIONS & IMPLICATIONS

The transportation inside the Sukhothai historical park is insufficient that should add more volume , the bike is the best choice for many benefits but it needs to improve for standard bike for tourism, good transport system affects to benefits of locals (e.g. the price is reasonable to increase demand of tourism), policy is always changed many times (that may affect to permanent occupation of locals) and set standard price (the visitors may confuse or dissatisfaction).

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Contextualizing Issues of Governance and Heritage Tourism: A Study of World Heritage Cities

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ABSTRACT

The desire to conserve cultural and natural heritage as well as to tap into the potentials of heritage tourism has expanded the number of cities applying to be listed as UNESCO World Heritage Site (WHS). As opposed to natural sites, cultural sites especially populated cities listed as WHS generally face complex governance issues. Moreover, UNESCO's earlier flexibility had allowed sites to be listed without proper governance plans leading to various issues especially when heritage tourism expands. This paper aims to create a framework that would aide in analyzing governance issues of WHS cities. To achieve its objective, this paper adopted a qualitative analysis method. Secondary data were sourced from various academic papers, government publications, reports and newspaper articles before a thematic analysis was performed. Seven main issues were uncovered namely, (i) Methodological: City Size, (ii) Nature of Touristification, (iii) Value of WHS Status, (iv) State Involvement, (v) Hurdles in Expanding Stakeholder Engagement, (vi) Constructed Identity, and (vii) Creation of Spatial Zones. The method of governance adopted by state parties is arguably linked to several issues at hand. Developing countries with statist governments face issues in the engagement of local community in the governance and inclusion in tourism at the site. Also, major cities in the developed world are willing to eschew UNESCO in the governance of their WHS over the issue of independence. Yet, a general framework of governing issues could not be developed due to the case-based nature of the sites.

Key words: World Heritage Cities, Heritage Tourism, Heritage Governance, Touristification

INTRODUCTION

The UNESCO World Heritage Site (WHS) listing is arguably a coveted title for many heritage sites, evidenced from the drastic expansion oflisted sites globally. The title is intended for member nations to protect, conserve and preserve their natural and cultural heritage (Leask & Fyall, 2006;

UNESCO, 1972, 2002). Ratified in 1972, the convention on the protection of heritage sites came into force as the world realized that physical and intangible heritage is at risk of being lost. UNESCO, as the overseer of WHS status had created guidelines that will ensure listed and potential sites adopt comprehensive governance plans. Initially placid, UNESCO had taken on a more aggressive role in ensuring compliance of the plans (Leask & Fyall, 2006). Two sites had been delisted as WHS and several more had been put under the Danger List due to nonconformity of governance plans. Instead of being the sole governing authority, UNESCO works in cohorts with local State Parties in overseeing WHS globally. Nevertheless, state parties adopted various modes of governance of their WHS, however UNESCO is increasingly stressing on a participatory governance framework (Leask & Fyall, 2006).

Along with the benefits to conservation, WHS listing also contributes to local tourism (Milman, 2015). In effect, the vast majority of top heritage tourist destinations in the world are listed as a WHS (Bourdeau, Gravari-Barbas, & Robinson, 2016; Patuelli, Mussoni, & Candela, 2013). Generally, the issue of governance, conservation and tourism at listed sites are often cloaked in a politico-administrative context. Essentially, the dynamic nature of urban cultural sites would see various stakeholders contesting for power and influence. Therefore, each WHS cities grapple with its own issues especially in terms of governance and stakeholder engagement. Based on this understanding, this paper intends to build a framework analyzing governance issues found in WHS cities.

LITERATURE REVIEW

The body of literature on WHS governance issues is extensive (Oers, 2011, 2015; Ripp, Eidenschink, & Milz, 2011; Wang & Bramwell, 2012; Zan, 2014). A comprehensive study on governance and management of WHS in 2013 indicated that issues related to governance afflict over 75% of listed sites in 2013, mostly under the cultural category (UNESCO, 2014). Moreover, threats to the sites are notably different based on regional factors, for instance WHS in Asia Pacific regions are affected by commercial development along with intrusive tourism facilities.

Literature also generally indicate that sites classifiable as major commercial and political cities such as Edinburgh, Barcelona, Liverpool and Vienna grapple with issues of placing heritage tourism in the midst of its bigger commercial space (Gaillard & Rodwell, 2015; Glauser, 2016; Lochrie, 2017; Sonkoly, 2017). Meanwhile, smaller cities such as Hoi An, Ping Yao, Valparaíso and Lamu that are dependent on tourism generally face issues that are solely focused on tourism (Berliner, 2012; Heathcott, 2013). Notably, governance issues plaguing WHS cities are centered around conflicts regarding preservation and the use of heritage for tourism (Su & Wall, 2012). A major contributor to governance issues plaguing WHS cities is the lack of proper local community engagement, described by Aas, Ladkin, and Fletcher, (2005); Su and Wall, (2012) as the owners of local heritage. Moreover, arguing from the perspective of human rights, Larsen, (2017) noted that governance of WHS in many developing nations only looks into the global political-economic consideration while side stepping the interests of the local communities. Tapping into the potentialities providable by local stakeholders, governance issues of WHS can be better handled if the state creates a more equitable playing field for local voices especially in tourism (Timothy & Boyd, 2003). In this regard, UNESCO had been taking the necessary steps, notably by including community participation in WHS governance as the "5th C" of WHS's strategic objectives (UNESCO, 2007).

METHODOLOGY

This research employed a qualitative analysis of secondary data related to issues regarding governance of cultural WHS around the world, focusing on cities that are part of the Organization of World Heritage Cities. Secondary material was sourced from academic papers, government publications, reports, observation and newspaper articles. Data was then organized thematically before a cursory analysis was conducted. Then, several themes on governance issues regarding WHS were noted and identified.

RESULTS & DISCUSSIONS

The review of the literature showed that WHS listing is still a matter of debate amongst scholars and sites stakeholders for multiple reasons. Due to the complexity of issues pertaining to sites that vary greatly from archeological places to monuments, temples and highly populated cities, this study proposes a categorization of themes. This emphasizes on the case of cities and excludes non-urban sites. Seven main categories proper to urban sites were identified and discussed (Table 1).

DIFFERENCES IN APPREHENDING WHS CITIES GOVERNANCE AND ISSUES

(i) Methodological: City Size

Based on the findings, cities under the cultural list of WHS can be separated into three major categories. The first category includes WHS enclaves within a bigger commercial or political city. For example, cities such as Vienna, Edinburgh and Liverpool in Europe contains WHS within its limits. In Edinburgh for instance, the WHS of Old and New Towns of Edinburgh is part of the financial and political centre of the city. Buildings and monuments from both the medieval and Georgian era are adapted for reuse as commercial and government offices (Pendlebury, Short, & While, 2009). Similarly, Vienna is the political and economic capital of Austria with a vibrant heritage tourism industry in its midst. Also, The Historic Centre of Macao is located within the heartland of Macao's political and commercial zone. However, the centrality of the Special Administrative Region's political power within the site is debatable because of Macao's unique blend of politico-casino capitalism where the political power centres on the casino business and pro-China tendencies (Hao, Sheng, & Pan, 2017).

The second category is describable as cities that are mid-sized with the main commercial activity being heritage tourism or playing a secondary role to other activities. For instance, Regensburg in Germany and Ahmedabad in India are both commercial centres with a supporting tourism industry. Whereas tourism in Regensburg is focused in the heritage enclave, commerce and tourism has a higher symbiotic relationship in Ahmedabad. Also, the city of George Town can be classified under this category, as the city and its periphery had long been a commercial hub. Inscribed as a WHS in 2009, George Town is also emerging as a leading heritage tourism destination. However, enclaving of George Town WHS with a core and buffer zone had added to the confusion of the city's actual borders. The third category includes smaller cities that rely on traditional industries and tourism. This includes cities such as Galle and Kandy in Sri Lanka as well as Luang Prabang, Laos. Kandy for instance relies on religious pilgrimages and heritage tourism as its primary industry.

(ii) Nature of Touristification

Terms such as "Disneyfied" (Caust & Vecco, 2017) or even "Unesco-cide" (Barron, 2017) had been used to describe listed heritage sites. Such terms are often linked to WHS under the cultural category due to the dominating role of tourism especially in the developing world. Essentially, touristification occur when an area or a tourist precinct experiences gentrification where the local population and traditional commerce is replaced with tourism related activity and new demography concurrent with expanding tourism (Pendlebury et al., 2009). Arguably, most WHS cities would experience touristification to an extent, however the impact is more profound in smaller, more vulnerable sites, such as Luang Prabang and Hoi An. On another note, several sites such as Melaka had long experienced touristification even before inscription as WHS due to state efforts in tapping into heritage tourism (Lai & Ooi, 2015b). However, touristification of sites such as Quebec City is well received by the local population who believe that it is the natural outcome of expanding tourism (Zan, 2014).

(iii) Value of WHS Status

Generally, it can be noted that WHS cities face different issues depending on the placement and importance of the city in relation to heritage tourism. Major cities such as Liverpool, Dresden, Vienna and Venice had taken on a confrontational stance with UNESCO regarding issues such as development and governance of the WHS enclaves. For instance, the city of Vienna did not adhere to the recommendations posited by UNESCO for development in the city until the city was placed under the Danger List. Moreover, Sonkoly, (2017) noted that a vast majority of historians in Vienna question UNESCO's role in deciding on heritage site governance in the city. Similarly, Liverpool remains steadfast in its development plans within the heritage zone although UNESCO had issued warning. According to the mayor of Liverpool, local development takes precedence over the WHS status (Parveen, 2016), thus it can be assumed that the WHS status is not highly valued.

(iv) State Involvement

Asian cities such as Galle in Sri Lanka faces issues related to the inadequacy of government involvement. For instance, Ranawaka, (2014) remarked that an apparent neglect of conservation of the site is observable. As international tourism in post-conflict Sri Lanka prospered, places like Galle experienced socio-economic change as well. Issues such as an imbalance in female economic empowerment in the tourist industry against those in the agricultural sector are notable especially when the state failed to intervene. In addition, the problems of smaller WHS with expanding tourism industry are different, especially in terms of lack of proper tourism development plan that co-opts the local residents. Similar issues are noted in Luang Prabang, a small town that is seeing an upsurge of tourism along with its pitfalls, especially in terms of touristification and constructed heritage (Staiff & Bushell, 2013). Due to its state centred, socialist governing system, the involvement of the government is statist in nature, where Luang Prabang is essentially “administered” by the bureaucrats in Vientiane. Nonetheless, statist tendencies may also differ in the governance of similar WHS. Although Melaka and George Town WHS are placed under the same state party in Malaysia, the involvement of the government in the governance of Melaka is notably higher as opposed to the more equitable system adopted in George Town (Lai & Ooi, 2015a).

In contrast, the neo-liberal governance framework adopted by Colombia allows for a more distant involvement by the government and allowing a higher degree of market control in the running of Cartagena WHS (Alfredo Conti, 2016; Rojas, 1999). Essentially, given the right situation, market forces can undertake corrective measures if it is commercially viable.

(v) Hurdles in Expanding Stakeholder Engagement

One of the main objectives of the World Heritage Convention is to create an equitable level of community and indigenous participation in governing WHS. Arguably, the level of stakeholder engagement, in this regard the local community is a major issue found among WHS in developing nations. For instance, the conservation and governance plan for Zanzibar WHS failed ‘to grasp the intricacy of social relations and spatial practices in the city" (p, 26) and adopted an external interpretation of the city (Demissie, 2013). Instead of engaging the narratives of the local community, a constructed image that pays homage to the colonial nostalgia is created as a form of tourist product.

The style of governance practiced is also another criterion that reduces the probability of community engagement. Generally, authoritative modes of governance allow little space for community engagement even if UNESCO provisions advises for it. This situation is exemplified in Vietnam, where residents within the neighbourhood of Complex of Hué Monuments WHS were displaced on the pretext of upholding the law or the population removal around Angkor WHS without proper engagement of the population (Ekern, Logan, Sauge, & Sinding-Larsen, 2012; Winter, 2007). Moreover, Aas et al., (2005) had also noted that local officials in Luang Prabang were predisposed to the idea that community engagement is an alien concept ill-suited for the local situational context. Arguably, efforts in de-structuralizing statist modes of governance in some developing countries had proven to be challenging due to local cultural constraints (Richmond, 2011). On another note, apathy on the part of the local population is also a hindrance in expanding stakeholder engagement. Although aware of the rights to be co-opted in decision-making regarding the development of the city, the residents of Macao generally are apolitical in voicing out against development policies as long as the "casino-capitalism" system provides a degree of stability (Lo, 2009).

(vi) Constructed Identity

As noted by Chhabra, Healy and Sills, (2003), tourism itself is derived on the believe that authentic experiences lies beyond the boundaries of contemporary society. As such, there is a tendency for heritage tourism sites to stage authenticity based on a perceived authentic past, guided by nostalgia and memory. Although intended to create a more tourist friendly product, the results can be disastrous to local communities as culture and the way of life would be diluted leading to a loss of cultural identity (Ivanovic, 2008).

This problem is prevalent in developing nation that intends to tap into the marketability of heritage for tourism. Generally, two types of constructed identity are notable in WHS, colonial nostalgia and new identity. In a study in Zanzibar, Bissell, (2005) found that the colonial "idealism" is presented as a tourist product that taps into the positive nostalgia associated with the site's historic past. Described as regressive nostalgia, such notion fails to tap into the local cultural context that existed apart from the colonial setting. However, products such as colonial style hotels, cafes and "experience" is marketed as tourism products to the western tourist. Celebration of a constructed past is also evident in Luang Prabang, an ancient royal town that was abandoned due to its association to the aristocracy. Currently, Luang Prabang is idealized and promoted as "a town of bygone days" (p,773), concurring with Western romanticized perception of Buddhism with quaint rituals and content locals living in peaceful traditional villages (Berliner, 2012). In effect, there are even prohibitions against certain types of gifts to be presented to the temples to ensure it confirms to the idealised nostalgia. Moreover, Berliner, (2012) also noted that the construction of the idealized image for Luang Prabang is heavily influenced by decisions of expats working with UNESCO. However, local discourse tends to favour tourism associated with modernity, rather than continuing with the constructed nostalgia that is scattered with a painful past.

Similarly, in an effort to build a national heritage identity and expand tourism in Uzbekistan, the centralized state decided on destroying a major part of a medieval residential area listed as a WHS to create a new boulevard (Synovitz, 2017). Arguably, the centralized governance of Uzbekistan created space for the state to construct an identity that it views favorably, in this instance constructing the image of Shahrisabz as a centre of Uzbekistan's state identity, personified in the image of Tamarlene (Mentges, 2013). Therefore, identity construction for heritage tourism destination is not primarily driven by market concerns but may also be aided by the state in line with its political agenda. Similar trajectory had also been noted in Melaka, where the colonial built heritage in the old town is supplemented with state-led ethnic historical narratives in the form of road names and cultural identity such as the Menara Taming Sari, shaped in the form of Malay Kris (Lai & Ooi, 2015b).

(vii) Creation of New Spatial Zones

Generally, WHS cities have clearly marked heritage enclave where the focus on heritage tourism would be concentrated (Creighton, 2007). However, newly inscribed sites such as the Historic City of Ahmedabad have a long history of being integrated both commercially and culturally within the wider urban space. Based on the requirement of UNESCO, a clearly marked zone is required to classify a site as a WHS. Hence, efforts to create enclaves in Ahmedabad led to “spatial narrative”, described by Watson, (2016) as efforts to create an imagined authentic historical space for specific touristic commercial needs. Hence, creating a physically defined boundary over a symbiotic commercial-heritage space in Ahmedabad would only establish a separateness that never existed previously.

Similarly, creation of new heritage and tourism spatial zones in the form of core and buffer zone contextualizes the heritage identity in an enclave. This opens for a market friendly interpretation of conservation beyond the defined borders. For instance, a strict interpretation of the core and buffer zone of George Town had allowed for several heritage buildings, such as the Runnymeade, located outside of the zone to be demolished.

Table 1. provides a synthesis of issues uncovered in this paper along with WHS cities facing the issues at hand.

Table 1. WHS Cities and Issues

	Issues	**Details and assessment**	**WHS Cities**
i	Methodological: City Size	Cities are diverse, from large metropolitans with single WHS to small cities entirely dependent on WHS	Vienna, Edinburgh. Liverpool, Macao, Regensburg, George Town, Galle, Kandy
ii	Touristification	Carrying capacity limits, crowd management, pressure on local residents	Luang Prabang, Hoi An
iii	Value of WHS Status	Debate over the necessity to have such status	Liverpool, Vienna, Venice, Edinburgh, Dresden[1]

iv	State Involvement	Power distribution and municipal autonomy vs national influence	Galle, Kandy, Dubrovnik, Luang Prabang, Cartagena, Valparaíso, Melaka
v	Hurdles in Expanding Stakeholder Engagement	Strategies of engagement, interest and power of stakeholders	Angkor[2], Hué Monuments[2], Dubrovnik, Luang Prabang, Macao, Lamu, Zanzibar, Melaka
vi	Constructed Identity	Debate over establishing specific historical identity	Zanzibar, Luang Prabang, Shahrisabz, Melaka
vii	Creation of Spatial Zones	Impact on WHS	Ahmedabad, Macao

[1] Delisted as WHS in 2009
[2] WHS Monuments within significant urban cities

The findings show similarities of issues amongst cities listed as WHS, however the constitution of an acceptable fit-all framework is hard to apply beyond identifying common issues. Solutions differ based on the size of the city, economic importance of tourism, type of governance, role of central and local governments, and development of civil society.

CONCLUSION & IMPLICATIONS

Undeniably, governing a city is not an easy feat, especially historical urban cities with dynamic populations with ever-changing needs. When WHS status and tourism is included, the balance between development and conservation complicates urban governance further. Considering the various modes of governance employed globally, from the statism of Uzbekistan, neo-liberalism of Colombia to equitable governance in Europe, WHS cities face issues that are inherently similar but different based on the local context. Certain major cities may shun UNESCO’s interference in the governance of their heritage sites, opting to adopt their own governing philosophy while others may see it fit to have an overseeing supranational body. Meanwhile, cities such as Macao may choose to remain docile towards centralization while smaller WHS cities may remain oblivious towards participatory governance. Meanwhile, distant governance by the state may allow for unbridled touristification although some cities view touristification as beneficial for tourism. To summarize, although a cursory look indicates similar governance issues among WHS cities, every city is influenced by varying local socio-politico context. Therefore, a general framework on issues of governance in WHS cities is difficult to be built, due to case-based nature of the sites.

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Strategic Partnerships for Sustainable Tourism Development in Papua New Guinea

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ABSTRACT

Strategic partnerships are a core requirement in delivering sustainable tourism for development in developing nations like Papua New Guinea. This paper unveils the strategic partnerships for sustainable tourism development in Papua New Guinea. Emphasis is made among tourism stakeholders, on the importance of strategic partnership and positioning in developing sustainable tourism development. This paper engages stakeholders' ecotourism differentiation and power relations through interviews and observations with tourism stakeholders in Papua New Guinea. Collaborative approaches in terms of sustaining the tourism industry, having a milestone of achieved plans, are needed for tourism growth and development. This paper adds a new insight to the body of knowledge on stakeholders' identification, formation, power relations and an integrated approach to successful tourism development. In order to achieve responsible tourism planning and management outcomes, partnerships must be holistic in perspective and based on sustainable development principles.

Keywords – *Stakeholders, sustainable tourism, Papua New Guinea, partnerships, development*

INTRODUCTION

Strategic partnerships are a core requirement in delivering sustainable tourism for development in both advanced and developing nations. Tourism is viewed as a cross sector relationship and partnership inclusion, due largely to its fragmented nature. The tourism industry consists of several separated parts, for example; transportation, event, hospitality, attractions and it is geographically spaced out. One of the barriers to effective collaboration is that the value of strategic partnerships may not have been given sufficient attentions for tourism development. In Papua New Guinea, despite efforts to raise awareness among tourism stakeholders, strategic partnerships are still not developed enough to bring about the full potential of sustainable tourism.

> “A partnership is best served when one of the goals of partnership is to strengthen all its parts (O’Halloran, Jarvis & Allen-Chabot, 2006).

It is worth noting from the outset that the differences between the large-scale tourism ventures and the low-level tourism business developers in Papua New Guinea are very unsatisfactory; considering relationship and partnerships. Perhaps it is a problem that in PNG some tourism ventures are highly visible like the Kokoda Track and the Tufi Resort. The visibilities and well-being of long-term strategic partnerships are in question for overall tourism development. Additionally, integrating the discipline of expert knowledge and identifying how best to engage stakeholders are required for successful tourism development in a nation.

What are strategic partnerships?

A strategic partnership has been set out to be a development tool or framework in order to achieve exceptional positioning in the global market. Meanwhile McLennan and Troutbeck (2002) defines Strategic partnership as a “complex mix of human behaviour and organization functioning” (p.2).Strategic partnerships therefore involve the coming together of actors, developers and potential stakeholders in order to achieve the sustainable development goals. Many different perspectives have emerged for the identification, segmentation and formation of tourism stakeholders. These stakeholders constitute: the differentiation between primary/secondary tourism stakeholders; supply and demand tourism sector, Public-Private Partnership (PPP) formation and the integrated tourism stakeholders sphere.

This paper unveils the strategic partnership for sustainable tourism development in Papua New Guinea. At present, strategic partnerships are not as developed by tourism operators as much as they might be. Collaborative approaches are needed for tourism growth and development. This study adopts the stakeholders' theory in the analysis of data presented in this paper. Sustainable tourism stakeholders' partnerships relate to the activities, influence, interest and their contribution to a nation's development, in the order of power, money, expertise, right, legitimacy and diplomacy relations. Hanson, Hitt, Ireland and Hoskisson (2011) consider power to be the "most critical criterion in prioritizing stakeholders" (P.21). This is true, in the sense that not all stakeholders may have the same level of influence (Figure 1).

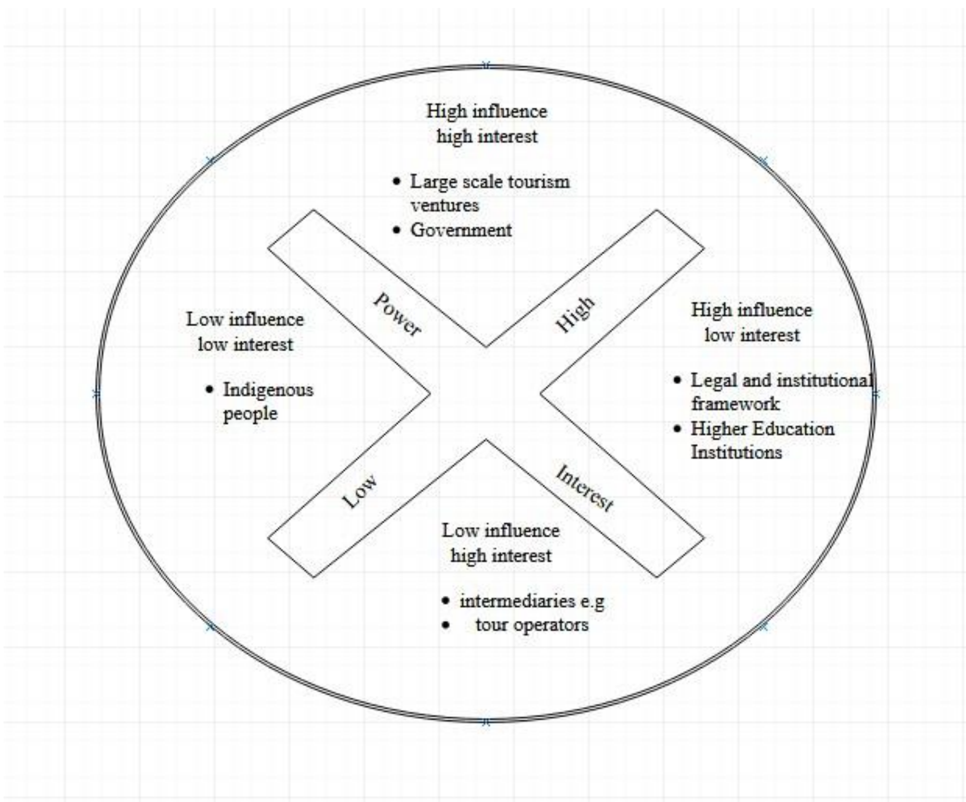

Figure 1 Stakeholder power relationship

As previously discussed above the large-scale tourism ventures in PNG have high interest in revenue generation from tourism as a business; having high power for example, the ability to influence having bookings done on H otels.com, Tie-ins with airlines and additional cross marketing. In this category of large-scale tourism ventures are the international investors. For Government, through its policies, plans for infrastructural development and diplomacy relations possess great influence and power to develop sustainable tourism. In the hierarchy of power and influence, the indigenous community may own tourism resources but have very little power to influence tourism decisions and develop essential tourist gaze. Achieving sustainable development goals to end poverty, the first step involves the identification of key stakeholders.

The need to identify stakeholder in the implementation of sustainable tourism development has been emphasized by many authors (Felicetti, 2015; Dabphet, 2010; Nastase, Chasochi, Popescu, & Scutariu, 2010; Golder, 2005). Who exactly constitute stakeholders will be determined according to various study contexts and the situation in which tourism destinations find itself.

> "The key stakeholders are those that can significantly contribute to shaping the future of the city, their policies, action, investments, behaviour and communication" (Popescu, 2012, p.497).

Identification and formation of tourism stakeholders

There are many guides for stakeholder analysis; a u seful one is that developed by WWF. Following this, the basis for identifying tourism stakeholders is who is important and influential in the industry, who is affected by the industry and who has not been involved up to now but should have been(Golder, 2005, p.4). The United Nations World Tourism Organization (UNWTO, 2015) made it clear that PPPs are more than a development tool; they also further improve the global competitiveness of tourism destinations. The Papua New Guinea public sector tourism stakeholders' sphere is comprised of many government departments that play a role in the development of sustainable tourism (Figure 2).

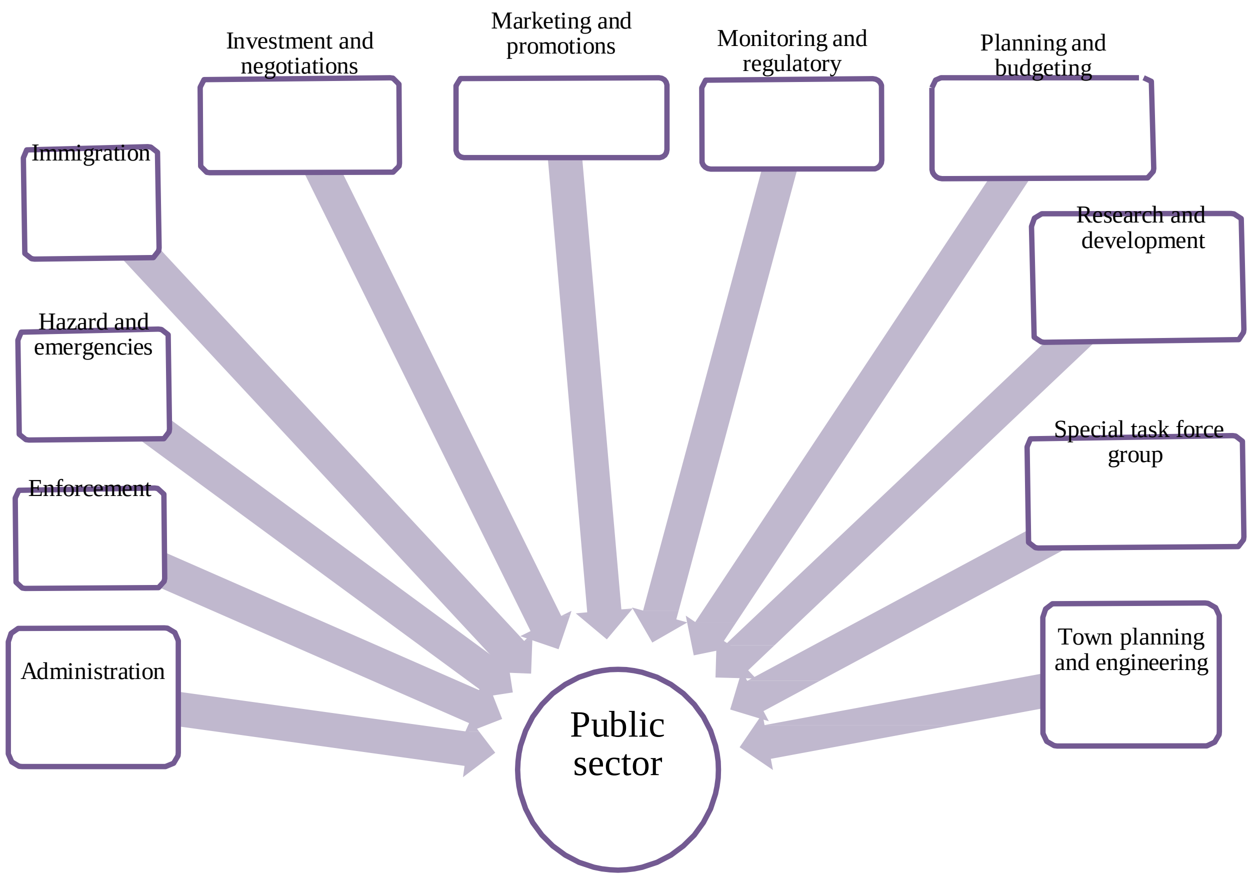

Figure 2. Papua New Guinea public sector tourism stakeholders' sphere

It is without doubt that the role in which both the National Government and Local Government play is very crucial for successful implementations of sustainable tourism. E ach of these departments labelled in Figure 1 are paramount in shaping the future of the "city, policies, action, investment, behaviour and communication" as mentioned in the definition of stakeholders by Popescu, 2012.

Under these headings, in PNG the key monitoring and regulatory body is the Conservation and Environmental Protection Authority (CEPA); the key investment and negotiation stakeholder is the PNG Investment Promotion Authority; two tourism marketing and promotion agencies are the Tourism Promotion Authority and National Cultural Commission; research and policy development is done by the National Research Institute, the Institute of Medical Research and the National Statistical Office.

This paper features a number of the public sector tourism stakeholders. Figure 3 provides the private sector formation in the development of sustainable tourism development.

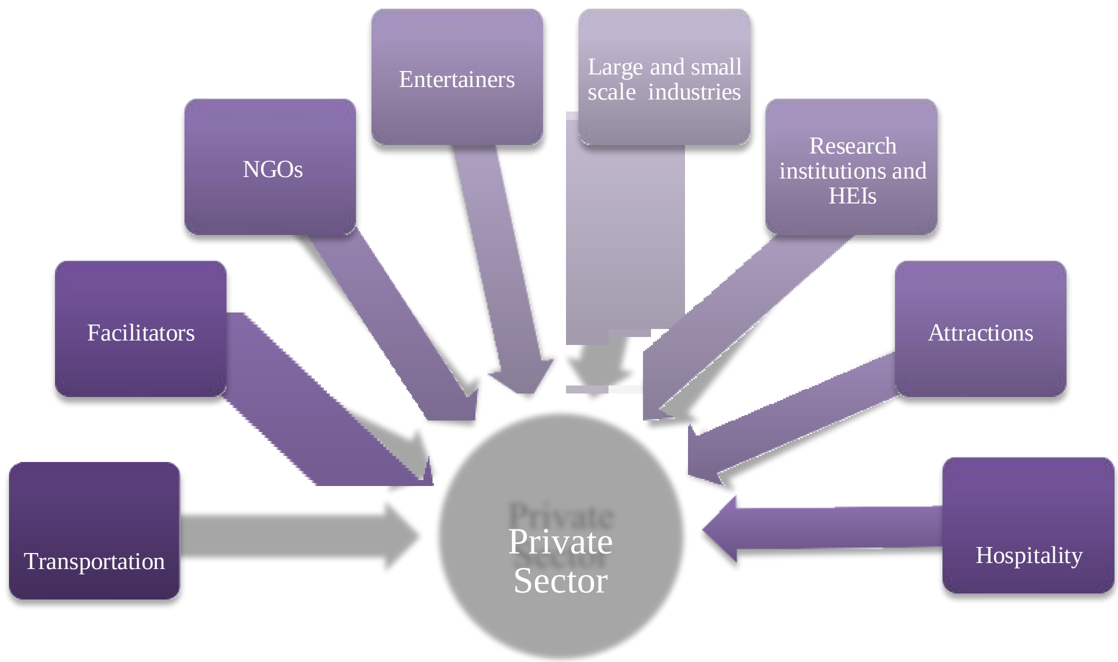

Figure 3. Private sector tourism stakeholders' sphere

The private enterprises provide basic tourism products, facilities and essential services such as transportation, accommodation, restaurants, wholesale and retail for tourism consumption. Although, this study has identified tourism stakeholders under the Public-Private Partnerships (PPP) but may not agree with the PPP identification and formation of tourism stakeholders in Papua New Guinea because, in the context of sustainable tourism development, the stakeholders play different role and may not fully take the form of private-sector application or partnership. Reasons being that, stakeholders like media can either be private or public, more so, tourism facilitators and intermediaries cannot be segmented under the private public marginalization. In additions, stakeholders like indigenous communities are not categorized under the PPP, and they have been left out completely in tourism issues that may affect them.

There is a need to distinguish and separate between the tourism industry and its stakeholders and the role that they play for successful sustainable tourism development. Although, De Lacy, Battig, Moore and Noakes (2002) differentiated tourism's interconnection examining, the supply and demand side of tourism category. Adeboye (2012) says little attention is paid to the tourism industry as well as their perceived importance in sustainable tourism development. The tourism business sector should be separated from its stakeholders because, the activities and influence of larger-scale established business operators strongly affect the nature of the tourism industry. The influence of stakeholders is determined by power, money and expertise in the planning and implementation process. The understanding of sustainable tourism is perceived differently by different stakeholder groups. Many authors have excluded the key stakeholders like media and higher education institutions. Brokaj (2014) claims that not all stakeholders, are aware of their duties and responsibilities in developing successful sustainable tourism. In Figure 4 the integrated stakeholders' ecotourism differentiation is listed.

Figure 4. Stakeholders' ecotourism differentiations

In order to better focus this research study, I have identified and categorized the tourism business (industry) sectors and its key players. Figure 4 shows the complex mix of players within the tourism and hospitality industry in general. This diagram serves as a conceptual framework for integrated assessments for sustainable tourism development. For example, tourists are attracted to a destination through the tourist gaze from various media like the print, digital and social media. Journeys are endorsed and confirmed by the facilitators (customs, immigration, insurance agencies, meteorological agencies and disaster risk managers), through the intermediaries like travel agencies, ambassadors, tour guides etc. journey are then reached and accessed through the transportation industry whether by air, sea or land. Accommodation sectors provide on land service in conjunction with attraction, events and reserve industry for a total tourism experience.

The development of a stakeholders' model is essential for the study context. Stakeholders have been differentiated in regards to interest and power relations. For instance, the high-end tourism business ventures have more power in terms of expertise; by so doing, integrating the discipline of expert knowledge and the well-being of opportunities, security, empowerment and hygiene in functions. The tourism business sectors have high interest but the entire sector may not have great power to influence decisions even though much is expected from them.

This model therefore suggests that the business tourism sectors will have high interest in the development as the business owners/ shareholders but many may not succeed if primary stakeholders with great power and great influence do not support proposals for progress. These stakeholders are interconnected and their roles and functions may collide with one another. The goal for developing sustainable tourism will not be achieved and realized without the collaboration and knowledge of assigned duties and responsibilities. Moreover, some stakeholders are not visible to the public or other stakeholders. In the next section I have discussed in details the key roles and responsibilities of stakeholders with regards to sustainable tourism management.

Primary Stakeholders	Roles and responsibilities in tourism management
National and local level government	Planning and budgeting Administration Regulatory Monitoring Promotion Infrastructural development Identifying opportunities and investment Protect and preserve cultural properties Timely statistics
Legal and institutional framework	Environmental impact assessments Evaluation and regulatory Implementation of environmental policies for forest and wetland management
Higher Education Institutions	Producing quality manpower for development Facilitating research for policy implementation and influence Bridging the gaps between the tourism business sector and tourism graduates Providing education, awareness and industry related trainings
Private organization	Funding and organizational support Quality brand management Sponsoring of events/ product development Corporate Social Responsibilities
Indigenous communities	Sustain and preserve community livelihoods Taking ownership of tourism activities and engagements Active contribution in tourism development
NGOs	Help communities achieve sustainable development goals through volunteering, teaching, training and transfer of special and vocational skills needed
Media	Image rebranding Public awareness of environmental issues and management Marketing and promotion Communication vehicle for community development

The role of National and Local Government in sustainable tourism management

The perceived importance of government with respect to tourism development, take the form of administration, regulatory, monitoring, marketing and promotion, infrastructural development, planning, budgeting and investments. All of which have separate departments that provides with proper direction and decision-making process under different government formation. This is why sustainable tourism development is a complex phenomenon that requires the participations from both private and public sectors.

Government whether national or local is a key player in managing tourism development (UNEP, 2009; De Lacy, Battig, Moore &Noakes, 2002). The role government plays in developing sustainable tourism is very crucial with regards to tourism planning, management and implementations. Government as a major player in the tourism industry is expected to interfere at every stage of tourism production and development. There are a number of roles assigned to them for proper and effective functioning of the tourism sector. It is important to know that unlike others stakeholders, government is the backbone for tourism development.

> "Sustainable tourism planning and destination development requires the ability and institutional capacity to integrate multiple policy areas; considering a variety of nationals, cultural and human assets" (Brokaj, 2014, p.115).

Many duties and responsibilities have been assigned to the government. Among the assigned duties and responsibilities includes among others geographical planning; policy strategy and action map, strategic planning, destinations promotions, branding and management, regulations and monitoring, ecological assessments and management; human resource development and capacity building; Task force group for Emergencies, disasters and tourism policing (Figure 1). The National Government is in charge of providing institutional and environmental planning framework according to the local context and economy strategies (Brokaj, 2014).

The responsibilities of lower levels government in sustainable tourism development

Lower level government are faced with numerous challenges hindering the development of sustainable tourism, among which is integrating management of tourism with other assigned task and activities of local government (Brokaj, 2014). Madang Province under its administration has a special department that oversees the affairs of the tourism sector and industries together with other small scale industries. The department is called the Madang Commerce, Tourism and Trade Industry (MCTT)

The Madang Commerce, Tourism and Trade Industry

The primary responsibilities of MCTT are to make policy and implement policy. The organization aims to see tourism develop down the rural majority "we are here for the people of Madang Province, though Government not doing too much. Sometimes we try to bridge the gap between big tourism industries and smaller ones" (MCTT, 2017). Government is the priority developer for tourism development but not much intervention in terms of tourism development. The department aim to develop specific tourism policy and plans, implement policies and develop mechanism to drive those polices.

> "The two policies on t ourism development expired already, no policies apart from the expired ones. The modern tourism plan expired 2013. Madang development policy plan also expired in 2012. T ourism plan and policy is needed. Tourism section of the department captures tourism programs and activities in the Province by targeting rural population. Tourism in Madang has been dependent on and in conjunction with National tourism master plan" (MCTT, 2017).

The Madang Commerce, Tourism and Trade department assist the tourism industry with "normal tourism activities, annual activities and programs like festivals". It has been emphasized that the department is not doing much in terms of promotion, product development and advocating for sustainable tourism. Only Tourism Promotion Authority and the National Cultural Commission are involved much in tourism development. T he department confirms that "there is a need to strengthen Provincial interrelationship office in Madang and in other provinces especially to promote tourism activities like Bilum festival. Sometimes they organize commerce advisers' senior officers' workshop. To work together to see what is common in the Momase region" (MCTT, 2017). The department of MCTT reflect 'very little' of sustainable practices in their activities. More concern has been focused on h ow product is developing through registration andhow, it can benefit the local people.

Government communications

Organizations like the National Museum and Art Gallery (NMAG) and theMadang Cultural and Visitor Bureau (MCVB) have an important communication role to play as tourist information centres at tourism destinations.

Figure 5. Papua New Guinea National Museum and Art Gallery

> “The National Museum was officially opened in 1977, in 1979, the museum became officially known as the National Museum and Art Gallery of PNG. The National Museum is a place not only for the past but for our present and future generations. It houses the cultural and natural heritage of PNG. The function of the museum is not a new idea in Papua New Guinea. In traditional times all communities had cultural and spiritual centres like Haus Tambaran” (National Museum and Art Gallery, 1980)

The Departments of the National Museum include: Archaeology; Art and Design; Conservation; Education; Ethnology; Library; Marine Biology; Natural History: contemporary History; Administration. The national museum and Art Gallery has approximately 300000 collections. The Museum has three different sections; the first section is relating to cultural properties representing all the provinces. The second section is built on culture; there are Kudul drums, shell kinas, clay pot, hair dressers, fish net, stone mortars, painting and others. The last section is the independence gallery; this section represents the object used in traditional Singsing and also collections from the colonial administrators.

> "We need museum minded to work in the museum. Broader knowledge of museum studies; basic knowledge to bring the museum to the next level, the current system requires graduate students that have basic knowledge on m useum studies and to be trained and deployed to smaller museum" (NMAG, 2017).

Good communications between the different branches of government and all those involved in tourism is essential for the proper development of the industry. These institutions are faced with numerous challenges that may hinder from proper management and the potential of such institution is yet to be realized for sustainable tourism development.

Institutional partnership for sustainable tourism development

A new report on Papua New Guinea's labour market by Deloitte in 2016, found out that, skill shortages are a major hindrance to employment growth; eighty-three per cent of firms indicate local skill shortages as a barrier to growing employment. The tourism and hospitality industry is second largest employers of labour in the world after manufacturing industries. There seems to be a gap between graduates and the reality of the market in the tourism and hospitality industry (ILO, 2011; Whitelaw, Barron, Buultjens, Cairncross, & Davidson, 2009; Robinson & Picard, 2006). Sarkodie and Adom (2015) affirms that tourism graduates are not meeting the needs of the tourism industry due to lack of specific requirements for the industry. Tourism education is a waste, when tourism graduates cannot meet the practical requirements of the tourism business industry (Wang, 2008). What is of value is balancing between what is taught in class and what is useful in the workplace (Millar, Mao &Moreo. 2008). To achieve sustainable human resource development of the tourism and hospitality industry, the role of formal educators especially the Higher Learning Institution is significantly important (Valachis, 2003). The question that may arise is if tourism education is responding to the industry in the areas of skill shortages (Wood, 2004).

> "Tourism graduates – quality is not enough compared to those days. They lack focus, No head on the shoulder. They do something else. There is lack of motivation for tourism as

> a profession because it is low paying. You have to have passion for tourism as a profession; one of the reason tourism is dying in the country (PNG). Screening to be done for who is taken up tourism courses at tourism universities because many do not remain or continue in the profession. It is easier to do tourism and hospitality management at universities. The right people to impart the country are needed" (Accommodation Provider 06, 2017).

There has been limited literature on the role HEI plays in balancing between theory and practical of tourism graduates and the tourism industry. Therefore Bridging the gap between the tourism business sector and tourism graduate should be the very focus of HEIs. In terms of building capacity Higher Education Institutions (HEIs) play a vital role in developing the right skills and attitudes needed for the tourism and hospitality industry. At every stage of the tourism business sector, the HEIs form the foundation and basic for developing, training and recruiting as well as facilitating research for the industry. Although, education and training is vitally important in the field of tourism and culture but the extent to which graduates filter into the tourism sector and able to implement transferable skills is still limited (Robinson & Picard, 2006). The value of balancing between what is taught in class and what is useful in the workplace requires that competency based education be addressed, by the tourism educators (Millar, Mao &Moreo, 2008).

> "Education is one of the most important means to improve personal endowments, build capabilities, overcome constraints and in the process, enlarge available set of opportunities and choices for a sustained improvement in well-being" (Ganiee, 2014, p. 19).

The hospitality management education can be 'perceived as a mixture of academic professional, craft knowledge and skills aimed at satisfying the needs of the hospitality industry as a whole'(Stefanescu, 2012). Wang (2008) argues that the growth of tourism industry is limited because of lack of adequate qualified personnel. In the knowledge economy, there is evident that universities as key institutions should produce of high level skills and knowledgeable innovative workforce for the tourism industry (Bailey, Cloete & Pillay, 2011; Cavicchi, Rinald & Corsi, 2013). To ensure quality human experience and consumer's satisfaction, the tourism industry needs skilled human resource capabilities (Durasevic & Karavic, 2016). International character of the tourism and hospitality industry requires additional competencies to include the ‘ability to deal with cultural and value differences and the need for language skills and employee mobility’ (Whitelaw et. al, 2009 p. 17).

Therefore, achieving the multiple goals of sustainable development requires human resource that can assume effective leadership (Hatipoglu, Ertuna & Sasidharan, 2014). The COMCEC (2013) assert that tourism requires specialized knowledge and skills through various means of education and vocational skill training development. T here is a need to revisit tourism education curriculum that educators provide for professional tourism graduates (Inui, Wheeler & Landkford, 2009; Durasevic& Karavic, 2016).

> “A lot of tourism graduates are expecting to come and take management positions in companies and hotels. They need to learn real aspects and levels of THM they must go through the stages of: housekeeping; reservation; front desk management; restaurant and food handling” (Accommodation Provider 08, 2017)

The educational competencies to be developed by tourism graduates are essential in order to provide quality and satisfactory delivery of service (Nagarjuna, 2016). Sarkodie and Adom (2015) identifies important skills for tourism and hospitality graduates to include “communication skills, multi lingual, operational skills, computing skills, first aids skills, tour guiding skills; security functions, moral skills, customer relationship, leadership skills etc. (p.117).

> “How well they can communicate and interact; customer service orientation, presentable is very important for the industry” (Accommodation Provider 02, 2017)

Human resource development for sustainable tourism development

At every stage of tourism production and consumption, the industries require great number of human resource influence (Huang & Robert, 2014). One of the major challenges faced by the tourism industry is the issue of human resource available to bring about change in the development of sustainable tourism. Quality manpower development has been a major concern for the tourism business industry (Bhuha, 2014). The concern for quality delivery of professionals in the tourism and hospitality industry must advance the needs for tourism educator to balance between tourism graduates and tourism industry. Higher Learning Institutions have to develop and train professionals in such a way that can meet the diverse needs of the tourism industry (Nagarjuna, 2016). It is evidence from the tourism industry that what they expect from tourism graduates is different from what they get.

> "We want to see practically oriented training institution; eighty per cent of learning aspect for tourism professionals to be more of practical. Under job training or offshore training may not be needed. The tourism industry needs tourism graduates that can get right into business. For tourism graduates they expect them to give back and impart knowledge and practical skills into tourism industry" (MCTT, 2017).

The relationships between skill development through various needs such as education, trainings and vocational studies should align with the labour market and tourism industry requirements. It therefore expected that HEIs and tourism professionals:

> "To offer tourism education for those that cannot be enrolled in full time tourism programs, short term tourism trainings should be introduced. The first impression is the last impression" (MCVB, 2017)

The tourism industry of Madang expect from tourism graduate to assist in the promotion and providing with up to date information on t ourism; to put additional efforts to promote PNG; educate in order to advance tourism and hospitality industry and therefore,"moreobservation is needed for tourism graduates, practical experience not enough" (Accommodation Provider 08, 2017).

Attitudes of graduates

It has been considered that tourism graduates do not demonstrate required abilities and readiness for industry. It is envisaged that many of the tourism graduates are found with inappropriate chewing, lateness and cleanliness. "You must be able to present yourself to all clients. Importance of attitudes, many of them have attitude to work. Coming to the industry they need to start not at the management level. At least 2 years of real work experience not just 3 weeks in and out" (Accommodation Provider 08, 2017). Nagrjuna (2016) maintains that the educational competencies of tourism educators call for the ability to provide skilled human resource that can meet the tourism industry expectations.

It has been advocated that HEIs can advance sustainable tourism through knowledge creation and sharing for development. Pressure from potential employers and social demands command that HEIs must provide quality learning outcomes for students (Hernard & Roseveare, 2012). In the development of sustainable tourism development, Higher Education Institutions need to work towards including in "their curriculum the real awareness of ecotourism not learning fast track; to encourage student to promote awareness and to be taught as skills in the degrees of THM; The importance of awareness of ecotourism not only to focus on big hotels must be emphasized and All types of tourism should be learned" (Accommodation Provider 08, 2017).

The role of media for sustainable tourism development

Media is globally seen as a major source for communication and information sharing. Media includes the whole range of modern communication medium. Such medium include among others, the newspaper, magazine, cinema, video, radio, photography, advertising and internet. Lokhandwala, Koshy, Varghese, Sharaf and Sindhav (2010) mention that there are three types of media namely; the print media, broadcast media and social/ electronic media.

Ogunjinmi, Onadeko and Ogunjinmi (2013) relate that media houses are useful outlet for the promotion of sustainable development and campaign for social change. Evidence provides that media has a greater role in promoting environmental education (Kushwaha, 2015).Different form of media should be used to obtain environmental knowledge in order the benefits for all sources of information (Keinone, Yli-Panula, Svens, Vilkonis, Persson and Palmberg (2014). Media primarily have the potential to control to some extent the minds of the reader or viewers. The role of media has leaned towards educating and creating awareness and education about the global environmental issues we face today. Praveenkumar (2014) says that media is important for creating awareness about tourist destinations.

Australian Aid (2013) states that the public awareness of climate change is lacking due to communication challenges such as lack of funding, resources and access to affected communities. Therefore, there is a need for change in the present media approaches and structures to play an active role in alerting people about environmental damages. The Pacific Journalism Review (2011) state that the opportunities that emerge through the use of media within specific cultural settings are immersed and that the PNG media landscapes is changing rapidly to embraces culturally appropriate representations.

The media issues facing PNG and journalists include few opportunities to report on issues outside the national capital (The Pacific Journalism Review, 2011). Media will evolve with more power to influence the change needed for our environment to survive and rebuild itself. Dorney (2016) claims there is never any shortage of dramatic and interesting stories in PNG, the media has also played a critical role in exposing what's wrong in PNG.

> "Media issues and journalist – issues facing journalist relate to high cost of data, internet usage and equipment; favouritism, biasness, taking bribe and so on. Not all information can be pulled up. You need to get both side of the story, to be neutral as the media. Other media issues includes – wantok systems, to be able to report freely, cultural sides of things, to be sensible to issues like gender violence, sorcery and others. Some of these issues are against the law but accepted under custom. Media and journalist have issues with bribery and corruption. To report to affected audience that there are laws that protect even though culture accepts it" (NBC, 2017).

The PNG strength is that the country's beauty means that it has enormous potential as a tourist destination and also PNG has a vibrant and independent media that shields much light on the country's problems, including corruption (Dorney, 2016). The media must embraces to play an active participatory role in resolving our region's conflict (The Pacific Media Review, 2009). Praveenkumar (2014) assert that the powerful effect of media communication can bring sweeping changes of attitudes and behaviour among the key actors, in local, national and global tourism for peace.

Media for promoting tourism in PNG

The relationship between tourism and media is very vital. Impressions of other cultures are shaped by various media organizations and presentations. UNESCO (2006) asserts that the media used within the tourism sector is highly instrumental in shaping dialogue between cultures. Media helps in advertising the various tourism products, information and highlights the heritage sight for its renovation (Parashar & Indolia, 2013). Various type of media contributing to promote the tourism industry includes; newspaper, magazines, radio, photography, internet, brochure, broadcasting and telecasting the programs. Suli, Cani and Suli (2013) maintain that getting the right messages to the right people is perhaps one of the most important factors in determining the success rate of tourism industries.

> "Tourism and media goes hand in hand. Media needs to protect less of negative part of PNG. Covering, showcasing and reporting positive stories is important. More so, documentary should be encouraged" (NBC, 2017).

The tourism industry is driven by the marketing of many images, brochures and advertising campaigns in creating a vision in the mind of tourists (Robinson, Evans & Callaghan, 1996). Ogunjinmi et al (2013) state that there has been insufficiency of environmental information in the printed, electronic media including the lack of depth of writers on the subject.

> "We are lacking enough effort to promote PNG. The global perceptive is that; PNG is a dangerous place. No enough efforts is given by oversees high commission and the travel bans by many countries. We can make more positive effort to promote news, highlighting the positive side of news. We must therefore push and promote" (NBC, 2017).

The major media for tourism promotion in PNG is the PNG Tourism Promotional Authority. Some of PNG tourism destinations are promoted in the Air Nuigini in-flight magazine called Paradise and PNG Air Magazines. Recently, the Paradise Magazines promote more of international tourists' destinations and turned into advert magazines for private businesses, unlike in the past when it used to be for learning about tourism destinations in PNG. The media can influence the way subject is being discussed, in influencing public opinion.

Most media in PNG are based in the national capital district of Port Moresby, a centre that is only connected to the rest of the country by air. Media is important as both a means and ends to development. The mass media range from entertainment to the news media, spanning television, films, books, flyers, newspaper, magazines and the internet. The bad media publicity is a major contributor to invoke negatives notions of the country to international visitors. Controlling the reporting of crimes and crisis in PNG is a major concern for the media industry as it reduces the potential tourists visiting PNG.

Media as communication tool for promoting environmental conservation

Ross and wall (1999) suggest that the success of a destination reflects the extent to which it provides high-quality tourist experiences and is able to protect resources and biodiversity to generate money to finance conservation and contribute to local economy. The environment of the host region is crucial to the attractiveness of virtually all tourism destinations. As Ogunjinmi et al (2013) also note that mass media have become an indispensable partner in global biodiversity conservation and management through their various roles or not only increasing awareness on the problems and challenges towards environmental resources.

> "Public awareness and information and taking messages out to the public, more education on environment conservation is required from the media. They on call us for press conferences on environment issues like climate change. There is need for communities, intergovernmental and government agencies to provide information on environmental projects that they are actively working on yearly" (NBC, 2017).

The United Nation Environmental Program (2005) states that making excellent environmental management in the host destinations is part of consumer motivation, therefore in order to help ensure the sustainability of the tourism industry, environmental knowledge, interpretation and management is essential for creating interest in the potential tourist market.

The World Tourism Organization and others (2006) assert that, effective communication tools can also link products to markets, and can contribute to visitors safe and positive experiences. Visitor's sources of information influence the decision to choose a holiday destination and create expectations of the destinations country. Various sources build more awareness and it enables visitors to perceive the destination based on the sources. The Kokoda Track seems to be the most frequently place visited in PNG, and this is however due to historical background of the Kokoda.

> "Media is very important. Papua New Guineans rely heavily on media to know what is happening in the surrounding environments. Radio is the most effective mode of communication. Why radio? Radio is in built on mobile phones and it is cheaper. Radio

> reaches everyone and every one hears information on time and at the same time. Media is vital for development of nation, to disseminate information, getting the right information to the rural is important" (NBC, 2017)

Media focusing on pos itive reporting and empowering stories is essential for successful sustainable tourism development. "We can play the biggest role in pushing the positive things of PNG has to offer. The media has the power to persuade the audience. Collaboration efforts will make a big different and portray something more inspiring" (NBC, 2017).

Tourists' information centres have also been considered as one of communication and information sharing centre for tourism promotion. The Madang Culture and Visitor Bureau serve the purpose in disseminating information about and for tourism in Madang Province. Although, it is argued that MCVB is just a cultural centre and not a museum due to limited collections. It is exceedingly clear that good visitors' bureau in each province becomes the face of tourism.

Conclusions

Strategic planning and partnership management are very crucial in the development of sustainable tourism for emerging tourism destination like Papua New Guinea. This paper identifies stakeholders' formation for partnership in the development of sustainable tourism and emphasized the importance of strategic partnerships of tourism stakeholders.

> "Partnership is more than just collaboration on ad-hoc projects. It is about moving beyond responsibility for independent results to a relationship that involves co-creation, shared risks and responsibilities, interdependency and organizational transformation" (KPMG International, 2016, p.8).

This paper features a number of tourism stakeholders, their roles and responsibilities in achieving successful tourism development. To achieve responsible tourism planning and management outcomes partnerships must be holistic in outlook and based on s ustainable development principles (De Lacy, Battig, Moore &Noakes, 2002). Therefore, the process of stakeholders' inclusiveness and partnership are a key element of sustainable tourism development. This process, start with the identification, formation and the approach towards integrated tourism stakeholders' management.

On balance, this paper examines the identification of key stakeholders of tourism players and interest; assessing the influence of importance and levels of impact upon e ach stakeholders, thereby, identifying on how best to engage stakeholders/ partners for the tourism development in a developing nation. It is without doubt that tourist information centre such as museum, viewpoints, castles, ferry terminals, camp sites, harbors, marinas, bays, beaches, airport and other tourist attractions such as standing stones lacks consideration for developing sustainable tourism development in Papua New Guinea. The question that may arise is which stakeholders should take charge of the tourist information centre. It worth investigating the role such centres plays in a developing sustainable tourism for development.

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Weaving a Strong Partnership at the Local Level towards Sustainable Tourism at Aloguinsan, Cebu Province

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ABSTRACT

The trend in tourism has shifted recently to ecotourism, placing more value on the local community, culture, and the natural environment. However, tourism facilities previously owned by the community are eventually replaced by a private entity, according to the tourism development cycle developed by Butler (1980). Therefore, the relationship among tourism stakeholders at the local level needs to be strengthened to ensure the sustainability of tourism development that will benefit the local community.

The aim of this research was to identify possible collaborations between Community-Based Tourism (CBT) organizations, private investors, and the Local Government Unit (LGU) to strengthen tourism development and management of the Bojo River Cruise in the municipality of Aloguisan, Cebu Province. This location was selected because it is one of the more successful local tourism initiatives; it has received awards from multiple agencies as one of the best examples of community-based tourism.

Primary methodologies for data collection included a questionnaire for the local community and key interviews to confirm its results. The results of the survey indicate that tourism development in the area has had economic, social, and environmental benefits for the locals. However, responses reveal that the partnership between the community organization and the private sector in Aloguinsan is weak, due to the general skepticism of the local community towards private investment. Participants also articulated that the private sector could play a major role in addressing challenges related to accommodation, infrastructure, and facilities. Considering the positive effects of tourism development in Aloguinsan, this thesis defines the ideal roles of each stakeholder and examines potential advantages and challenges. Existing relationships between the key stakeholders are mapped out and evaluated against this ideal relationship. Strategies that could forge stronger partnerships are then recommended.

The Study has validated that tourism development is not a one man show where one party could fulfill visitor's satisfaction. It requires a strong partnership among stakeholders to ensure the sustainability of tourism development in the region.

Key words: *Sustainable Tourism, Community-based Tourism, Ecotourism, Partnership*

INTRODUCTION

Tourism is an important strategy to promote regional economic growth. On the international level, tourism is mentioned in three of the goals outlined in the Millennium Development Goals (MDG) and Sustainable Development Goals (SDG): as a means to achieve decent work and economic growth (goal 8); maintain responsible consumption and production (goal 12); and sustain life below water (goal 14).

Tourism services have historically been provided by the private sector. Proponents of private sectors' tourism development have argued that local communities benefit from employment opportunities, even though local workers are often treated as a form of cheap labor (Chiutsi, 2012). Community Based Tourism (CBT) has been promoted as a more sustainable means of development that meets the social, environmental and economic needs of local communities (Mizal, 2014). CBT projects have usually been financed by an international funding aid agency or non-government organization (NGO) as a strategy to improve the living conditions of the local community. Looking at the implementation of some CBT projects, Goodwin (2009) mentioned that there is not enough data to conclude that CBT is a successful approach to developing the region even though there are some projects identified as successful, such as Ban Nong Khao, Thailand; Posada Amazonas, Peru; the Buhoma Village Walk, Uganda; Kahawa Samba, Tanzania; Meket Community Tourism Project, Ethiopia; and Nambwa Campsite, Namibia. However, there is evidence that the large majority of CBT initiatives enjoy very little success. As Goodwin (2009) states, what distinguishes a community-based development from a charity project is its ability to become self-sufficient and sustainable, even if its function is social and educational rather than commercial.

According to Butler (1980), the third stage of tourism development cycle, namely the development stage, is characterized by rapid growth and dramatic changes over a relatively short period. Consequently, operation of the tourism services and facilities run by the community is taken over by a private entity, who is more able to invest in, and develop, the business under these conditions. During this stage, the uniqueness of a tourism area slowly fades away and is replaced by the generic international standard (Weaver & Lawton, 2010). The private establishments need to employ local people and preserve the local culture and natural environment to protect and sustain the attractiveness of the tourist destination. However, community organizations and the private sector are often disconnected and struggling with their own challenges. Private investors are not welcomed by the community and considered inferior competitors for 'alternative' donor-assisted projects. Yet, communities could approach private investors as potential partners in tourism development (Harrison & Schipani, 2007) and strengthening the relationship between stakeholders could ensure the sustainability of tourism development for the local community.

LITERATURE REVIEW

Butler (1980) argues that the development of a tourism destination can be classified into seven stages. The first stage is exploration, where a group discovers a new place unspoiled by human activities. There are few tourism facilities and its potential for tourism has not yet been recognized. The second stage is the involvement phase when local people start to provide tourism facilities and the place begins to be recognized by tourists. The next stage is the development stage when private investors invest in the area along with the promotion of the area by the government. As a result, the increasing influx of tourists threatens local culture since most of the development adopts international standards.

The fourth stage is consolidation, followed by stagnation. Both these stages are generally characterized by conflicts between hosts and tourists, the degradation of natural resources, and the extinction of local culture. Tourists eventually become bored with the destination and discover alternatives to visit. Consequently, the number of tourists will decline, which may lead to the closure of some tourism businesses and unemployment for the locals involved in these establishments. At this point, there are two possibilities: either private enterprises make new investments or the government opens new attractions, leading to what is known as the rejuvenation stage; or there is no effective intervention, which results in unemployment and the image of the region suffers. This last stage is usually known as the declining phase. Butler's model is shown in Figure 1.

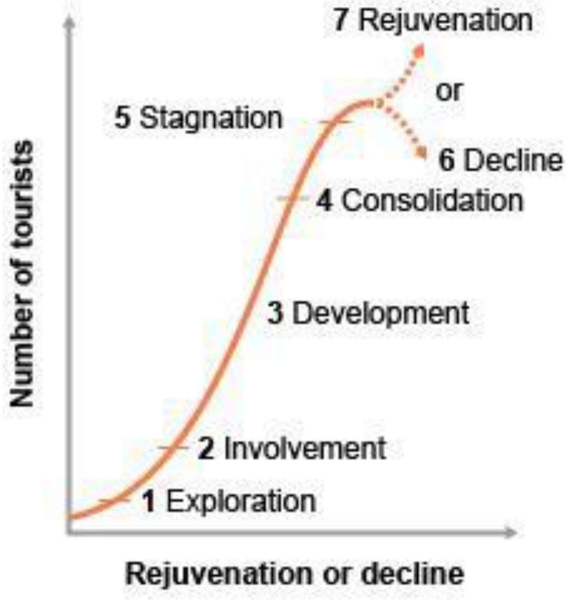

Figure 1. Tourism Development Cycle (Source: Butler, 1980)

Sustainable development was first mentioned in 1980 during the conference of the International Union for the Conservation of Nature where scientists and practitioners acknowledged and discussed conflicts between nature and development. According to United Nations World Tourism Organization (UNWTO) (2005), sustainable tourism can be defined as, '*Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. Sustainability principles refer to the environmental, economic, and socio- cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.'*

Community-based tourism was first mentioned after the Earth Summit in 1992 at Rio de Janeiro in accordance with the Agenda 21. According to World Wildlife Fund (WWF), CBT is where the local community has substantial control over, and involvement in, the development and management of tourism, and a major proportion of the benefits remain within the community (Denman, 2001).

Although CBT organizations and private investors are both involved in tourism development and targeting the same market, there is a scarcity of literature on the relationships between them. Researchers point to conflicts between private establishments and CBT organizations in terms of the exploitation of natural resources and the community's skeptical attitude towards private investors (Harrison & Schipani, 2007; Nelson, 2003). Nevertheless, the local community's link with private investors is a key factor for the success of a CBT project (Lucchetti & Font, 2013). Thus, it is important to determine the possible partnerships between these major stakeholders.

According to the World Tourism Organization (WTO) (2000), strategic partnerships are formed between companies that, whilst they may compete aggressively for the same market, still understand the benefits of cooperation to strengthen their competitiveness. Partnerships through strategic alliances is a key point for small tourism businesses to survive and be acknowledged in the wider market (Witt & Mouthinho, 1995). Another study by the WTO (2002) showed six main areas in creating partnership, which are products, marketing and sales, research and technology, infrastructure, human resource, and funding.

METHODOLOGY

A case study in Aloguinsan, Cebu Province, was chosen to understand the actual context of tourism development. A quantitative survey was also conducted to gain information from local people engaged in tourism activities. The survey focused on the benefits of tourism development for this local community. The research also applied qualitative methods to gain a deeper understanding of the opportunities and challenges that have been encountered by the stakeholder in the development of this destination, and to develop a model of ideal relationship between stakeholders based on their perspective. Interviews with key representatives of the community organization, private sector, and national and local government institutions were conducted.

There are three (3) main stakeholders in tourism development: the local communities, private sectors, and government institutions. The research focused on these three main stakeholders and examined the relationships between them to achieve sustainable tourism development. In this research, Bojo Aloguinsan Ecotourism Association (BAETAS), a CBT organization is considered to be a part of, and represent, the local community; and Lunhaw Farm Resort, a private-owned business, is the represerntative of private investors in the locality. Another stakeholder group is the government institutions related to tourism, namely the DOT (Department of Tourism), DENR (Department of Environment and Natural Resources), Provincial Tourism Offices, and LGU (Local Government Unit).

A partnership relationship was assessed based on the areas of partnership that have been determined by the WTO (2000). In this research, management-related areas were considered which consist of products, marketing and sales, infrastructures, human resources, and funding. Additionally, partnerships could also be created to establish and implement controls over the destination to avoid over-exploitation of resources. The conceptual framework is presented in Figure 2.

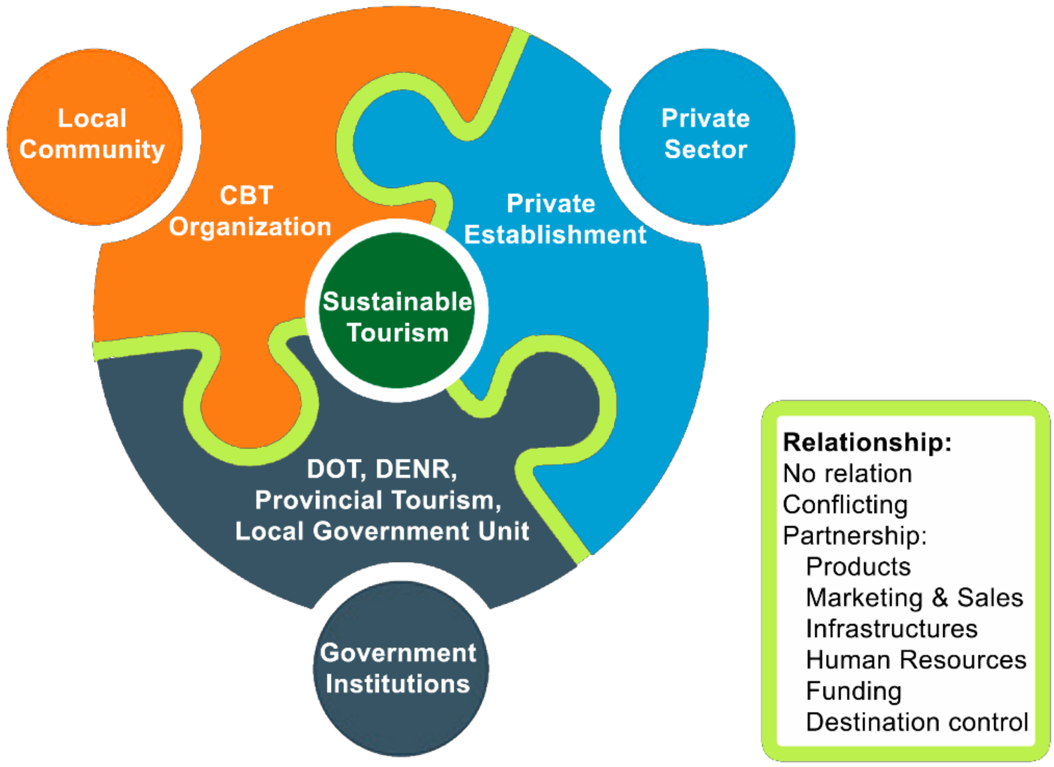

Figure 2. Conceptual Framework for Relationships Between Stakeholders

RESULTS & DISCUSSION

Aloguinsan is a fourth class municipality in Cebu Province located 73.2 km from Cebu City. The municipality of Aloguinsan started tourism development in 2009 by inviting the local community to participate in the Bojo River project. In 2015, 13,562 tourists had visited Aloguinsan. This number increased by 48% to 20,158 visitors in 2016. The main tourist attraction in the municipality is the Bojo River Cruise that is organized by BAETAS. The success of this enterprise has encouraged other local communities to form organizations to provide tourism services, such as The Farmhouse and Hermit's Cove, which are managed by a women's organization and Kantabogon Ecotourism Association (KEA), respectively.

The BAETAS is a well-structured organization that began in 2009 when the LGU of Aloguinsan initiated a training workshop for the community about ecotourism and how to protect, sustain and efficiently use their resources for their benefit. Out of four hundred (400) initial attendees, fifty-two (52) participants were shortlisted, finalized and officially declared as the members of the BAETAS on June 14, 2009.

Since it was first established, the Bojo River Cruise has gained international recognition winning three ecotourism awards. The first award was given in 2015 by Pacific Asia Travel Association (PATA) and UNEP under the Tourism INSPIRE Awards for Best Community-based Tourism Initiative. In 2016, the project received an award as one of the 'Top 100 Sustainable Destinations in the World' by Green Destination and endorsed by UNWTO, National Geographic, and WWF. Then the project won the ASEAN Tourism Award for Best Community-based Tourism in Southeast Asia by ASEAN in early 2017.

The private sector, Lunhaw Farm Resort, was established in 2014 by a family of the former mayor who initiated the Bojo River project. The resort offers full amenities with three villas that each have semi-open bathtubs and balconies facing the mountain-view, a swimming pool, a bar, and a restaurant. When first constructed, it was intended to be a rest house for the family. However, as tourism in Aloguinsan started to be recognized, tourists were curious and asked if they could stay in the villas. The family decided to open their house as a resort, a decision that was also influenced by the fact that Aloguinsan does not have enough accommodation to host the influx of tourists.

With two villas for four people and one villa for two people, the resort could only accommodate ten people. With increased demand, the owners have provided extra beds, increasing the capacity of the resort so that it can now accommodate twenty-five people. The resort employs eight local staff: five employees are assigned to the kitchen and housekeeping, and three to maintenance and security.

The results of this research indicate that tourism development in Aloguinsan has benefited local communities in sustainable ways following economic, social, and environmental principles. In regards to economic sustainability, the local community has experienced an improvement in income and more job opportunities.

Tourism development has also led to social sustainability, specifically community empowerment, preservation of local culture, improvement of public facilities, and improvement in skills and knowledge. However, the social effects should be periodically reviewed given that a small percentage of the locals considered tourists' behaviors were against local values. Tourism development has also impacted upon environmental sustainability; the local community have become more aware of the importance of preserving their natural resources. Moreover, the open public spaces developed by the LGU in Aloguinsan to attract tourists are also available for use by the local community.

The potential advantages for CBT tourism development, as exemplified by the case study of Aloguinsan, have been identified as: providing an alternative livelihood, having a high level of local participation, providing direct economic benefit to the community, developing a sense of belonging towards the area, raising awareness of preserving the environment and local culture, empowering the community, improving skills and knowledge, providing avenues for freedom of speech, as well being independent from political affiliation. However, CBT also faces challenges in providing sufficient accommodation and transportation facilities, effective marketing and promotion, and issue of regeneration.

On the other hand, the private sector has the potential to create jobs, a high capacity for funding and investment, good and efficient business management planning and implementation, and a capability in marketing and promotion. However, the private sector tends to focus on their own interest, instead of potential benefits to the local communities. As it takes a long time for a private enterprise to achieve a return on investment, the sustainability of the business is very important, not only on an economic basis but also in regard to the social and environmental resources in the area.

The challenges faced by CBT organizations and the private sector could be overcome by creating a strong partnership between them. Investment from the private sector could assist with providing more accommodation and transportation facilities, while the local community can focus on preserving the environment and social culture to ensure the attractiveness of the region and the sustainability of the private venture.

Figure 3 presents the roles of each stakeholder group in the development of an ideal relationship amongst key players in tourism development, as revealed by the key informant interviews. Based on the available information, the area of partnership that can be strengthened among tourism stakeholders in Aloguinsan is presented in Figure 4.

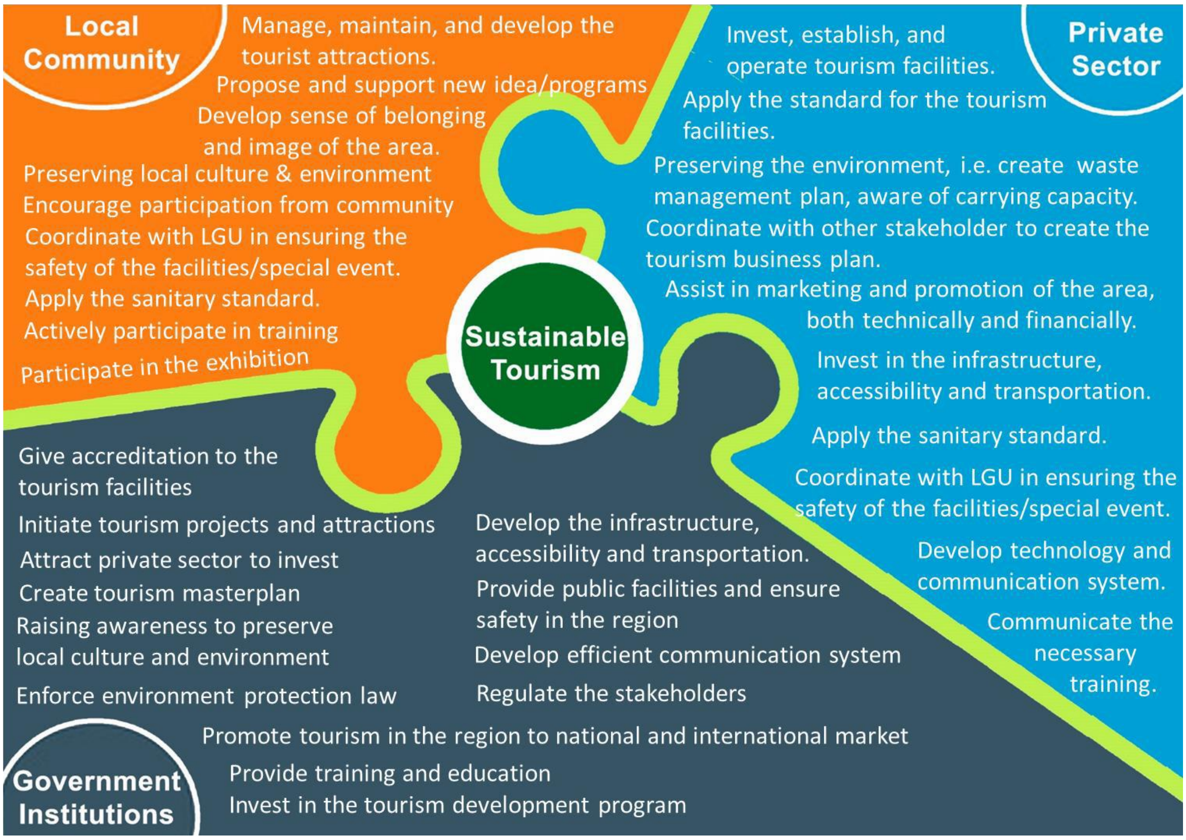

Figure 3. Ideal Roles for Tourism Development Stakeholders

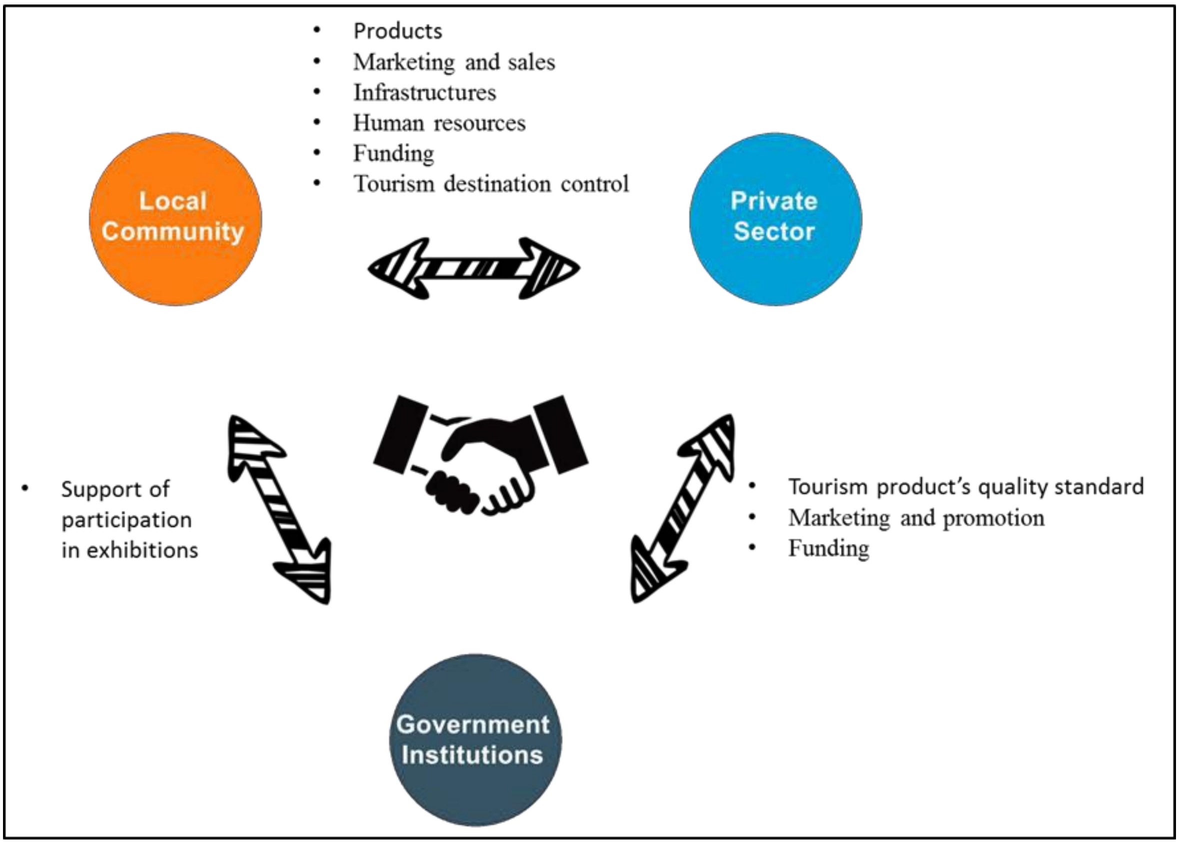

Figure 4. Areas for Strengthening Partnership.

CONCLUSIONS & IMPLICATIONS

Partnerships among stakeholders is very important for sustainable tourism development; one party cannot entirely fulfil the expectations of visitors. Each stakeholder has an important role: the CBT organization can best present their locality as an attraction and private investors can invest in the tourism facilities that require high levels of capital.

Referring back to Butler's (1980) model of the cycle of tourism development, productive partnerships could avoid the stage when replacement of community-owned facilities are replaced by private investors, which leads to conflict among stakeholders. Partnerships should be developed during the second and third phase of the cycle that involves local communities, private entities, and government institutions promoting tourism in the area. Strong partnerships could maintain tourism in these stages of involvement and development stage so that it does not evolve to the next phase where development threatens local communities and creates conflict among stakeholders.

The success of tourism development in the municipality of Aloguinsan has depended on the relationship among stakeholders at the local level who have each played an important role in satisfying the needs of tourists. Therefore, there should be a strong partnership between CBT organizations and private sectors and a common commitment to ensure the sustainability of tourism development.

However, in Aloguinsan, the CBT organization and the private investor were not working together to develop tourist attractions and facilities in the area. BAETAS were hesitant to accept private investment in the region, especially when the business might contaminate the environment. Consequently, the absence of private investment in the region resulted in a lack of accommodation facilities for tourists. The LGU should actively invite private investment while regulating the business and ensuring environmental sustainability. Therefore, it is important for the LGU to have a tourism master plan that has been discussed with all stakeholders, including local communities.

Spatial integration in the municipality is a significant factor for sustainable development. BAETAS recognized that there was a lack of accommodation facilities for tourists, but they would only allow them to be built in another barangay to ensure the environmental protection of Bojo River, the main tourist attraction in Aloguinsan. Spatial integration could be a good solution as it would involve sharing the tourism activities with other barangays in Aloguinsan. Therefore, the LGU could plan with other barangays in Aloguinsan to gain the most from tourism development. The spill-over benefit of tourism activities could be distributed to a wider range of local communities.

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The Development Local Human Resources on Marketing Communications for Community-Based Tourism (CBT), Nakhon Phanom Province

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ABSTRACT

Aim of this research was to develop local human resources in marketing communications for community-based tourism, Nakhon Phanom Province by integrated theories of marketing communications, community-based tourism and sustainable tourism. The research methodology was mixed research method of quantitative research, exploratory research and qualitative research, applied research of participatory action research. There were three stages of the study: 1.) study the marketing communication stimuli that influence decision making of Thai tourists in historical and cultural attractions. 2.) Study the components of marketing communications that influence the selection or non-selection of tourist destinations for Thai tourists in historical and cultural attractions. 3.) Analyze the characteristics of local human resources who can develop marketing communication tools for community- based tourism 4.) Synthesis of guidelines of local human resources development on marketing communications. Survey of 322 tourists and in-depth interview of 32 key informants from 7 tourism communities was done. The synthesize of the guidelines of the community human resources development includes their characteristics, knowledge on tourist information, attractions, activities and content.

The results of this study concluded that process and components of local human resources development in marketing communication for community-based tourism affected the decision making of tourists regarding attraction of Nakhon Phanom. However, the development of quality of tourism human resources of youth generations should be studied as they were potential providers on tourist information via digital media that matches tourist's media channel behaviour. Finally, communications is a key tourism activity that creates host opportunities in order to make worth wide information that reach visitors feel the identity and charm of the locals, as the presentation of local via communication channel affects the visitor's on balancing the economy, society and culture of the tourism resource for sustainable community.

Key words: *Local Human Resources, Marketing Communication, Community-based Tourism*

INTRODUCTION

The tourism industry has played an important role in Thailand's economy, society, culture and environment over the past 10 years, earning billions of baht from foreign tourist annually (Ministry of Tourism and Sports, 2017). Moreover tourism activities can generate revenue from Thais with domestic travel value of hundreds millions of baht. It also impact on many other related businesses. Moreover tourism has increased the employment from related tourism business of income and prosperity to the local (Tourism Authority of Thailand, 2017). During the past two decade community-based tourism management concept as host management tourism has expanded rapidly (UNWTO, 2017). The marketing of community management has been expected by the United Nations World Tourism Organization (UNWTO) as practical kind of tourism management. On the other hand, community-based tourism in the real world was one of value added marketing strategy for tourism business. While the benefits of income distribution to the community, resources conservation and community participation hardly to measure from national GDP.

This research was an attempt to point out that there were gaps on the development of tourism host or people in the community. Since community-based tourism should conduct from basis marketing activities, especially in the field of marketing communication one of management process refer solely to promotional activities (UNWTO, 2017). The research has explored tourism marketing communication as an economic activity tool. Local community would be able to communicate or send tourism information regarding their charm & identity through their routine such as, presentation of activities related to the cultivation of agricultural products, the process of unique production of One Tambon One Product (OTOP), history of local handicrafts, life-style organic farming, integration of local wisdom, natural resources, historic and cultural attractions in community. Community-based tourism is part of local people's livelihoods that will generate sustainable incomes along with the conservation of tourism resources for future generations. As expected results of the research can be use as local human resources guidelines of communication tools and content development for community-based tourism.

LITERATURE REVIEW

David K. Berlos's SMCR theory has developed a theory The S M C R consists of the source (s) must have the skills in communicating with the ability to communicate with each other or encoding . According to the nature of the theory, S M C R was a factor that shown important of the effectiveness communication ability of the sender and receiver on these follows abilities: firstly, **communication skills**, the skills that both senders and receivers should have in order to understand the message correctly. Secondly **attitude**, the attitude of the sender and the receiver affects the communication. The sender and receiver with positive attitude would create a success communication as it related to the mutual acceptance between the sender and the receiver. Thirdly, **knowledge levels**, communication would be effectively when the sender and receiver had same knowledge level or background. However, in some cases even the knowledge of the sender and the receiver were different, the difficulty or the complex of the information could develop their encoding skills to an advance of the language or idiom use skills. Lastly, **socio-culture systems**, the culture of each region and nation has determinant of the behaviour of the people in that country, which is related to the traditions and practices. Social and cultural differences in each country related to the different of interpretation and understanding.

Measurement of the success of a marketing communication strategy depends on the purpose of the communication tool and the design of the marketing program (Kotler P. et.al., 2017). The concepts related to marketing channels were clearly described that different media channels provide the effect of reaching the target audience in different levels of communication. For example, using traditional channels such as television, radio or print media were appropriate on increasing awareness and publicity in the early stages of communications (Kotler P. et al., 2006). The increase of the perception degree of the receiver has shown in Figure 2: The Role of Different Channels in Relation to the Customer Journey, different channels had their relations on the process by disseminating tourist information using traditional media and digital media. The process begin with the inspirational journey, inspirations, information searching, reserving or purchasing, travel the journey, experience the journey, and finally share their travel experience.

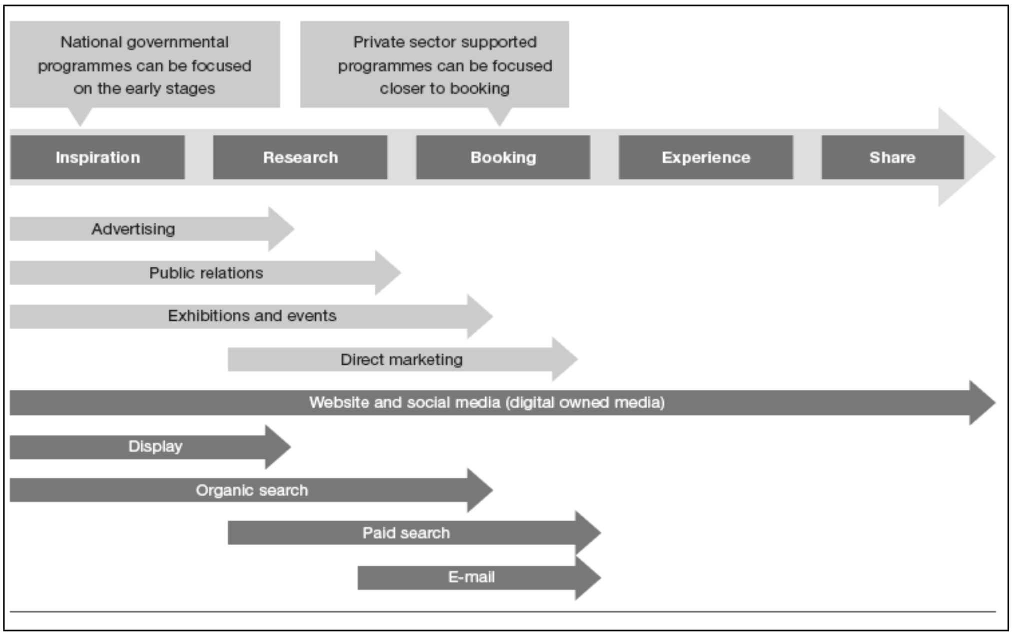

Figure 2 The Role of Different Channels in Relation to the Customer Journey[1]

These processes were core actions for tourism decision making. Furthermore the influence of different peers and companions as compared to other travellers regarding travel choices and visitor behaviour (Murphy, L., Mascardo, G., & Benckendorff, 2007) also impacted on tourist destination choices. In past decades marketing was a hindrance to sustainable tourism nevertheless it could play a role in sustainable tourism. (Pomering, A., Noble, G., & Johnson, L. W.,2011). Review of the strategic marketing planning process for tourism and create sustainable tourism marketing model has took into account sustainability considerations at each stage of the tourism planning process. Sustainable tourism marketing model contributes to the development of sustainable tourism theories and provides a conceptual tool to manage the ecological and social footprints of tourism supply organizations such as local community. The tourism market places more emphasis on their interests of travel destinations. Traveller's selection destination was a result of receiving word of mouth from experienced tourists. (Zhu, M., & Lai, S. Q., 2009). Regarding on selection of tourist destinations, their decision also depends on these factors: the distance from the city to the viewpoint, destination features, and the situation of each traveller. It has been discussed the behaviour patterns of various tourist destinations, such as frequency of

[1] World Tourism Organization and European Travel Commission (2011). Handbook on Key Performance Indicators for Tourism Marketing Evaluation, UNWTO

travel, tourism patterns and travel expenses (Wu, 1997.; Xu., 2006 and Nirundon, 2000). Based on the review of the research has shows that the use of communication tools and messages intended for tourism would be effectively when the selection of media and tourism content can generate tourist awareness and change in selection making behaviour of the receiver (tourist).

METHODOLOGY

Mixed method of qualitative and quantitative has been used for the study. As the research was a social science and humanities research. It aimed to pursuit knowledge and understanding in human behaviour and their phenomenon. Therefore, the conditions for data collection and gathering were based on mixed methods research: quantitative research of survey research to explore trend of knowledge, understanding and communication behaviour of Thai tourist samples. The survey process started from study the population mean of Khazanie technique (Khazanie, 1997) in which the mean of population confidence 95% confidence level, tolerance from the average allowable population of standard deviation at ± 10%., result of sample calculation of Thai tourists in Nakhon Phanom was 385. Selection of research area were 7 major tourist communities from the 7 districts according to the tourism promotion plan of the Tourism Authority of Thailand included the district of Muang Nakhon Phanom, That Phanom, Renu Nakhon, Pla Pak, Na Kae, Na Wa and Tha Uthen district. As value of tourism resources were invaluable. Therefore, importance of the tourism community in Nakhon Phanom and the sample size from each community has calculated equally at 55 samples.

Qualitative data collecting was used of snowballing technique from tourism key informants divided into three groups included community stakeholder in community attractions, Nakhon Phanom tourism policy makers at both levels community and provincial levels and tour operators in Nakhon Phanom . Analyses the data from the questionnaire were quantitative data used descriptive statistics. Qualitative data collection grouping and coding in relevant issues and used of content analysis technique has analyzed in accordance with the research objectives and presented by tables and figures or diagrams.

RESULTS & DISCUSSION

Research Results Step 1: Marketing Communication Motivation Affecting Decision Making Behaviour of Thai Tourists in Historical and Cultural Attraction, Nakhon Phanom Province

The personal data of tourists in Nakhon Phanom showed the number of tourists (n = 385). The proportion of tourists was slightly higher than males (58% and 42%, respectively). The average age was 32-year-old. The highest age range was 18-20 years old at 22%, followed by the age between 21-25 years and 46-50 years, proportion of 18% and 15.8%, respectively. Aged 26-30, 31-35, 36-40 and 41-45 were proportion of 7%-11% Maximum traveller aged was 74 years and the minimum age was 18, without distinction of age account shown that the tourists in Nakhon Phanom were diverse in age. Confirmation of data regarding the main attractions of the province was related to religion such as temples, religious festivals and historical sites which has affected on tourist preferred destination choices.

Research Results Step 2: Composition of Marketing Communication Ingredients Affecting the Selection or Selection of Tourist Destination of Thai Tourist in History and Culture Nakhon Phanom Province

Table 1 Influence of Tourist Information Channels on Tourism Decision Making.

Tourism Information Channel	Average	S.D.
Friends	3.37	1.267
Relatives	3.44	1.170
Acquaintances	3.21	1.206
Local people who meet or interact with tourists	2.87	1.244
Someone from social media network	2.84	1.295
TAT office administration	2.52	1.267
Employees who work in tourism such as airline employees or hotel staff	2.48	1.271
Brochure or Guide Book Tourist Information	2.83	1.193
Maps	2.91	1.303
Travel guide book or travel experience pocket book in general bookstore.	2.72	1.303
Travel magazine	2.71	1.262
Travel Exhibitions	3.12	1.327
TAT website	2.76	1.309
Tour company website or travel agency website	2.73	1.299
Travel Blogger	2.69	1.280
Private travel websites such as trip advisor chillpainai.com,sanook.com	2.85	1.366
Pantip	2.83	1.300
E- magazine	2.20	1.178
Facebook	3.70	1.303
Line Application	2.97	1.420
twitter	2.39	1.353
Instragram (IG)	2.74	1.475

Influence of tourist information channels on tourism decision making can be explained as follows. Most of the tourists in Nakhon Phanom received information from social media, relatives, friends and travel exhibition before their departure to the attractions. The highest proportion of Facebook social media was 3.70, followed by the 3.44 peers at 3.37 and 3.21. In addition, the behaviour of getting information regarding tourist attractions in Nakhon Phanom province other publications includes maps, brochures, or tourist information guides. They also review tourism information from variety of channel such as local people, or interact with people online that they never known, travel websites, Pantip, line application and instragram.

Research results step 3: Characteristics of Local Human Resources Development for Community-based Marketing Communication Tools.

Desirable characteristics of marketing communications human resources has shown that natives by birth or migrant tourism stakeholders or community leaders with knowledge of tourist attractions and ability to transfer complex tourism information into a short or simple terms. Other characters were willing in volunteer, service minded and faithful personality. These characteristics affect directly to tourist decision making in destination choices in particularly via face-to-face word of mouth or via social media channel such as Facebook.

Research Results Step 4: Synthesize Guidelines of Local Human Resources Development on Marketing Communication for Community-Based Tourism, Nakhon Phanom Province

Guideline of local human resources development on marketing communication for community-based tourism has synthesize from in-depth interviews data coding found that regular field trips with local travelers, both local volunteer tour guide and youth volunteer tour guide, as well as local primary school teachers or pensioners. The activities affect the quality of tourism service. Since these local volunteers had learned and understood the behavior and needs of tourists at all times, they have been working and developing communication skills together as sender and receiver. In addition, the presentation of local products as souvenirs at local shops or display on the website or Facebook of the Tourism Authority or Government in Nakhon Phanom also core channel on tourist's awareness increase. From interviews with housewives , producers and comparison of housewives who have consignment with no consignment on the website or Facebook of the store, the sales are very different. There is a website or Facebook of accommodation or a deposit through an online travel agency or by word of mouth through an online travel blogger. It is one of the channels that community workers have agreed on as a way to build long term community awareness.

CONCLUSIONS & IMPLICATIONS

The results of the research on the development of local human resources on marketing communication for community based tourism concluded as follows. Communication tools and communicators for tourism communication are strongly correlated with decision-making. Reliable data sources and contributors have a significant effect on the increase in judgment, choice, route and destination. Based on the David Berlo's concept, the emphasis is placed on the quality of the message between the messenger, the interpreter, and the interaction with the substance. The findings confirm that the community tourism sender must be skilled in communicating with the ability to encode it with the ability to compare tourist information content. Local human resources who have positive attitude towards the information are willing to provide good service to the receiver. The results in communication will affect the knowledge. In addition, local human resources have the ability to adjust the level of information to be appropriate and easy to the knowledge level of the receiver or traveler, thus making the information. The message in both contents: symbols and the message how to sending. To reach tourists more effectively, the conclusion of the research can be summarized as follows figure.

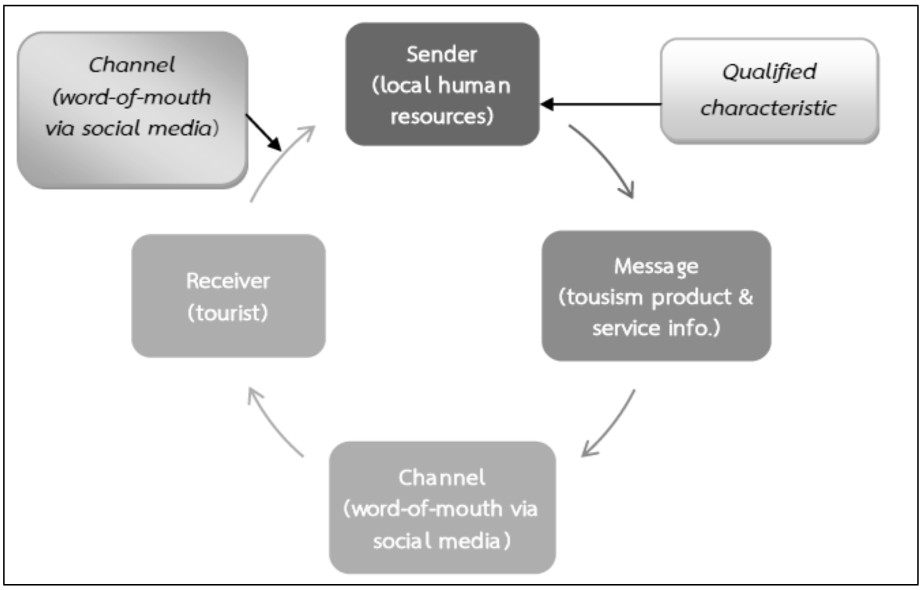

Figure 3 Community-based marketing communication development processes, Nakhon Phanom Province

From figure 3 community-based marketing communication development processes, Nakhon Phanom Province has shown that the channels found from the research were word of mouth via persons or social media such as Facebook. Travel information must include tourist activities with identity. Local people in the community were involved in offering products and services, such as local tourist volunteer guides, accommodation, local restaurants, product or souvenir with local identity. These identities were fascination for tourism by the community, where visitors experience through their five senses. The sense also includes a way of communicating with native speakers. Watching the performing arts, cultural experience from hand woven or taste local dishes, smell of the food preparing and cooking in the local restaurant. Thus, tourists must be skilled in communicating, with the ability to "decode" the substance with knowledge of social and cultural background. As a single or similar level with the sender, it will make communication meaningful and effectively. Therefore, the research survey found that students and government officials were targeted tourists who have a taste for community-based tourism. The tourism communities in Nakhon Phanom potentially have opportunity to reach the target group by creating a network with schools or educational institutions integrate community-based tourism to part of educational activities.

Implications of the results of this research can be used to develop local human resources in tourism at the youth level. The course can be developed in local curriculum in primary schools located on the major area and communities around tourist attractions of Nakhon Phanom such as Wat That Phanom School at That Phanom district and Municipality School (District 3) in the city of Muang Nakhon Phanom. These schools have been on tourism project by training youth tour guide. The project could develop or apply face to face communication with tourist to 2 way communication by using social media tools. Therefore, the recommendations for the next study should encourage these youth generations to practice and experiment the design of marketing communication tools especially social media tools. The practicing and experimental could lead to demand of tourist information and supply of local product and services meet for sustainability community.

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The Influence of Destination Development on Local Communities Culture in Tugu Selatan And Tugu Utara Villages, Cisarua Sub-District, Bogor Regency

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ABSTRACT

Tourism in particular in the area of Puncak, Bogor Regency, shows a development which resulted in an impact, especially on the language and the livelihoods of local people in the village of Tugu Tugu Utara and Tugu Selatan Villages. The purpose of this study was to identify the effect of the development of travel destinations to the language and livelihoods as part of the cultural community in the villages of Tugu Tugu Utara and Tugu Selatan. The method used was descriptive research method. Qualitative data were taken through interviews, observation and literature study. Analysis of the data was conducted using analysis model techniques by Miles and Luberman in the form of data reduction, data display and conclusion. The results showed that there was an influence of the development of the culture tourism destination on language and livelihoods of local communities. The increase of development destinations made the number of tourists enhanced as well, which led to the increase of tourist facilities. This gave an impact to the land originally used for farm which then was converted into tourist facilities. The farmers might change their jobs due to lack of farm land. Many tourists arrived from abroad, especially from countries located in the Arabian peninsular, made the local societies learnt Arabic so that they could communicate better with such tourists to gain economic benefits.

Keywords: *destination development, culture, community, language, job*

INTRODUCTION

Indonesian government recently pays special attention to five areas, namely infrastructure, maritime, energy, food and tourism, commonly known as IMEPP. The election of tourism as one of the five areas which development is being improved is not a surprise anymore. The development of tourist attraction is based on the four pillars (four track strategy), namely the development of tourism destined for economic growth (pro-growth), through the creation of employment as wide as possible for the community (pro-job). In addition, taking side on the interests of the poor (pro-poor) and the development of environmentally-friendly tourism (pro-environment) are included in the preservation of cultural values.

More developed a destination more tourists will take a visit. This phenomenon will lead to the excalation of possible contact between tourists and the local community, including the cultural sharing. This kind of relationship may cause a change inside the local community. Hunziker, 1951 (French, Craig-Smith, Collier, 1995: 3), defined tourism as follows, ".. the sum of phenomena and relationship arising from the travel and stay of non- residents, in so far as do not to lead to permanent residence and are not connected with any earning activity ". One of the areas where cultural change occurs due to contact between tourists and local people is in Puncak, Bogor. This area is also easily accessible (near from Jakarta) and has the many variations of natural attractions and culture. It is also supported by various government programs of 20 million foreign tourists visit to Indonesia. Thus, Puncak is not only attractive to local tourists, but also to foreign ones, especially who come from the Middle East countries.

The popularity of this region can be seen from the widespread arrival of tourists from Middle East region, including from Saudi Arabia and some surrounding countries such as African Muslims as well as immigrants or refugees from Iran, Pakistan and Afghanistan. It was stated that every day there are 1,000-1,500 foreigners visited the area where 90 percent of them are coming from Saudi Arabia. This phenomenon is proved bringing a change. Local people around the area are quite observant in catching opportunities, proven by self- supporting management for infrastructure readiness. Physically, the business units sprang up to the needs of Arab tourists, ranging from money exchange services, restaurants, villa, to hair barbers. Koentjaraningrat (1985) mentioned that there are seven elements of culture which become the main content of culture.

Number of domestic and foreign tourists

Year	Jakarta Utara	Jakarta Timur	Jakarta Barat	Jakarta Pusat	Jakarta Selatan	Tange-rang	Bogor Regency	Bogor City
2009	12.933.410	4.822.945	245.682	2.278.124	3.598.981	264.338	2.230.010	1.205.487
2010	12.869.002	5.298.719	724.082	1.628.976	3.643.821	284.963	2.361.155	1.566.856
2011	18.484.195	5.186.445	437.040	1.710.017	4.165.309	265.897	2.597.381	1.674.524
2012	15.881.023	7.888.787	396.253	1.566.587	4.334.713	433.962	3.306.607	1.886.555

Source: Indonesian Central Bureau of Statistics (BPS)

The seven elements of culture are language, knowledge system, social system or social organization, living equipment system and technology, living livelihood system, religious system and art. This study discussed the cultural change that occurs on the elements of language and livelihood of local communities since these two matters are the most prominent in this region. Before Puncak area develops as it is today, Bogor regency is a beautiful area with thick Sundanese culture. The existing house is made of wood and bamboo and there is a place to pound rice considering that the work of most communities are farming and the communities communicate in Sundanese.

The beautiful scenery, the coolness of the air and the hospitality of the locals make tourism grows. Along with the development of tourism in this area, so many people vied to build a dwelling (in the form of villas) and hotels. Visits of tourists also rise year by year, both domestic and foreign tourists. The tourists interact with local people where each party has its own culture. An example is that there are many shops selling spices for Arabic food and using Arabic letters. We can also easily find locals who are able to communicate in Arabic.

Based on the symptoms occurred in Bogor listed above, there are several questions in this study that can be discussed and analyzed including:

1. How the influence of the development of tourist destinations is on the language as part of the community culture in the village of Tugu Selatan.
2. How the influence of the development of tourist destinations is on livelihoods as part of the community culture in the village of Tugu Utara.

LITERATURE REVIEW

Culture

Edward T. Hall, 1959, said that culture is communication and communication is culture. Once we start talking about communication, it is not inevitable that we will also talk about culture. Culture and communication interact closely and dynamically. The core of culture is communication, but in a moment the created culture also affects the way members of the culture communicate. According to Koentjaraningrat (in Soekanto, 1969: 55), the definition of culture has the origin of the word "colere", then "culture" is defined as all human power and activities to process and change nature.

Cultural Elements

Culture has a very wide and common scope. Therefore, Koentjaraningrat stated that there are seven elements of universal culture, namely:

Language System

Language is a medium for humans to meet their social needs and to interact or connect with each other. In anthropology, the study of language is called "linguistic anthropology". Koentjaraningrat mentioned that the elements of language or human symbolic system, both oral and written, to communicate is a description of the most important features of the language spoken by the related tribe along with the variations of the language. The prominent features of the tribal language can be described by comparing them using the classification of world languages in the degrees of family and sub-family. According Koentjaraningrat, determining the boundary area of the spread of a language is not easy because the border area of individual residence is a very intensive place to make an interaction so that the process of mutual influence of language development often occurs.

According to Sunaryo (2000: 6) who took a cultural point of view, language is a tool of cultural development as well as a r esult of the culture itself. In its structure, language and culture have double positions, functions and roles as a means to think so that science and technology can grow and develop. Culture developes through language and language is the result of the development of culture itself, thus, these two things can not be separated. Koentjaraningrat in Chaer and Leonie (2004) stated that language is part of the culture. Therefore, the relationship between language and culture is a subordinative relationship because language is under the scope of culture. Nevertheless, another opinion said that language and culture have a coordinated relationship, ie. equal relations with equal standing. Masinambouw (1997) mentioned that language and culture are two systems inherent in humans. If culture is a system that regulates human interaction in society, then language is a system that serves as a means of interaction. Thus, the relationship of language and culture becomes inseparable.

Knowledge System

The system of knowledge in the universal culture is related to the system of living equipment and technology because the knowledge system is abstract and tangible in human ideas. The knowledge system is very broad in nature because it includes human knowledge of the various elements used in life. According to Koentjaraningrat, every tribe in the world has knowledge about:

a. natural surroundings;
b. plants growing around the area where they live;
c. animals living in their habitats;

d. substances, raw materials and objects in the environment;
e. human body;
f. human attributes and behavior;
g. space and time.

Kinship and Social Organization Systems

The cultural elements of the kinship and social organization systems are anthropological attempts to understand how humans form societies through various social groups. According to Koentjaraningrat, each community life is governed by customs and rules concerning various kinds of unity in the environment where people live and mingle with each other day by day. The closest and basic social unity is its relative, the closed core family and other relatives. Furthermore, humans will be classified into geographical locality levels to form a social organization in their lives. Kinship is related to the notion of marriage in a society because marriage is the core or foundation of a community formation or social organization.

Living Equipment System and Technology

Humans always struggle for their life so they will always make the useful equipments and tools. The anthropologist's initial concern in understanding human culture is based on the technological elements used by a society in the form of objects used as living tools with simple forms and technologies. Thus, the discussion of the elements of culture that are included in the equipment of life and technology is the subject of physical culture.

Economic System/Living Livelihoods

The livelihoods or economic activities of a community become the focus of an important ethnographic study. Ethnographic research on livelihood systems examines how the livelihoods of a community group or their economic system meet their living needs. The economic system in traditional societies among others:

a. hunting and collecting;
b. raising;
c. farming in the fields;
d. catching fish;
e. planting crops with irrigation systems.

Livelihoods are divided into two, ie. main and additional livelihoods. The main livelihood is the overall activities to utilize the existing resources that are done daily and is the main livelihood to meet the needs of life. An additional livelihood is a livelihood outside of basic livelihoods (Susanto, 1993: 183). At present time, only a few livelihood or economic system of a society is based on the agricultural sector. It means that the direct management of natural resources to meet human needs in the agricultural sector can only be found in rural areas that have not been affected by modernization.

Acculturation

The term “acculturation” comes from the Latin “acculturate” which means "to grow and develop together". In general, acculturation is a blend of two cultures that produce a new culture without eliminating the original elements of each culture. Meanwhile, according to Koentjaraningrat, acculturation is a social process that occurs when a social group with a particular culture is exposed to different foreign cultures. The requirement of the acculturation process is the existence of compound (affinity), ie. the acceptance of culture without surprise. Another requirement is the existence of homogenity such new digested values caused by similarity levels and cultural patterns.

Acculturation Process

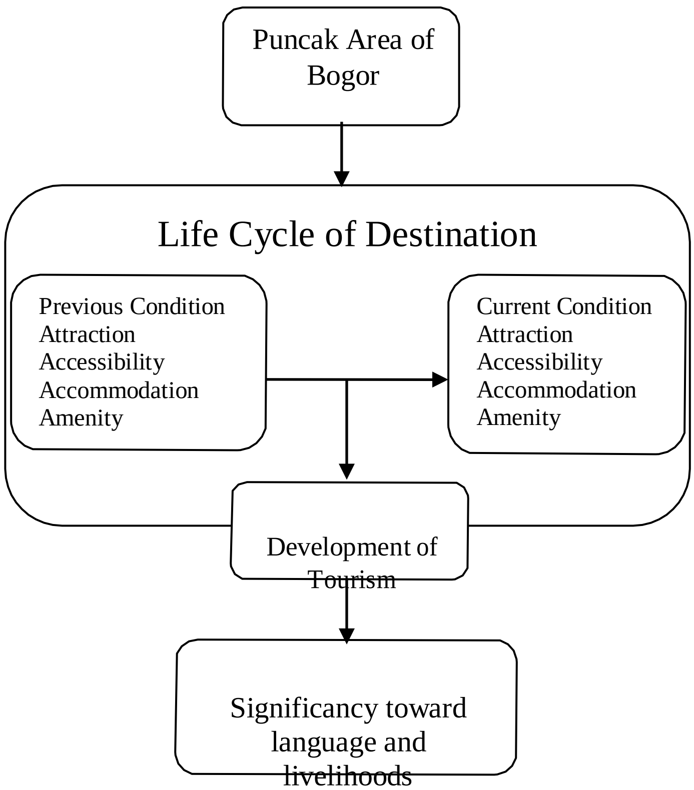
Acculturation occurs when a group of people with a particular culture is exposed to different cultural elements, so that other cultural elements are eventually accepted and processed into their own culture, without causing the loss of the cultural personality itself. The mixing process takes place over a relatively long period of time. It is caused by the elements of foreign culture that are absorbed or accepted selectively and that are not accepted, thus, the process of cultural change through the mixing mechanism still shows the existence of the elements of the original personality. The mixing mechanism can be described as follows.

1. In general, the elements of foreign culture that are easily accepted in Indonesian society, among others:
   - ✓ Material cultural elements (objects), such as living tools and equipment which are useful and easy to use.
   - ✓ Elements proven to bring great benefits, such as radio transistor containing a lot of usability, especially as a media tool mass.

- ✓ Elements adapted easily to the condition of society who receives these elements, such as suitable agricultural machinery for an agrarian Indonesian society.

2. In addition, the elements of culture that are difficult to accept by a society usually on the following matters:
   - ✓ Cultural elements involving belief systems such as ideology, philosophy of life and so forth.
   - ✓ Elements learned at the first stage of the socialization process, ie. socialization that happened in the family.
3. Generally, the young generations are regarded as the individuals who accept the foreign culture that goes through the acculturation process quickly. In contrast, the older ones is considered to be a hard-nosed people who find it hard to accept a new culture because the norms of the old tradition in the parent has been ingrained and internalized. Whereas in younger generation, the elements or traditional norms have not been steady in their souls, thus they more accept new cultural elements that may be able to change their lives.
4. The process of acculturation in society does not always run smoothly, balanced and provide positive benefits. On the other hand, there must always be a group that is very successful or even unable to adjust to the changes that occur. Changes in the community are regarded as a state of crisis that endangers the integrity of society.

Framework



METHODOLOGY

Research Design

This research used qualitative descriptive research method where the data were obtained from interview process with local community and Department of Culture and Tourism of Bogor Regency. The method included describing, recording, analyzing and interpreting present condition in order to get accurate and informative data for discussion process.

Data Type and Source

Types and sources of data used in this study were divided into:

1. Primary Data

Primary data is all data obtained directly from the source or from the object under study which still needs to be further processed. Primary data in this research were obtained by conducting field survey and interview to local people in Tugu Utara village and Tugu Selatan village, trader, villa guard as well as Head of Culture Section, Head of Field Services, Object and Attraction Section and Head of Field Tourism Facility Section of Bogor Regency.

2. Secondary Data

Secondary data is supporting data obtained or collected from existing sources. In this study, secondary data obtained from articles, scientific papers, previous research as well as data from Department of Culture and Tourism of Bogor Regency which are related to this research.

Data Analysis

Data analysis conducted on research was based on model analysis technique by Miles and Luberman (Sugiyono, 2009: 246-253). There were three stages of activities conducted, namely:

1. Data *Reduction*

According to Miles and Huberman "reducing data means choosing the essentials, simplifying, summarizing and altering raw data on field research records”. The function of data reduction is to organize the data for easier conclusion. Reduction of qualitative data can be transformed through rigorous selection, summary or brief description, categorizing them in a broader pattern.

2. Data *Display*

Data display or presentation of data in this study was done in the form of brief descriptions, charts and so forth. Miles and Huberman argued that a 'display' is a collection of organized information that makes it easy to make decisions and actions. In qualitative research, narrative text is a form of data presentation to facilitate researchers and readers in concluding the data that have been obtained in research.

3. Conclusion

The third stage of the analysis activity is to draw conclusions and verification. From the beginning of data collection, qualitative analysis was begun to decide what the meanings of things are happening, noting the regularities, patterns, explanations, possible configurations, causations and theories. The conclusions are only temporary until the data collection is completed. Once the data is collected, it must still be tested to determine the validity of the data.

RESULTS & DISCUSSION

The Influence of Development of Tourism Destination on Language

Visitation of Arab tourists in Puncak area was began in 1985. According to local people, Arab tourists often come to Puncak when the holidays occurs in their country, ie. from July to September. They usually stay in a long period (several weeks or months) and this cycled every year. Thus, local people named those months as "Arabian seasons". At present time, the citizens said that visits made by Arab tourists not only occur in Arabian season but also throughout the year. According to village officials, some residents and business actors, the number of foreign tourists arriving most indeed came from Arab countries, namely Saudi Arabia, United Emirates of Arab, Qatar, Yemen and other countries located in the Arabian peninsular.

Tourists who come to a tourist site must spend money in doing the tours such as for buying ticket entrance, foods and handkerchief as well as for renting an inn, guide and vehicle. This transaction leads to the communication between the tourists and the local sellers and providers.

Pic.1. Clinic for teeth

Source : own documentation

Pic. 2. Restaurant

Source: Own documentation

Pic. 3. Travel Agent

Source: Own documentation

Pic. 4. Grocery shop

Source: Own documentation

Communication done leads to the occurrence of contact between two different cultures, namely the culture of Arab tourists and the culture of service providers who are local citizens. It can bring up acculturation which defines as a fusion of two cultures that produce a new culture without eliminating the original elements in original culture.

Acculturation happening in local communities result in many of the residents and service providers located in Tugu Selatan village can use Arabic regardless the fact that Arabic is not a language commonly studied and used by Indonesians. It is also found that almost every shop, restaurant, lodging, travel agency and tourism-related services uses Arabic letters.

Jhonson in Morissa (2013: 266) about the language perspective in culture argued that when a number of cultures coexist together then each culture will affect each other. Culture in the form of language used by Arab tourists continues to live because the visit keeps continuing in a long time in Puncak area and it affects the local communities who generally communicate using Indonesian language or Sundanese.

In Tugu Selatan village, there is no educational institution which teaches Arabic, thus, the residents study the language by themselves. People are willing to learn Arabic because the large number of Arab tourists come every year and many of them can only communicate in Arabic. Moreover, their visitation also brings economic benefits.

Citizens acknowledge that mastering Arabic will help in increasing the income earned. By using Arabic script and writing on their place of business, Arab tourists do not hesitate to visit and make purchases. This means that income is not only obtained from the internal population as well as local and national tourists, but also from Arab tourists. This is consistent with what sociology puts forward where one of the requirements of foreign culture to be accepted easily is to provide great benefits.

The Influence of Development of Tourism Destination on Livelihoods

The development of tourism that occurred in Puncak area, particularly in Tugu villages, makes the population changes their previous jobs as farmers. This was also supported by the interview results with the village administrators and some local residents. This is not due to the low incomes resulted from farmer work, but because the amount of land is continuously reduced. Land previously used for agricultural activities is built for tourism such as restaurants, villas, lodging or other business places related to tourism. Therefore, they are forced to switch jobs.

The work done by the local community is no longer fixed, but depending on the situation. If there is a building project, then they will be a construction worker. If anyone offers a job as a villa keeper, then they will do it. Otherwise, they will become a motorcycle taxi driver.

In addition, the population who have fund opens a business like salons, travel agents, restaurants, food stores, hotels, souvenirs shop, laundry and dry cleaning because the development of tourism is quite rapid in this area.

In terms of income, village administrators and some interviewed residents claimed that the welfare rate of the population increased with the presence of tourism in their area although there are no exact numbers of welfare rate. The welfare improvement can be seen from the high purchasing power of societies and their lifestyle and fashion including sophisticated communication tools, motor vehicles and dress style.

CONCLUSIONS & IMPLICATIONS

Conclusions

The development of the destination in Tugu Utara Village and Tugu Selatan Village influences the type of people's livelihood. This is because the land originally used for agriculture is sold by local residents and served as a supportive business in tourism by the land buyers such as restaurants, travel agency offices, shops, inns and tourist attractions. Therefore, the population who were previously farmers currently work in tourism industry as villa guards, restaurant employees, travel employees, drivers for travel, guides and traders.

The development of existing destinations follows the high market demand. Markets in the area are dominated by Arab tourists which mostly do not master other languages than theirs. Thus, many local people learned Arabic and used this language in naming or giving information of their business place. By mastering and using the Arabic language, buying and selling goods and services become easier and the tourists feel more comfortable, so the income can increase more.

Suggestion

Given the existing situation, the training institutions need to be established, both in skills and language, to improve the ability already owned by the population so the existing tourism will keep growing. With the existence of such training, the tourism based on community can be done and society will gain greater beneficial economic impacts.

Activites encouraging people to love their own culture are also needed to be held to preserve the original culture of society and to prevent the culture loss due to pressure of foreign culture. Culture of this society can also be used as a tourist attraction in Puncak area besides its natural attraction.

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