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CONTENTS

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TOURIST AND RECREATIONAL POTENTIAL OF THE SALT LAKES OF WESTERN KAZAKHSTAN

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Abstract: The purpose of our research is to assess the potential and conditions for the development of health tourism based on the therapeutic mud of salt lakes of West Kazakhstan. Using classical methods of hydrological and hydrogeological research, the certification of mineral waters and therapeutic mud (raps and peloids) of the lakes Inder, Aralsor, Alzhansor, Hakisor, Sorkol, Bolshoy Sor, was carried out and the qualitative components of the raps and mud of these lakes were investigated. The analysis of the obtained data showed that a strongly sulphide salinized class of mud prevails in the two lakes studied: the Inder and the Alzhansor (Elton type). The Aralsor and Lake Hakisor are characterized by a sulphide weakly alkaline class (Karachi type). The mud of salty Lake Sorkol (Medvezhinsky type) and the Bolshoy Sor (Cheder type) belongs to the class of weakly sulphide. The expediency of sanatorium-resort and medical-health tourist use of studied salt lakes has been revealed.

Key words: lakes, raps, mud, hydromineral resources, balneology, physicochemical properties, West Kazakhstan

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INTRODUCTION

Therapeutic muds of lakes are not widespread in the world (Williams, 1996) and are commonly found locally, such as Dead Sea therapeutic muds (Kotova et al., 2016), Spain (Carretero et al., 2014), Turkey (Karakaya et al., 2010), Cuba (Margaret et al., 2018), Mongolia (Egorov, 1993; Tserenkhand et al., 2018), China (Williams, 1991), Russian Federation (Kutlusurin, 2006; Myazina, 2013a, 2013b; Fedorov and Ruban, 2018; Sallam et al., 2018; Fedorov and Ruban, 2019; Kotov et al., 2019) and Kazakhstan (Akhmedenov et al., 2015; Akhmedenov et al., 2016a; Zhensikbayeva et al., 2017; Tokpanov et al., 2019; Kan et al., 2019). Now on the territory of Kazakhstan takes place an active study of tourist and recreational potential of various parts of it (Egorina et al., 2016; Saparov and Zhensikbayeva, 2016; Zhensikbayeva et al., 2018; Yegemberdiyeva et al., 2018; Kerimbay et al., 2020). The territory of West Kazakhstan is rich with unique lakes of different genesis, which concentrate high recreational and balneological potential, but it is used poorly due to the lack of investment in this sphere and as a result due to the lack of infrastructure and advertising. Mineral lakes are a kind of surface deposits of mineral waters and mud. They include lakes whose water has a total mineralization of over 1 g/l. The waters of mineral lakes have different chemical composition in the area of the Caspian lowland containing chloride sodium composition with mineralization up to 300 and more g/l. Bottom deposits of mineral lakes are represented by silt which is used in many resorts as curative mud. Today only the Lake Inder in Atyrau region was studied in sufficient detail according to geomorphological, hydraulic-hydro chemical characteristics (Posokhov, 1948; Filonets and Omarov, 1974; Diarov et al., 1981; Akhmedenov et al., 2016b; Petrishchev and Akhmedenov, 2017; Akhmedenov, 2018). The most of the salty lakes of West Kazakhstan whose mud could potentially be considered as curative were not actually studied. It should be noted that the obtained data on physical and chemical analysis of medical mud of the salt lakes can serve as a justification for projects regarding the development of balneological infrastructure and ecological tourism in West Kazakhstan. Health tourism is a promising and popular direction of tourism in Kazakhstan. It is common to allocate climatic, mud and balneological resort resources, moreover, the resorts may have one or more natural therapeutic resources. Depending on the therapeutic properties of natural resources, resorts can specialize in a certain profile (musculoskeletal, cardiological, etc.). Health tourism is often understood as tourism for recreation and health promotion within the framework of special health programs for the treatment of a large range of body disorders and general health improvement, recovery of the body after diseases (Neumann et al., 2001; Kapiki et al., 2014; Karagülle and Karagülle, 2015; Matsumoto, 2018; Yang et al., 2018). At present, in addition to natural medical resources, the factors such as availability of the developed tourist infrastructure, application of innovative technologies and techniques, and the high qualification of personnel are becoming increasingly important for the development of medical and health tourism. The purpose of this article is to assess in detail the properties of the salt lakes peloids of West Kazakhstan in order to make recommendations on their practical use for the development of health tourism and health resort economy in the West of the Republic of Kazakhstan.

MATERIALS AND METHODS

Classical hydrological and hydrogeological approaches were used in salt lake surveys. A chemical analysis was conducted to determine the chemical composition of the lake, spring water and the mud solution. The chemical analyses were conducted at the licensed chemical and analytical research laboratory of the U. Akhmedsafin Institute of Hydrogeology and Hydrophysics (Almaty, Kazakhstan, certificate of accreditation № KZ.I.02.0782 dated 15.05.2015) and the Zhangir Khan West Kazakhstan Agrarian Technical University test center (Uralsk, Kazakhstan, certificate of accreditation № KZ.I.09.0147 dated 23.01.2017). Waters from Lake Inder, Lake Hakisor, Lake Bolshoy Sor, Lake Alzhansor, Lake Sorkol and Lake Aralsor were subjected to a hydrochemical analysis. The samples were taken at a depth of 0.3–0.5 m in an amount of 1 L in polyethylene bottles for ion composition analysis and 1 L in dark glass water for petroleum composition analysis. The pH level was measured using digital ion meters I-160M and Seven Easy pH Mettler Toledo according to the GOST 26449.1-85 state standard; the concentration of dry residue was determined by using a weight method; the concentration of trace elements was determined via appropriate methods of measurement using a Varian AA-140 atomic absorption spectrophotometer with flame atomization; the hardness and cation-ion composition was determined according to the state standard 26449.1-85. Ammonium nitrogen, nitrites and nitrates were determined via spectrophotometry using a Varian, Cary-50 device. The total content of sodium and potassium ions is determined by the calculation method. The study used navigational and cartographic hardware and software. The Garmin ETrex Vista was used to obtain coordinate data. Its elevation figures were compared to and corrected using

* Corresponding author

SRTM radar mapping data. As a result of the field and laboratory researches in 2015-2019 6 promising balneological sites were studied – the Lakes Inder, the Alzhansor, the Aralsor, the Hakisor, the Sorkol, the Bolshoy Sor (Figure 1). The results of chemical analyses of the mud from these lakes have been compared with the existing classification of medical muds (Razumov et al., 2000). Salty lakes with medical mud are located in various natural zones and geomorphological areas of West Kazakhstan. Out the six salt lakes studied there are five lakes geomorphologically located within the Caspian lowland (the Inder, the Alzhansor, the Aralsor, the Hakisor, the Bolshoy Sor) and one lake Sorkol is located on the Podural Plateau. In landscape terms, the three lakes (the Bolshoy Sor, the Alzhansor, the Sorkol) are located in the dry-steppe zone, one Lake Aralsor in the semi-desert zone, and the two lakes (the Hakisor, the Inder) in the desert zone.

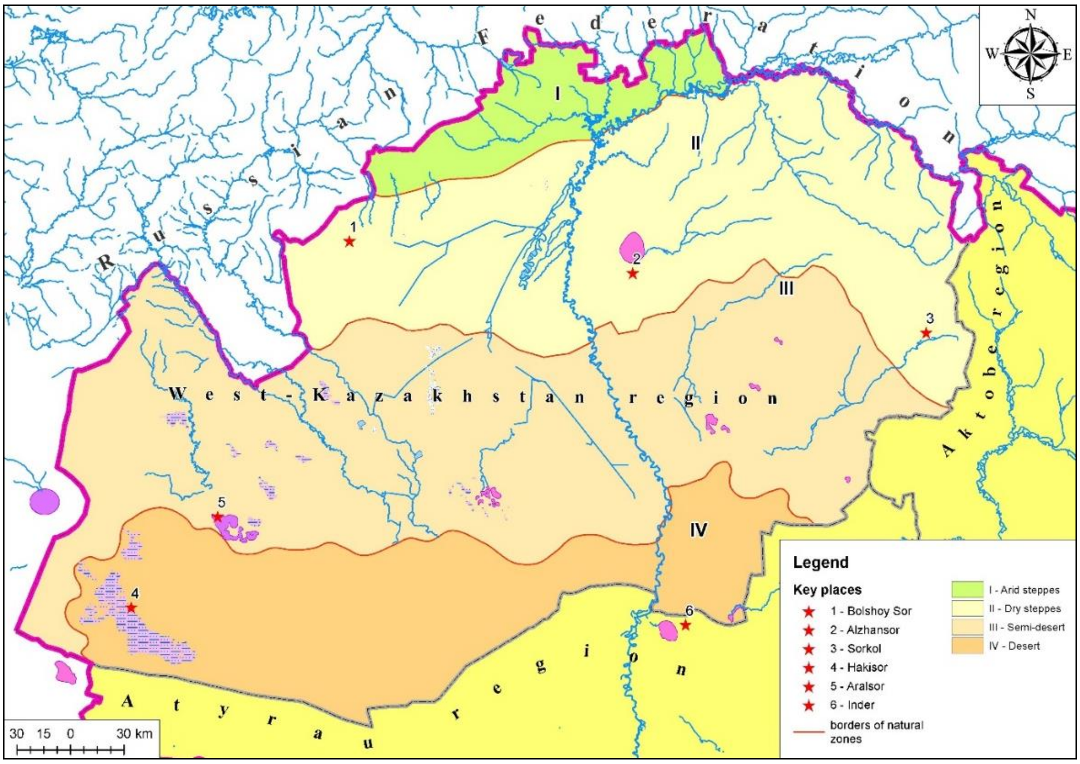

Figure 1. Location of the studied mud lakes

RESULTS DISCUSSIONS

Lake Bolshoy Sor is located in Mereken rural area of Taskalinsky district of West Kazakhstan region in 7 km to the south-east from Bogatyrevo-Taskala road, an area with adjacent territories of 1 thousand. The lake Bolshoy Sor has a round shape with cliff banks up to 4-5 meters and with a diameter of about 2.5 km. The Bolshoy Sor is covered with salt crust under which there is a layer of dirt. In rainy years the central part of the lake pit is under the water (Figure 2). Balneological interest has Lake Alzhansor located in 22 km to the south from the Lake Shalkar. Its size is 1.5 x 1.5 km. The banks are steep cliff, their height ranges from 2 to 5-7 meters. The water in the lake is salty and appears early in spring and in rainy years in the central part. The rapa mainly comes to the surface (Figure 2). In origin, the lake has a saltwater negative structure. A small drying river flows into the northeast part of the lake which is enclosed by dambs. The water in this river is salty till the dam and behind the dam is fresh. The lake has balneological significance and the local population considers it as a holy place. According to the resolution of the Government of the Republic of Kazakhstan No. 932 dated September 28, 2006 the Lake Alzhansor was included in the list of objects representing a state natural reserve fund of the republican significance. The lake is situated in 10 km to the East from the Douana aul. The area is about 20 hectares at the territory of Shalkar rural area of Terektinsky district in West Kazakhstan.

The lake Sorkol is located in the Almaznen rural area of Shyngyrlau district in the West Kazakhstan region in 3.5 km north-east from the Sorkol village and 16 km to the north-west from the Almaz village. In landscape relation it occupies the hilly sandy-steppe plain of the Podural plateau. Its size is 2.1 x 1.6 km. The area is about 750 hectares. The Sorkol Lake has shallow water banks overgrown by reeds-cane vegetation (Figure 2). The lake's southern coastal lowlands are occupied by the numerous saltwater and dry ducts covered with salt crust and rare saltwater vegetation. The northern and north-western parts of the lake are sandy with islets and shallow water ducts.

There are two lakes with mud on the territory of Bokeyordinsky district of the West Kazakhstan region: Lake Hakisor and Lake Aralsor. Lake Hakisor is an extensive downhill filled with black and brown mud to some depth and from the surface has the appearance of a tacyric plain. The Hakisor starts in 4 km south from the Khan Ordasa village and stretches to the south-west direction. The length of the Hakisor is 65 - 75 km with the width varies from 2 to 15 km and the total area of 300 - 400 km^2. The waters of rivers, ravines and beams flow from the surrounding steppes into the Hakisor Valley and groundwater (Figure 2) comes out in its bottom as well. The largest of the lakes studied is Lake Aralsor, with an area of 10.000 hectares. The width of the lake ranges from 3 to 8 kilometres. It is drainless. Bitter-salt water reserves are replenished by atmospheric precipitation and the river. The bottom is flat and filled with salt and fine water lenses (Figure 2). The lake itself has a sickle shape, the banks are steep, cliff-like and in some places their height reaches 6-7 meters. The mud of the Inder springs comes out on the northern shore of Lake Inder, which is located in 150 km north from Atyrau on the left bank of the Ural River in the Inder district of Atyrau region. Inder sources belong to the category of therapeutic mineral waters and were described in the articles of the author (Akhmedenov et al., 2015; Petrishchev and Akhmedenov, 2017; Akhmedenov, 2018) providing a full analysis of their waters. Minor deposits of black sludge are observed at the exit site of all sources as well as on the banks of the lake itself. However, only the mud deposits situated along the channel of the largest source Aschytusbulak have a practical interest. This source has an average rate of 30 l/s. Its water belongs to the type of salt brine (total mineralization is 46 t/l). Aschytusbulak exits the karst funnel and then flows through the deep valley covered on all sides of the winds. Due to the good warming of the bottom of this valley, the mineral mud was formed along the both banks of the Aschytusbulak stream (Figure 2).

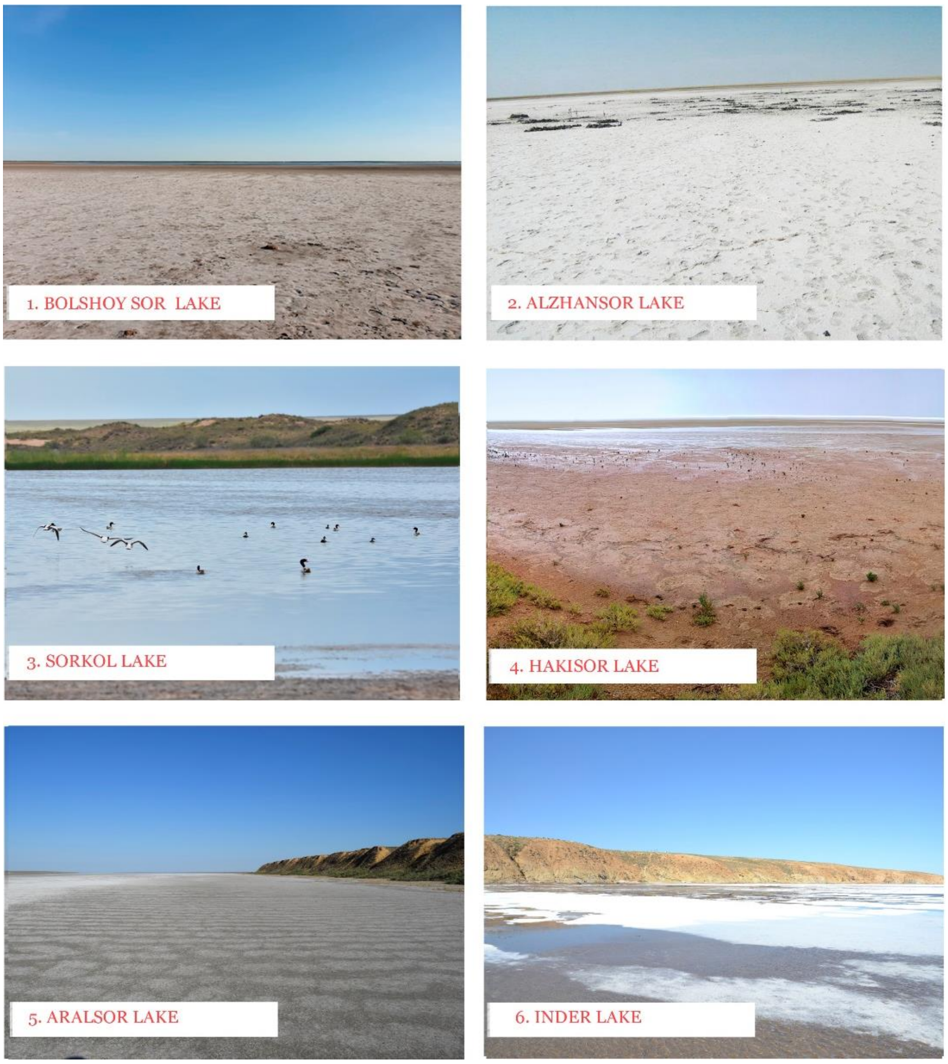

Figure 2. The studied mud lakes of the Western Kazakhstan

This mud is widely known among the local population. In summer patients come here not only from villages, but also from cities. Usually small recesses are dug out on the clay banks of the source and filled with liquid black mud. The baths prepared in such a way are used for the mud treatment. The bottom of the valley is full of this kind of indentations. The actual material accumulated during the research shows that the therapeutic mud of the salty lakes of West Kazakhstan is similar to the known types of therapeutic mud traditional in Russia and the near abroad (Rudenko, 1975; Kutlusurin, 2006; Belenitskaya, 2013; Kotov et al., 2019; Fedorov and Ruban, 2019). Studies showed that according to the classification of therapeutic muds the most valuable sulphidic and silt bromic peloida belonging to the following classes – strong sulphide, sulphide, weak sulphide, to saline subclasses and highly mineralized are widespread in the Western Kazakhstan (Table 1). In comparison with the known mud bath resorts, the mud of Lake Inder and Lake Alzhansor correspond to the Elton variety - by the name of the lake existing in the Volgograd region in Russian Federation (Akhmedenov et al., 2016b; Akhmedenov, 2018).

The mud of Lake Hakisor and Aralsor correspond to the Karachinsky variety - by the name of the lake existing in Novosibirsk region in Russian Federation. According to the results of the research the mud of Lake Bolshoy Sor corresponds to the Chederskoe variety and is classified as a type of highly mineralized average sulphide sludge mud. Lake Cheder is located in 45 km south-east from Kyzyl city in the Republic of Tyva in Russian Federation. The mud of Lake Sorkol corresponds to the Medvezhinsky variety - by the name of the lake existing in the Stavropol region in Russian Federation and belongs to the class of weakly sulphide and subclass of weakly alkaline.

The highest mineralization is in Lake Inder (326 g/l), then in Lake Aralsor (257 g/l), Sorkol (195 g/l) and Hakisor (160 g/l). The mineralization of Lake Alzhansor is 152 g/l and in Lake Bolshoy Sor - 124 g/l. The mineralization of Lake Inder is comparable to the world's counterparts. For example, the mineralization of the widely known Dead Sea is 280-300 g/l, while the mineralization of the brine lakes Assal and Juliet, having a salt structure of the Danakil Valley, located within the Circumaravian salt ring of the Afro-Arabian rift system exceeds 350 g/l and reaching 90% g/l in the lakes with the highest magnesium content (up to 400-460). For comparison: a mineralization of mud of Lake Tambukan in Caucasus mineral waters is 60 g/l, a sludge mud of Lake Saki is 29.5 g/l and Anapa sludge sulphide mud is 31.5 g/l.

Mud solutions of Lake Inder, Lake Aralsor, Lake Hakisor refer to chloride-sodium, Lakes Alzhansor and Bolshoy Sor to chloride-sodium-magnesium, and Lakes Sorkol to chloride-sulphate-sodium types. A very important property of mud and raps is their high alkalinity, which prevents mud from falling out of gypsum sediment than the Hakisor and Aralsor lakes are advantageously different from other treatment lakes, such as the Tambukan. These features cause high therapeutic properties of their mud and put it in line with the best therapeutic dirt of domestic and foreign resorts. The therapeutic mud of Lake Inder in Atyrau region is a black mud of a dense consistency and non-uniform structure, well majors and is attached to the body with a smell of wet bitumen. Scientists (Tatarinov, 1938; Mocrinsky, 1938; Korobov and Polenov, 1964; Eisenstadt et al., 1967) refer the time of its occurrence to the Jurassic period. Along with minerals, the black mud is extremely rich in humus and enzymes that are very useful for human health. Hormonal substances formed as a product of decomposition of plants, insects and even birds (biologically active humus) are present in its composition. The insects that fall into the salty lake cannot take off back, fall asleep, gradually decompose and turn into dirt. According to their structure, the peloids consist of a solid part, colloids and mud solution filling the spaces between the solid part. The mud solution impregnated the colloidal complex and adsorbed its ions on it (Table 1).

Table 1. Composition of the tested sulphide-sludge peloids of West Kazakhstan in accordance with the classification of therapeutic mud
Data source: (personal original data, and also Akhmedenov et al., 2016a; Akhmedenov, 2019)

Mineralization, g/l	FeS, % from natures substances	H2S, in weight %	pH	Eh, мВ	Br, mg/l	J, mg/l	Thermal capacity, cal/ g.grad	Class, subclass	Name of analogs
Lake Inder									
326	0.55	0.3	7.0	263	40.8	1.8	0.76	Strong sulphide, weakly alkaline	Elton
Lake Alzhansor									
152	0.56	0.1	7.9	310	104.3	0.1	0.84	Strong sulphide, weakly alkaline	Elton
Lake Hakisor									
160	0.15	0.01	7.2	148	120.8	0.1	0.69	Sulphide, weakly alkaline	Karachi
Lake Aralsor									
256	0.47	0.03	8.4	231	87.9	0.7	0.82	Sulphide, weakly alkaline	Karachi
Lake Sorkol									
195	0.11	0.02	9.0	394	139.4	0.1	0.79	Weak sulphide, weakly alkaline	Medvezhinsky
Lake Bolshoy Sor									
124	0.32	0.04	7.6	268	123.8	0.1	0.85	Weak sulphide, highly mineralized	Cheder

Mud horizons have a monoclinal bedding, complicated by some asymmetry and the presence of local channel-like downsides, with maximum silt capacities concentrated in them and reaching a magnitude of 1.10 m in Lake Inder. Productive silt horizons are lined with compacted and viscous lake clays, loams and calves. Non-standard mud deposits clogged with sand, salt and regularly dried bands of deposits with a capacity up to 0.2 m are placed on productive lenses. Clay particles of silicate composition (up to 34.5% per dry substance) dominate in the crystal skeleton of mud in Lake Inder. The mud of Lake Alzhansor is soft, plastic, mass, having a weak smell of bitumen with the dense consistency and uniform structure. The mud of Lake Aralsor is light grey with the thick consistency, sour cream-shaped, heterogeneous structure and without smell. The mud of Lake Hakisor is brown with the thick consistency, knocked into a lump, uniform structure and odorless. The mud of Lake Sorkol is light grey with the thick consistency, plastic, with inclusions of sand and stones and without smell. The mud of Lake Bolshoy Sor is grey, with the thick consistency, plastic, without large inclusions and without smell. Their balneological value is determined by moisture capacity (natural humidity), consistency (shear resistance), degree of clogging by the large fractions, heat capacity and heat retention capacity, mineralization of mud solution, presence of hydrogen sulphide and iron sulphides, redox potential and medium reaction. The remaining values, such as heavy metals, limit concentrations that cannot be exceeded. Since the natural scattering of these elements is negligible and is usually safe for human habitation throughout its life a ten-fold excess is permissible in this case (Akhmedenov, 2019). According to the main physical and chemical indices, the mud of Lake Inder refers to the content of water-soluble salts in the mud solution (in g/l) - salinized (more than 150), the content of sulphides (FeS as a percentage of natural mud) - strongly sulphide (more than 0.50), the reaction of medium (pH) - weakly alkaline (7.0-9.0). According to the main physical and chemical indicators the mud of Lake Alzhansor refers to salinized strong sulphide, weakly alkaline mud, the mud of lakes Aralsor and Hakisor refers to salinized sulphide, weakly alkaline mud (Table 2). The mud of Lake Sorkol refers to the weakly sulphide weakly alkaline, and the mud of Lake Bolshoy Sor to the weakly sulphide highly mineralized. The requirements for the quality of therapeutic mud provide for such normative indicators, the non-conformity of which excludes the possibility of therapeutic use of peloids: humidity causes the consistency of the mud mass, which can only be plastic, retained on the patient’s body and have high heat-retaining capacity at certain water content. Clogging with mineral particles or plant residues degrades the plasticity of the mud, and in the presence of large inclusions (crystals, fragments of shells, etc.) causes burns; shear resistance characterizes the plasticity of the mud procedural mass and hence its suitability for mud applications. Curative dirt or peloids can be used for various health-related practices (Ma'or et al., 2006; Munteanu and Dumitrascu, 2011; Gomes et al., 2013; Fioravanti et al., 2017). Indicators of humidity, clogging, shear resistance of the studied mud lakes Inder and Alzhansor meet the requirements for the quality of therapeutic mud (Table 2).

Table 2. Physical and chemical indicators of the West Kazakhstan mud
Data source: (personal original data, and also Akhmedenov et al., 2016a; Akhmedenov, 2019)

Indicator	Norm for sulphide-sludge mud, units of measurement	Inder Mud	Alzhansor Mud	Aralsor Mud	Hakisor Mud	Sorkol Mud	Bolshoy Sor Mud
Humidity	25-75 %	26.1	47.3	35.2	23.1	27.9	40.1
Clogging with mineral particles d 0.25-5.0 mm	no more than 3.0 % of natural substances	2.99	2.99	6.45	0.78	20.7	1.06
Solid mineral inclusions d > 5 mm	no, % of natural substances	no	no	no	no	no	no
Sulphides (FeS)	not less than 0.01, % from nat. substances	0.55	0.56	0.47	0.15	0.02	0.04
Organic content	not less than 0.5, % from nat. substances	1.07	2.66	0.92	0.19	2.19	3.49
Shearing strength	1.500-4.000, dynes/cm^2	1640	4090	5440	31500	1990	3196
Content of water-soluble salts in mud solution	over 150, g/l	326	152	257	160	195	124
Heavy metals:							
Zincum	Not more than natural background, mg/kg	31.5	26.9	25.0	26.3	8.02	42.8
Copper		10.0	8.9	7.52	7.7	2.54	15.2
Lead		49.7	38.7	7.13	0.1	12.4	15.5
Cadmium		1.82	1.34	2.79	3.0	1.65	1.31
Manganese		364	889	360	769	240	378

According to the indicators of mud clogging of Aralsor and Sorkol lakes and according to the indicator the resistance of mud shear of Hakisor Lake does not meet the quality requirements. The mud of Lake Bolshoy Sor does not meet the requirements for quality (Table 2) by the content of water-soluble salts in the mud solution. As can be seen from the above data, the studied samples of therapeutic mud of Lake Inder and Alzhansor most meet the requirements for the treatment use. It should be said that the mud of Lake Alzhansor is characterized by a higher specific heat capacity, which is probably due to increased moisture content. According to the medical report of the Institute of Cardiology and Internal Diseases the highly mineralized mid-sulphide sludge of Lake Alzhansor can be used for medical purposes. Its mud is actively used by sanatoriums Akjayyk in West Kazakhstan region.

Not every person knows what specific diseases salty water and dirt helps. In the waters of Inder, people receive partial or complete healing in osteochondrosis, polyarthritis, rheumatism, skin diseases, neurosis, and a number of other diseases. Swimming in Lake Inder is possible for those who suffer from rheumatism, osteochondrosis, polyarthritis, skin diseases, neurosis, pancreatic diseases and women suffering from infertility. It is extremely dangerous to stay on the lake for those people having a high blood pressure, suffering a stroke, heart attack, suffering from kidney and liver diseases. Before visiting Lake Inder, it is recommended to undergo a medical examination and consult with doctors. The most favourable period for the mud treatment on Inder is the hottest time of the year: July and the beginning of August. It is best to visit Lake Inder before 11.00 in the morning and after 17.00 pm. It is not recommended to spend a long time in the mud; maximum 15-20 minutes and swim in the lake.

There is no appropriate infrastructure for the development of recreational and balneological tourism on the shores of these salty lakes. Huge investments are required to organize mud clinics. It should be a large-scale project at the state level. It is also difficult for a private entrepreneur to develop a full infrastructure on these salt lakes. But with the connection of gas, electricity and water to the locations of the lakes it may be possible to open boarding houses operating as medical institutions. It is necessary to develop recommendations for organized tourism and creation of treatment and preventive zones using mud of these lakes based on Kazakh and international experience (Yerdavletov, 2000; Vajčnerová, 2009; Backer and Ritchie, 2017; Nazarova et al., 2019; Valeyev et al., 2019).

CONCLUSION

The Haki mud has widespread fame among the local and remote population for its healing properties. The stocks of curative mud are inexhaustible. The location of the Haki mud near the Khan Orda village and the presence of pine boron in the vicinity create conditions for the opening of the mud resort here.

The reserves of therapeutic mud of Aschytuzbulak are very small; however, by carrying out a simple event it is possible to increase them to the size that will be enough for a small mud resort. This will consist in the arrangement of subsoil in the lower part of the valley in such a way that the flat bottom of the valley is covered with a thin layer of rap. Then the processes of transformation will intensively occur on a large area, which will lead to an increase in the reserves of therapeutic dirt by several times.

On Lake Sorkol in the future it is possible to organize sports seasonal hunting for local and flight water game in permitted places. Sorkol Lake is also valuable as a body of water for amateur fishing of local importance and summer recreation.

Thus, comparative physical and chemical study of ground mud of the lakes Alzhansor, Aralsor, Hakisor, Sorkol, Bolshoy Sor in the West Kazakhstan region and Lake Inder in Atyrau region makes it possible to draw a conclusion on their compliance with the requirements for dirt for the medical use. The unique chemical composition of therapeutic mud in combination with rapeseed baths makes the above-mentioned lakes attractive for recreation of citizens of Kazakhstan and tourists from the neighbouring regions of Russia.

However, with all these favourable factors, sanitary and tourist activity on the six salt lakes studied is still marginal. Firstly, the lakes and surrounding landscape are still little developed. Secondly, the weak road network to the lakes and at the territory prevents significant tourism development. In addition, there is no adequate infrastructure in these areas at the moment (hotels for rest, entertainment grounds, shops, cafes for food, etc.). The solution to this issue can be achieved by providing the market with high-quality competitive tourist products supported by correct social, economic and political actions to create treatment and entertainment complexes.

Awareness of the benefits from sanatorium and tourism activities in the socio-economic environment and its mediatisation will lead to the increased interest of people from different regions of Kazakhstan for the rest on the salty lakes of the region. Due to the high competition, it is possible to meet the needs of clients creating a sanatorium, tourist and recreational conditions (tourism with sports components, hotels and boarding houses, camp, leasing, guest houses, tourist residences and. While planning the development of tourist activities it is necessary to consider the following issues: provision of a competitive environment (establishment of a medical center for the treatment, prevention of health, development and construction of sports, health and entertainment complexes) with economic, ecological and socio-political stability; seasonal demand and integration between tourism and other economic activities; the impact of tourism activity on natural resources; decentralization of tourism revenues, actively involving the local population.

It is necessary to create a cluster in the West Kazakhstan focused on the creation of infrastructure of balneological treatment and health complex in the region of the studied lakes which in the future updates the previously untapped resource - therapeutic mud of the lake - and can create a new focus on tourist activity in the region. It is recommended to justify the economic efficiency and expediency of the construction of sanatorium-resort and medical-health tourist complexes which combine a wide range of medical-rehabilitation and tourist-health services. As a result, project products attractive to public and private investors are expected to be created.

Aknowlegments

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ETHNIC LOADING OF FOOD AS A SUSTAINABLE CULTURE COMPONENT IN THE FORM OF PHYSICAL-GEOGRAPHICAL, SOIL AND ETHNOGRAPHIC ZONING OF THE RIGHT-BANK POLISSIA

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Abstract: The article deals with the study of food as a sustainable component of culture and the manifestation of certain physical, geographical, soil and ethnographic conditions of the Right-Bank Polissia region through the prism of gastronomic tourism. Based on the analysis of analytical works of topographic and statistical content, as well as fiction that are accumulative in nature and based on factual material needed for its generalization about the gastronomy of the region, an information base has been created for further mapping by units of physical and geographical zoning. The authors develop a map of gastronomic tourism of the Right-Bank Polissia applying the methods of geoinformation analysis implemented in the environment of geoinformation systems.

Key words: Right-Bank Polissia, food, sustainable component of culture, gastronomic tourism, physical-geographical zoning, soil zoning, ethnographic zoning, gastronomic map

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INTRODUCTION

The nation standard of living always depends on the development of gastronomic preferences, which are not a means of satisfying biological needs, but a manifestation of social relations inherent in sustainable food traditions, which are based on the peculiarities of economic life, and also depend on the physical and geographical conditions of the territory. The Ukrainian ethnic group has always had strong cultural contacts, which are the demonstration of hospitality and tolerance in dealing with different peoples.

FORMULATION OF A SCIENTIFIC PROBLEM

Despite the considerable study of the Right-Bank Polissia territory, it has not been considered in the symbiosis of physical, geographical, soil and ethnographic studies to determine the level of development of gastronomic tourism and to further development of the gastronomic map of the region.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Culinary tourism is rising in importance as a result of the opening of a number of fine dining establishments. The growth of second homes and retirement communities also is noted as significant elements in the make-up of the Overstrand tourism economy (Rogerson and Rogerson, 2019). Traditional and everyday culture of Polissia is widely covered in the joint work of Belarusian and Ukrainian national scientists, but there is no detailed mapping of traditional forms of food and nutrition, there are also insignificant works specifically dedicated to food (Artiukh, 2018). Some experts consider the peculiarities of gastronomic tourism and the prospects for its further development in the countries or some regions, namely: the USA and Canada (LeHeup, 2015), Europe (Gheorghe et al., 2014), Slovakia (Matlovičová and Pompura, 2013), Albania (Brokaj, 2014), Suriname (Dasilva-Glasgow, 2015), Thailand (Pullphothong and Sopha, 2013), Gekchead Island, Turkey (Yurtseven, 2011). Issues of physical and geographical zoning are described in the works by Oliynyk et al., 2008; Marynych, 2005. Genetic and morphological characteristics of soils of Ukrainian Polissia, subsequent soil maps formation are studied by researchers (Tereshina and Vasilenko, 2012; Polupan, 2005). Many scientists are interested in the ethnographic zoning of Ukraine (Glushko, 2009; Makarchuk, 2012). Controversial and debatable issues of the ethnographic zoning of Ukraine are covered in the numerous works (Savchuk,

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2004; Tivodar, 2010; Ponomaryov, 1994; Pankiv, 2005; Kirchiv, 2005). The schemes of historical and ethnographic zoning of Ukraine have not yet acquired a complete form and common boundaries and need further elaboration. The conceptual apparatus needs coordination. In spite of all this, progressive steps have been taken and they require thorough generalizations of scientific values: historical and ethnographic area, historical and ethnographic region, historical and ethnographic district, ethnographic subarea. In addition, the scheme of ethnographic zoning of Ukraine is used in our scientific research (Makarchuk, 2012). This scientific work is an attempt to characterize the origin of gastronomic tourism of the Right-Bank Polissia, based on the foundations of physical, geographical, soil and ethnographic zoning.

The aim of the article is to analyze the food culture of Polishchuk-people in terms of physical, geographical, soil and ethnographic scientific research. The realization of this aim requires a number of specific tasks, in particular: to analyze the available historiography on physical, geographical, soil and ethnographic studies and their source base; to collect and systematize new bibliographic material and to introduce into scientific circulation the definitions of "gastronomic tourism", "gastronomic potential", "gastronomic destination", "gastronomic tourist", "gastronomic tourist product", to find out the peculiarities of traditional Polishchuk-people food with the subsequent creating maps of Right-Bank Polissia tourism.

RESEARCH METHODOLOGY AND METHODS

The methodological basis of this study is the basic provisions of geographical science on the interaction of society and nature, as well as geographical cartography namely the possibility of mapping complex social and natural formations with the help of cartographic models. In the course of the research, general scientific and separate scientific methods and approaches are applied, in particular: the systematic approach, the system-structural analysis and synthesis – to define the main features, concepts and principles of ethnic loading of food as a stable component of culture in the form of physical-geographical, soil and ethnographic zoning Right-Bank Polissia; the descriptive and historical comparisons – in the analysis of the main refinement of research issues; field surveys of physico-geographical, agronomic, ethnographic, the local lore – for the collection and primary systematization of factual material; informational – for comprehensive study of objects that make up the research through analysis, further systematization, reclassification of the obtained source base and for the purpose of mapping; the modeling (structural-graphic, mathematical-cartographic, cartographic) – while determining the possibilities of developing appropriate models, topics and content of maps; the generalization – for scientific substantiation and creation of derivative cartographic models on the basis of existing ones; mathematical methods – for mathematical processing of different types of information (full-scale observations, statistical, textual, etc.); cybernetic methods – for the elaboration of methods of computer processing of information, for the creation of mapping models and use of modern software products. MS Excel 2007 is used in computer systematization of material in spreadsheets; ArcGIS 10.2 geoinformation system, Adobe Photoshop raster graphics editor, Adobe Illustrator vector graphics editor are used when creating experimental map samples and developing mapping techniques.

PRESENTATION OF THE BASIC MATERIAL OF THE RESEARCH

The landscape-typological structure of the territory should be understood as the laws of the territorial structure; interconnections and relative positioning of parts of the landscape, which are relatively small natural complexes, the formation and development of which depend on the local features of each specific area (Lyubitseva, 2002). Right-Bank Polissia includes Volyn Polissia region, Zhytomyr Polissia region, Kyiv Polissia region (Nesterchuk, 2011, 2018). The designated area belongs to the Eastern European flat of the zone of mixed coniferous-deciduous forests of the Polissia region (Figure 1).

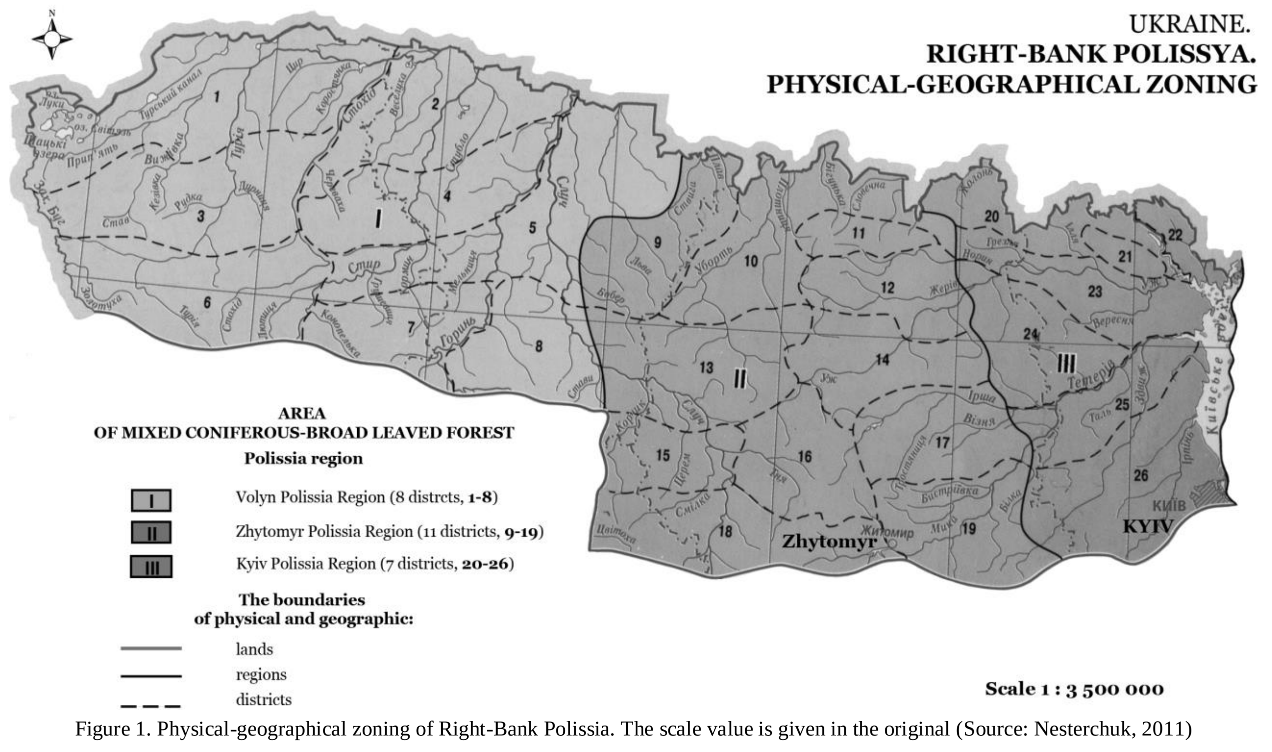

Figure 1. Physical-geographical zoning of Right-Bank Polissia. The scale value is given in the original (Source: Nesterchuk, 2011)

The soil cover of the Right-Bank Polissia is quite colorful (Figure 2). This is due to humid and mild climate, a large variety of chemical and granulometric composition of soil-forming rocks, well-developed meso- and microrelief with general flatness of the territory, close and very uneven occurrence of groundwater, diversity of flora and different in influence intensity of the human economic activity. The soil-forming rocks have a predominantly light granulometric composition and are represented by sandy, clayey-sandy, sandy and loamy water-glacial, glacial and alluvial deposits. Occasionally, chalky-marl spots occur at the outcrops of massive crystalline rocks. In some places of the Right-Bank Polissia, small islets are covered with loessial deposits. One of the largest is the Slovechansk-Ovruch Ridge.

A large variety of soil-forming rocks, their granulometric and mineralogical composition, complex meso- and microrelief, are the cause of different conditions of moistening. Significant waterlogging, rich and varied vegetation cover have caused the formation of a very complicated soil cover in Polissia. The latter in most areas forms complexes and mosaics, characterized by small contours (average size of soil contours ranges from 20 to 50 ha). Sod-slightly podzolic and sod-medium podzolic soils predominate in Polissia. They occupy about 60% of the area of the zone. Due to the poor drainage of the area and the close groundwater, about 60% of the podzolic soils are silt and glue. The second largest area (about 20%) is occupied by meadow and turf soils, which are distributed on the floodplain terraces of the rivers, in separate low-density declines on the overlying terraces and watersheds. Peatlands and peat-silt soils occupy the third place (10%). They lie on the floodplain terraces of rivers and the bottoms of passage valleys, mostly lowland, rarely transitional types. A small area (1-1.5%) is of sod-carbonate soils developed on Cretaceous rocks and nearly as much is occupied by gray and light gray podzolized soils, which are common in “loessial islands”. Loessial soils are sedimentary rocks that occur in 74.8% of the territory of Ukraine (Arion, 2017). These are some of the best soils of the Polissia. In general, in the structure of the soil cover, 48.0% of the agricultural land of the zone is represented by sod-podzolic soils, 13.9% - light gray, gray forest, dark gray and partly black-soil podzolized, 14.6% - sod and silty soils, 6.0% peat bogs and peatlands. The composition of land is characterized by a significant proportion of arable land, which is 49.6%. Turf carbonate soils are distributed in the south and southwestern part of Volyn Polissia based on products of weathered chalk marls and chalk. These soils have 3-6 to 8-12% humus. Gray forest soils occupy the largest areas on the Solvechansk-Ovruch Ridge, in the south of Zhytomyr Polissia (Polupan, 2005).

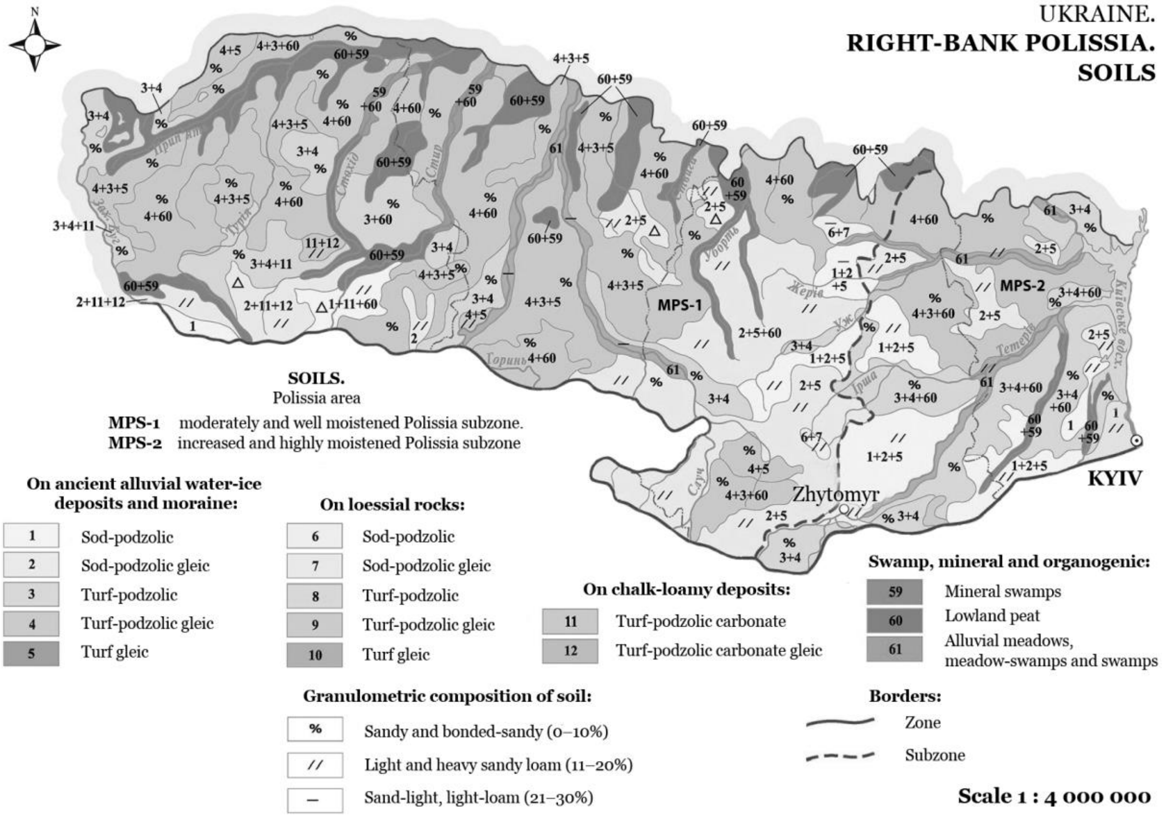

Figure 2. Soils of Right-Bank Polissia. The scale value is given in the original (Source: Polupan, 2005)

It is obvious that the natural conditions have also impact on traditional culture, food, architecture, clothing of Polishchuk-people, acting as an ethno-differentiating feature. Therefore, the ethnographic zoning of Ukraine, and in particular the Right-Bank Polissia, is based on local differences of traditional culture namely gastronomic. The ethnographic zoning of Ukraine is carried out comprehensively in terms of both material and spiritual, taking into account the following components (Makarchuk, 2012) (Figure 3).

The ethnographic zoning of Ukraine is based on the features of traditional dwellings, clothing, artistic crafts, food, occupations and tools, taking into account local peculiarities (Makarchuk, 2012) (Figure 4). Three regions Central-South-East, North or Polissia, South-West are studied as the empirical units. Our scientific research deals mainly with the Northern or Polissia region, namely its right-bank part (Right-Bank Polissia) which coincides with the natural strip of the Ukrainian Polissia and administratively covers the northern parts of Volyn, Rivne, Zhytomyr, Kyiv, Chernihiv and Sumy regions. The northern border of the region is the state border with Belarus and Russia, the southern boundary runs approximately through the cities of Volodymyr - Lutsk - Rivne - Korets - Novograd - Volyn - Zhytomyr - Kyiv - Nizhyn - Borzna, further along the river Seim to the border with Russia. The Polissia region is divided into three sub-districts, due to socio-political conditions. Which have also imprinted on culture and life – East Polissia, Middle Polissia, West Polissia. We have studied West Polissia and Middle Polissia sub-regions (Makarchuk, 2012).

The heterogeneity of the Right-Bank Polissia in ethnographic terms is obvious, since the northern lands of the Volyn region do not constitute the entire Western Polissia, but are only part of it. Ethnographic zoning is based on the genetically related features of sub-ethnicities and ethnographic groups, in particular Polishchuk-people, whose formation is influenced by geographical, historical, political, socio-economic, cultural factors. The endogenous and exogenous influence of these factors on the food traditions of the studied region is indisputable. Considering that the population of Right-Bank Polissia lived in the area of mixed forests, hunting, fishing and harvesting of wild plants such as viburnum, raspberries, blackberries, as well as mushrooms and honey of wild bees (beekeeping) prevailed in the economic activity of local residents. These products were the main diet of the local population in ancient times. Agriculture takes a secondary place because of the lack of forest-free land for horticulture and crop production, and secondly, common then millet or garden supplies (turnips, onions, peas, poppies) are easier to obtain as a result of product exchange.

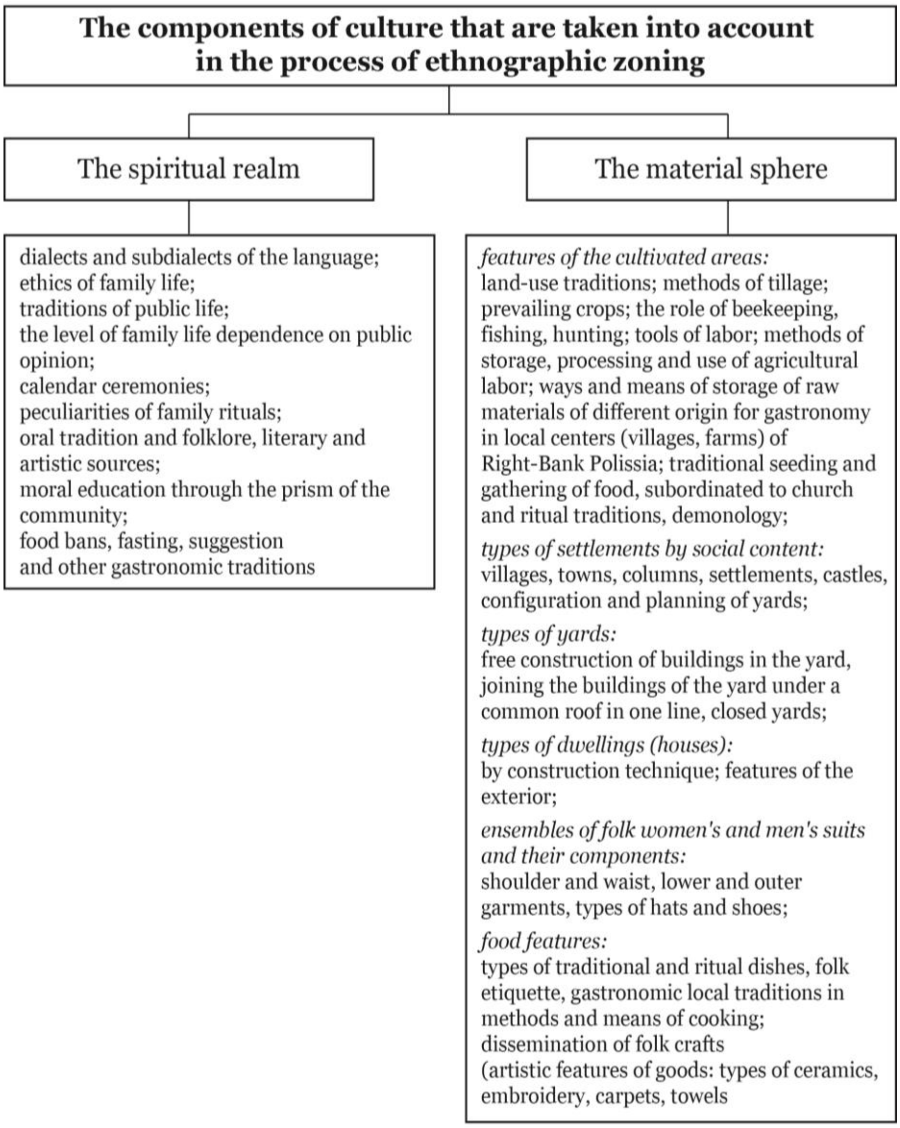

Figure 3. The components of culture used in the ethnographic zoning of Ukraine (Source: Makarchuk, 2012, improved by the authors)

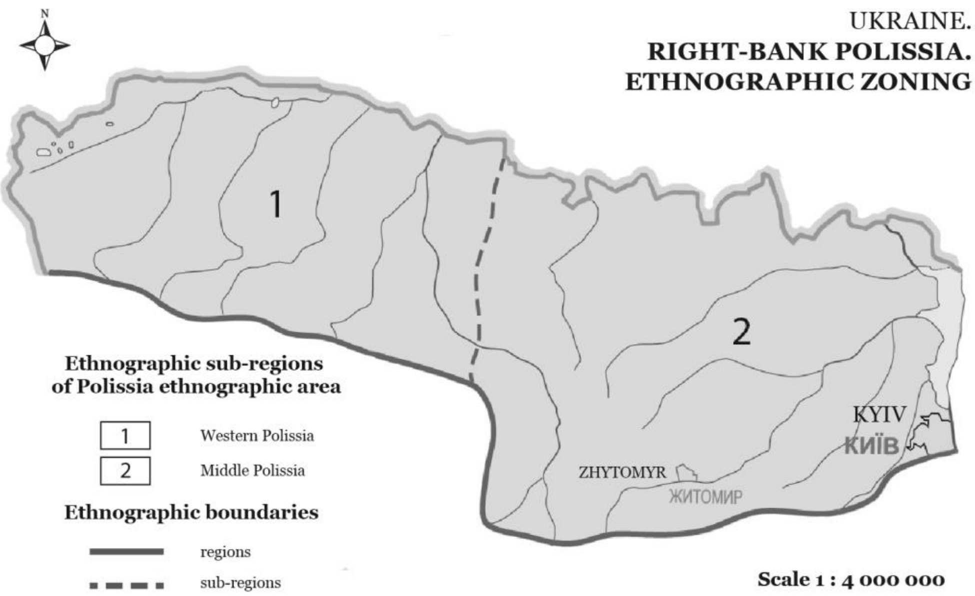

Figure 4. Ethnographic zoning of Right-Bank Polissia. The scale value is given in the original (Source: developed on the basis of Makarchuk, 2012)

The Right-Bank Polissia has considerable opportunities for development of agriculture and stockbreeding. The soil and climatic conditions of the zone are favorable for the cultivation of cereals, legumes, spinning, root crops, potatoes, vegetables, perennials and annuals, as well as various berries and fruit crops. Rye was and still is the traditionally popular crop of the region. On the Ukrainian lands crop rye has been recorded since the 6th century B.C. During the late 19th - early 20th century it occupied 50-60% of the sown area of Polissia. There were also buckwheat and millet, barley and oats. Wheat was poorly distributed because of unstable fertility on sandy or marshy soils. This ratio of grain crops remains virtually unchanged to this day. Peas and beans have also been grown since ancient times. Subsequently (in the 17th century) beans appeared and spread rapidly. Potato, which gradually conquered Europe after the discovery of America, was especially widespread on the territory of Polissia and Ukraine in 18th century. Vegetable crops in the region were widely represented by cabbage, cucumbers, beets, carrots, parsnips, celery, pumpkin, onions and garlic. Many people consumed horseradish and wild horseradish and sorrel.

Flax traditionally dominated among oilseeds, while hemp was sown in the rest of the territory. Moreover, redhead, rapeseed, mustard were grown. During the late 19th century sunflower was gaining popularity. Gardening was less developed in the region than in the south of Ukraine. However, near apple, pear, plum, cherry, and berry bushes such as currant, raspberry, and viburnum grew the houses. Wild bushes of viburnum, blackberries, and elderberries were also widespread. Nowadays gardens are everywhere in Polissia. Berries and fruits are consumed fresh and dried. Most of the Ukrainian population was engaged in farming in the period of the second half of 13th – early 17th centuries. Part of the arable land was sown with rye and wheat, with much less acreage. Other cereals were barley, oats, peas, buckwheat, millet; among industrial crops – hemp, flax; garden-melons – turnips, onions, garlic, cabbage, pumpkins, beets, watermelons, melons, carrots, cucumbers, radish, beans, poppy seeds, lentils; garden – apples, pears, cherries, plums and bird-cherries. Among vegetable crops the following vegetables were used: cabbage (fresh and pickled), beets, radish, carrots, cucumbers, pumpkins. Local spicy-flavoring plants such as horseradish, onion, garlic, dill, crushed stone, cumin, anise, mint, tormentil, and also imported from other countries - pepper and cinnamon (cinnamon) were used as seasoning and flavoring. The formation of gastronomic culture took place within the small population during the period of the establishment of Kyiv state, when the tribes called Drevliany, Duliby, at the same time have gained the experience of the treatment and cooking the products of hunting and fishing or gathered wild plants fruit. The competitive nature of the flora and fauna of the physical-geographical regions of the Right-Bank Polissia, as well as the way of life-style of the local population, caused the similarity of gastronomic preferences, which found their expression in their most common dishes (Figure 5).

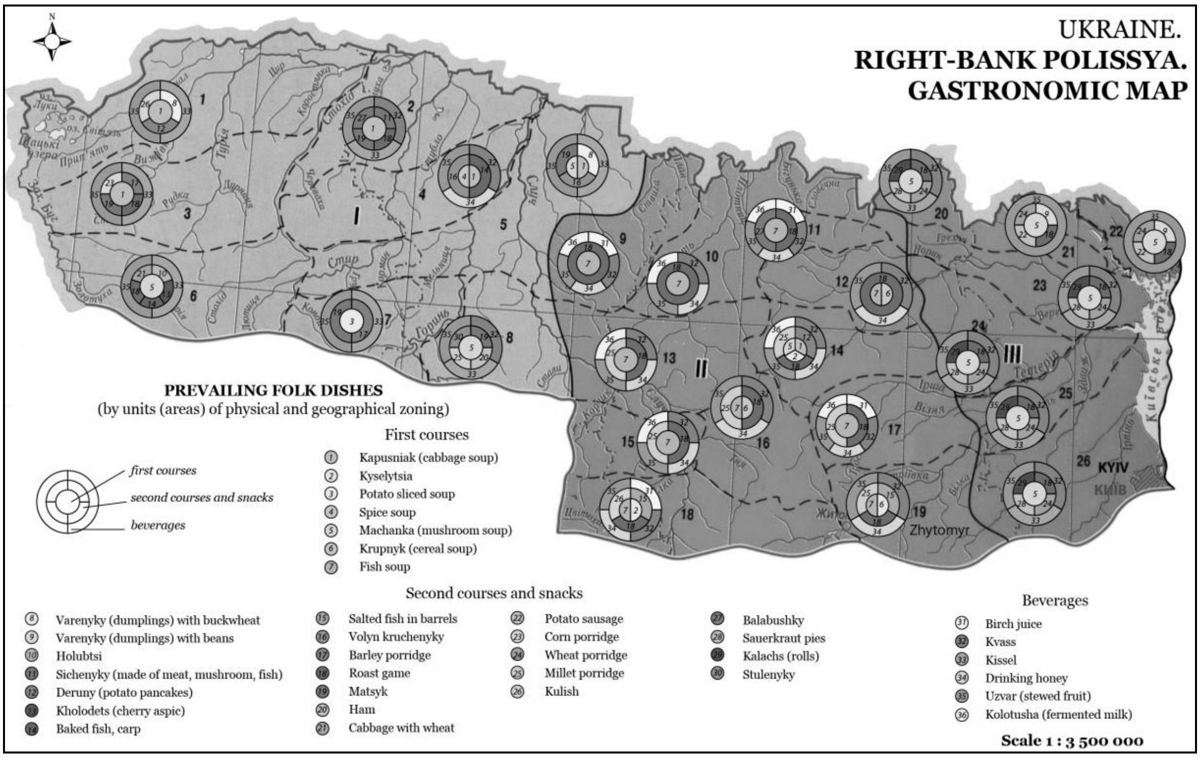

Figure 5. Gastronomic map of the Right-Bank Polissia. The scale value is given in the original (Source: authors' own research)

The cartographic model is created on the basis of elaboration of analytical works of topographic and statistical content, as well as fiction that are accumulative and based on factual material necessary for its generalization about gastronomy of the region. The information base for mapping has been developed by units of physical and geographical zoning. The whole gastronomy of the Right-Bank Polissia forms in stages and, despite the typical social obstacles in the processes of its own institutionalization, has retained its uniqueness to this day. Certainly, cooking cannot exist separately from the original identity of a national chef who has his or her own outlook, lifestyle, and characteristic details of everyday life that influence the cooking process (at the conscious and subconscious level). Therefore, "gastronomic tourism" is a sublimation of social values, in particular gastronomy, tourism, which form images of public memory for posterity and express not only verbal information about human activity, lifestyle, culture of food and recreation, but also capable of generating meaning, symbols and tastes. The further research is rather significant, as studies of the gastronomic potential of individual regions of Ukraine are unfortunately not fully studied in scientific publications. Tourism business frontiers are still being researched (Hall and Mitchell, 2006).

"Gastronomic potential" is a symbiosis of the resource (tourist and recreational), reserve (use and practical embodiment of inherent abilities: culinary, hotel-restaurant, institutional), opportunities (formation of new skills: culinary schools, master classes, blogs, tours, educational new model of leisure mass media), tourist infrastructure, manufacturer of gastronomic tourism product, institutions, attractions for the organization and implementation of tourist, recreational, gastronomic, hotel and restaurant, logistic, promotion activities in the region to meet human needs (Nesterchuk, 2018). At present, gastronomic destination is considered as a strategic object of entrepreneurship by individual investors at the regional level, although it is desirable to develop a strategy based on international investments. "Gastronomic destination" is a matrix that is based on the criteria of motivated subjects' involvement (based on "bottom-up initiatives"), clustering potential (public-private partnerships, cooperatives), competency-building and sustainable tourism development potential.

The guaranty to the sustainable functioning of individual tourism businesses in the united territorial communities in the future is to participate in the formation of a gastronomic tourist product of the gastronomic destination.

"Gastronomic tourist product" is a package of tangible and intangible elements (impressions, services, attractions, tourist resources) that can be purchased within the same travel destination.

Mass media, the instagram destination that provides information on its cultural features, attractions and gastronomic events, and in general about all tourist activities, including restaurants, hotels, culinary master classes, gastronomic festivals, chef gala - dinners, always attracts more tourists.

Our authorial vision - "gastronomic tourist" to be a tourist who travels for a well-defined gastronomic purpose, regardless of financial status, visiting both high-end establishments and catering establishments, or street food or autochthonous, traditional cuisine.

CONCLUSIONS AND PROSPECTS OF THE STUDY

The gastronomic space is typologized with reference to the dominant food culture of the individual region and historical period. This makes it possible to determine the characteristic conditions for the distribution and consumption of authentic dishes of the Right-Bank Polissia. As a result, in accordance with the purpose of our work, the characteristic features of the physical, geographical, soil and ethnographic zoning of Ukraine in the context of gastronomic culture are identified, which are to specify its definition, symptomatic circumstances of the origin of autochthonous dishes, the most important stages of its historical development and mutual interaction and the processes of organizing social life. Analysis of such features is made through the isolation in the field studies of the physical, geographical, soil and ethnographic epistemological properties of gastronomic culture, which became the prerequisites for the formation of a surprisingly heuristic concept for the diagnosis of gastronomic tourism in society and its further study. The gastronomic map of the Right-Bank Polissia is presented as an authentic food region that represents delicious, high-quality local cuisine whose dishes meet strict environmental standards. Since there is almost no professional literature and scientific articles on this subject, we have tried to introduce into the scientific terminology a number of definitions: "gastronomic tourism", "gastronomic potential", "gastronomic destination", "gastronomic tourist", "gastronomic tourist product". Thus, the search of new ways of nutrition organizing is based on the study of gastronomic tourism, gastronomic tourism product, on the basic principles of branding of the territory, in particular the Right-Bank Polissia, which shapes the tourist image of the area, in the process of creating a gastronomic impression in the tourists' minds. Local cuisine can be considered as a gastronomic tourist resource of the territory, which allows to produce new gastronomic tourist products, to open new facets of gastronomic tourist direction.

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DEVELOPMENT OF THE TOURIST SERVICES MARKET IN UKRAINE UNDER CONDITIONS OF TRANSFORMATION CHANGES

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Abstract: The article is dedicated to the investigation of market functioning peculiarities of tourist services in Ukraine and the influence of the level of profits of the population on the development of the tourist branch. A characteristic of theoretical bases of the category «tourist service» is investigated from different approaches. Basic tendencies of the market development of tourist services for the period 2014-2018 were analysed. Diagnostics of tourist flows according to the regions of the world was performed and the tendency of tourism role growth both on the local as well as on the international levels was established. Due to the usage of the systemic analysis method a close connection was proved to be between the level of profits of a consumer and the level of profits of a tourist enterprise which influences on the formation of gross domestic product of the country.

Key words: tourism, tourist infrastructure, tourist flows, inbound tourism, non-residents

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INTRODUCTION

Today tourism is considered to be one of the most perpective directions of social-economic development of the country, regions, towns as the tourist industry generates 11 % of the gross product in the world. If using the analytical method we stop on the characteristic of separate indexes then according to the data of the International tourism organization the contribution of the tourism field in producing gross domestic product has a different figure in every country. For instance, it is 4% in Great Britain, 20% in the countries of the Caribian region. A direct economical contribution of tourism into GDP of Switzerland is 5.6%, and indirect one due to a multiapplied effect of tourism is 2.6. Total contribution of tourist business into GDP of Switzerland is 8.2% (Tourism industries, 2019). In 2015 about 983 million foreign tourists used services of the tourist field and in 2017 their number was 1 billion persons. At the end of 2018 the turnover of the world tourism was more than 1.2 trillion US$.The USA. More than 235 mln people work in tourism or every 12 worker (Tourism Dashboard, 2019). According to the data State Statistics of Ukraine, the contribution of the tourism industry in Ukraine is valued as 1.3 mln US$ by experts or 1.4% GDP. 1.2% of the total number of the employed in the country is in the sphere of tourism (Ukraine Gross Domestic Product).

In comparison, in Poland the tourism field is valued as 8 mln US$ or 1.7 % GDP, the employment is 1.7% of the total number of the working population; in Turkey it is 35.9 US$ or 5 % GDP (Ukraine Gross Domestic Product, 2019). According to the data of the World Travel & Tourism Council (WTTC), the part of Ukraine in tourist flows of Europe is approximately 4% and about 0.9% in general European income from the tourist activity (https://wttc.org/en-gb/Research/Insights). So a maximum 2018 – the number of citizens who came to Ukraine was 14.2 mln people in least number were 12.4 mln people in 2015. And in 2018 the number of foreigners that visited Ukraine decreased in comparison with 2017 for 1.4% (Felenchak, 2019; Melnychenko and Shvedun, 2017).

According to the index of competitiveness in the field of travelling and tourism in 2018 Ukraine got 3.5 points from 7 possible and held 88 place among 136 countries of the world having lost 12 positions in comparison with 2013 (https://m.tyzhden.ua/ publication/227774). A low level of the usage of Ukraine tourist potential is confirmed by small volumes of export of tourist services. As we see Ukrainian market of tourist services develops quite slowly and is not characterized by a stable growth. So we can say that Ukraine has not used an available resourse potential of the tourism field to the full extent. In its turn, as investigations show the development of the tourist service market causes a stimulative influence on forming profits of regions, encourages the development of flexible forms of employment for the population. Thus all expences that tourists have during travelling are profits of the subjects that give goods and services. The more is the sum and diversification of the tourist expences, the greater is the indirect influence of the tourist field on the social-economical development of the country in general. But even a significant tourist potential does not give a guarantee for a successful tourist industry. As a result the necessity of finding obstacles is of urgent topicality. They are in the base of the full value use of the potential of the tourist industry field and distinguishing strategic directions of the tourist service market development of Ukraine.

MATERIALS AND METHODS

The survey of a recent literature proves that there is a number of significant investigations as to the development of tourist market. Works of Ukrainian scientists that are dedicated to a characteristic of theoretical aspects of the tourist service market such as Malska et al. (2003), in which due to the method of empiricical investigations laws and conformities of tourism field development were determined, peculiarities of the forming of working mechanisms of the tourist field functioning in Ukraine inder the conditions of transformational changes were distinguished (Lyubitseva, 2002). In particular, in the scientific work of Bespala (2017), the analysis of tourist flows of Ukraine by statistical methods was conducted, on this basis, the tourist potential of Ukraine was determined. The article by Smyrnov and Smyrnova (2016) explores a current state of Ukrainian tourism, as well as the features and perspective directions of its development, to define a strategy for

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increasing the attractiveness of Ukraine as a subject of the tourist services market at the international level. In the investigation of Mazur (2019) main directions of macroeconomical strategy of Ukraine coming on foreign markets of tourist services due to the method of economical-mathematical modeling were distinguished. In the work of Smyrnov and Smyrnova (2016) the content and different approaches to competitiveness evaluation of countries in the world tourist market were found, the place of Ukraine in the rating of competitiveness Index in the field of travelling and tourism was defined and constituents of index for Ukraine were characterized. Scientific methodological aspects of a stable social economical development of Ukraine were covered in the works (Mikhalyova, 2013).

Eight principles of innovation in tourism were distinguished by a Ukrainian scientist Kalchenko (2011), positive and negative factors were proved which influence on the process of realization of an innovative activity in tourism, and also a classification of innovations in tourism for activization of market activity of tourist services were given. The usage of the historical-chronological approach gave a possibility for authors Zbarsky and Gribova (2020) to distinguish four stages of the world tourist field evolution with the level of infrastructure provision of the country in the base of each. The usage of the comparative analysis in the contex of conformity investigations and the study of development tendencies of the tourist service market caused to the following general conclusions: firstly, as an approval of the opinion Korol (2017); (Malska et al., 2003) tourism in a global world becomes a profitable field, secondly, it is an effective way of forming positive qualities in people, tolerance and respect to different cultures (Bespala, 2017). Thirdly, the tourist industry is a struggle of two oppositions, globalization and regionalization (Gontarzhevska, 2019; Kifyak, 2003). Despite the large number of studies on the subject and the significance of the scientific results obtained, it should be noted that important practical issues of research into the development of the tourist services market remain unresolved. For example, the systematic approach to analysis proposed in the article shows that our country has a small share in the world and European inbound tourism market, mainly serving as a tourist supplier to these markets, which means an outflow of funds from the country and influences the formation of gross regional product (Badik et al., 2019). Therefore, the purpose of the article is to analyze the tourist services market of Ukraine for the period 2014-2018 with determining the activity of inbound and outbound flows by country. Selection, according to the results of the survey among the respondents, "strengths" and "weaknesses" of the development of the tourist services market of Ukraine. Justification of the five major structural changes in tourism based on the Government's 2026 Tourism and Resorts Development Strategy. At the same time, it is taken into account that activation of the subjects of tourist infrastructure, within separate administrative and territorial entities, can be the most important step to the formation of a competitive tourist product of local importance, which will positively influence the formation of the revenue part of the regional budgets. Such a comprehensive analysis will help to formulate priority actions to achieve the goal.

RESULTS DISCUSSIONS

In their studies, some scholars only superficially consider the nature of the tourist service, because such a characteristic as "a set of actions in the field of service" is more in line with the definition of "tourist product" rather than "tourist service". Let us dwell more on the interpretation of the essence of individual representatives. Thus, according to Felenchak, (2019) "tourist service is a complex concept that includes all possible material and intangible components for tourists". According to Zaitseva and Kornienko (2012), a tourist service is a production activity, because it requires a production plan and a strict adherence to the time-bound sequence of actions performed. Harbera (2010) proposes to define tourism service as "a segment of the service sector aimed at meeting the needs of consumers of a tourism product based on the sale of a specific tourist resource". Korostashyvets (2010) offers a similar definition of content, considering the tourist service as: "... a segment of the service sector that provides for meeting the needs of people and realizing their activities in the process of recreation, development, travel."

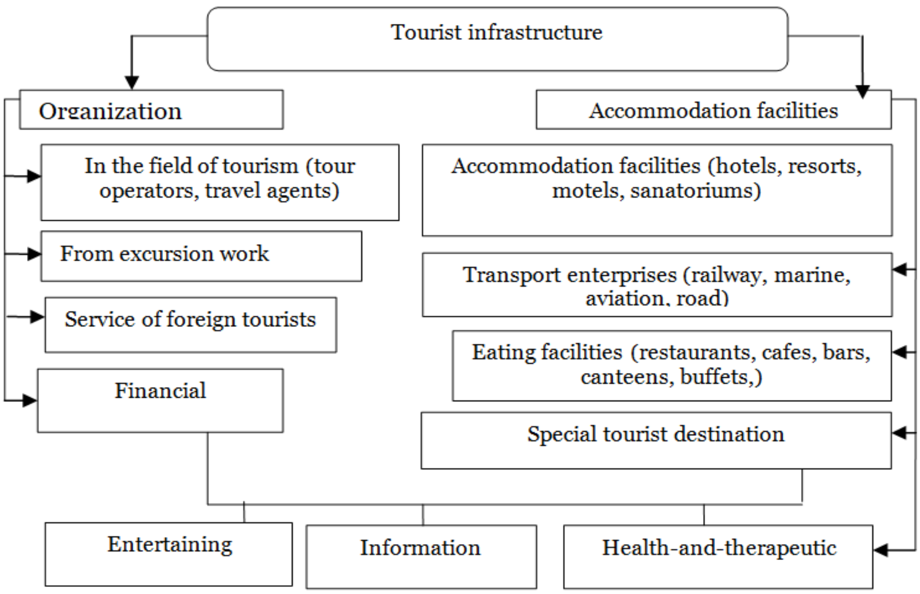

Figure 1. Components of tourism infrastructure
(Source: compiled on the basis of information from the Department of Tourism and Resorts, 2019)

The analysis of the multivariate format of opinions of scientists gives an opportunity to define the tourist service as the activity of tourism enterprises, aimed at meeting the specific tourist need by providing a separate service or their complex. In turn, as Malska and Khudo (2007) argue, the tourist services market is a sphere of meeting the needs of the population in services related to leisure and meaningful leisure travel. The specificity of the tourism market is that it is mainly the implementation of services. Travel goods and services can only be consumed if the consumer is in the place where they are consumed, whereas ordinary goods and services are ready for consumption when they are delivered to the place of consumption. The peculiarity of the tourist market is the professional disconnection of the tourist service producer, their consumer and the contractor of the purchased service. Undoubtedly, the infrastructure elements of the tourist services market are entities. According to the Law of Ukraine "On Tourism"entities that carry out and/or provide tourist activities: "...

are legal and natural persons who create a tourism product, provide tourist services (transportation, temporary accommodation, food, excursion, resort, sports, entertainment and other services) or provide intermediary activities for the provision of typical and related services, as well as citizens of Ukraine, foreigners and stateless persons (tourists, sightseers, visitors and others) in the interests of which tourist activity is seen (Law about tourism, 2018). The interaction of the subjects of tourist activity of Ukraine is shown in Figure 1.

In general infrastructure, as an economic category, is sufficiently studied. The scientific search in this area is characterized by multiple approaches and copyright positions for the interpretation of its essence. Bogdanova (2015) divides the entities in the tourist services market into two groups: entities that carry out and provide tourism activities and other entities. “The subjects that carry out and provide tourist activity are tourism operators and travel agents”. "Other entities include entities that may provide temporary accommodation, catering, sightseeing, entertainment and other tourist services". These classifications of tourist entities indicate a central role in the provision of a comprehensive end-product for tourism by operators and agencies. At the same time, the identification of the mentioned tourist entities is erroneous due to the different specificities of the implementation of tourism activities and their functions in the market of tourist services for consumers. A tourist service refers to a set of actions by tourism industry entities that are provided to an individual or a group of individuals to meet the needs associated with moving for a certain period of time for the purpose of rest, recovery, training and more. A competitive tourism service should reflect the optimum value for money. In 2005, Ukraine received full membership of the European Tourism Commission, whose main task is to create a common space for European tourism by pursuing a coherent policy through an integrated image (http://www.umg.ua). In general, the process of developing the tourist services market is a complex multi-stage system of development of interconnected entities that are closely linked, systematic interaction and multidimensional intense interaction (Rudenko et al., 2019). In the process of analysis, it was established that in Ukraine for the period 2014-2018 years observed growth and slowdown in the dynamics of tourist streams (Figure 2).

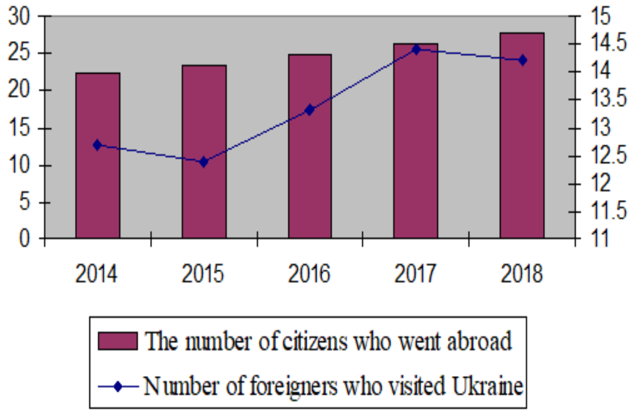

Figure 2. Tourist streams in Ukraine for 2014-2018 years
(Source: State Statistics Service of Ukraine, 2019)

Thus, the statistics, on the number of foreign nationals who came to Ukraine, show that after 2014 there is a dramatic decrease in visits due to political instability, military conflict, and unfavorable criminal situation in the country. The maximum number of citizens entering Ukraine was recorded in 2018 - 14.2 million people, the smallest in 2015 - 12.4 million people. In contrast to the rapid decline in the number of citizens who came to Ukraine in 2015, the number of Ukrainian citizens who went abroad was ascending. For objective reasons, the number of citizens leaving for the purpose of the tourism trip decreased, while the number of citizens aiming for labor migration during socio-economic instability in the country increased from 26.4 million in 2017 to 27, 8 million people in 2018, up 5.3%. Although traditionally border areas are the leaders in terms of the number of visits to Ukraine, compared to 2017 in 2018, the number of foreign tourists increased from the Russian Federation alone by 1.2% or by 18.2 thousand. In turn, the tourist flow of people from Moldova by 2.5%, Belarus by 2.4%, and Poland by 4.1% and Hungary by 13.6%, more detailed information on the tourist traffic is shown in Figure 3.

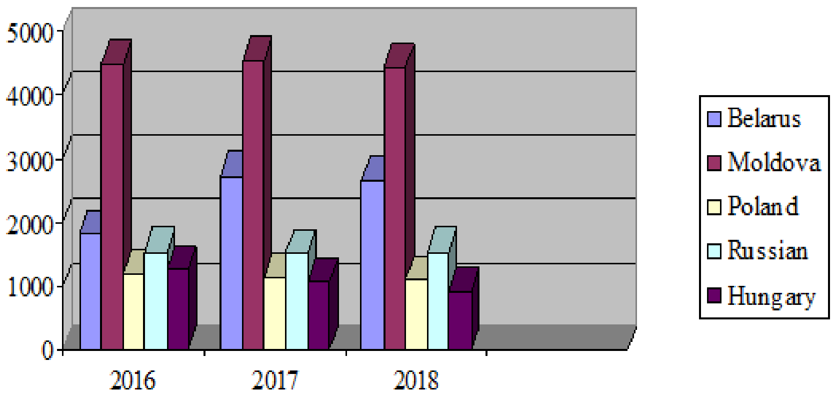

Figure 3. The entry of foreign citizens to Ukraine (by countries)
(Source: compiled on the basis of information from the Eurostat, 2019)

Visits to Ukrainian border countries in 2018 decreased, while non-border ones increased: the UK by 47.3%, China by 38.8%, Lithuania by 23.4%, Israel by 21.7, the United States by 19.7%, the Czech Republic 16.0%, Italy 15.4%, Germany 13.3%, France 9.2%, Bulgaria 7.9%. According to the World Tourism Organization, more than 800 million people travel annually. In more than 40 countries, tourism is a major source of national budget revenue. For example, in Spain, the share of foreign tourism revenue in total exports of goods and services is 35%, in Cyprus and Panama more than 50%, in Haiti - more than 70% (Rudenko et al., 2019). The leading places on the state contribution to the development of entrepreneurship in the country are Germany, Japan, USA, UK, and Switzerland. For example, Cyprus invests € 20 million in the promotion and generates revenue of $ 2 billion; Georgia uses a budget of approximately $ 18 million. The United States of America is the biggest contributor of travel and tourism to the world's GDP. According to the State Statistics Service of Ukraine, the share of Ukraine in the tourist flows of Europe is about 4% and about 1% - in pan-European revenues from tourist activities (http://www.ukrstat.gov.ua/). In turn, in Ukraine, a large number of travel companies focus on inbound tourism, that is, send Ukrainians to vacation in foreign resorts.

Because of this, the number of people leaving the country significantly exceeds the number of those who visit our country, this is one of the factors that have a negative impact on the budgeting of our country. As you know, the active tourism potential of Ukraine depends on the indicators of the direct and general contribution of tourism to the gross domestic product, employment, filling of the revenue part of the budget (Table 1). Taking a closer look at the characteristics of these indicators, it should be noted that during the period 2014-2018, the share of direct revenues from tourism activity in the structure of GDP production increased slightly from 1.42% to 1.44% respectively over the years. At the same time, in recent years, the total contribution of tourism to the GDP of the country has significantly increased, more than doubling or by USD 1.1 billion, which indicates that the tourism industry, although slow, is gaining importance for the development of the economy and social sphere of Ukraine. The tourism industry's direct contribution to employment has fallen from 224.1 thousand people in 2014 to 206.2 thousand people, or 8.7% in 2018. The dynamics of the overall contribution of tourism to employment is negative: there has been a decrease in jobs due to tax collisions on hired workers. Compared to the global trends for 2018, the share of direct contribution of tourism to GDP is 4.4%, the share of total tourism contribution to GDP is 9.4%, and as opposed to foreign countries in Ukraine these indicators are rather low: 1.44 % and 1.3% in accordance. Analysis of the dynamics of capital investments for 2014-2018 shows a 13.1% increase in money investments in the tourist market. A similar trend is observed in revenues from tourism services, as their share increased slightly from 3.5% in 2014 to 3.7% in 2018, respectively, increasing the share of tourism development spending from 7.8% in 2014. to 12.1% in 2017, data for 2018 are not available in official statistical reports.

Table 1. Characteristics of the tourism market of Ukraine
(Data source: Department of Tourism and Resorts, 2019; Ministry for Development of economy, trade and agriculture of Ukraine)

№	Indicators	Years				
		2014	2015	2016	2017	2018
1.	Direct contribution of tourism to GDP, billion USD	1,3	1,7	1,3	1,5	1,7
2.	Direct tourism contribution to GDP,%	1,42	1,43	1,45	1,45	1,44
3.	Total contribution of tourism to GDP, billion USD	5,3	6,7	5,1	6,1	6,4
5.	Direct contribution of tourism to employment, thousand people	224,1	213,4	208,6	207,8	206,2
6.	Direct contribution of tourism to employment,%	1,2	1,3	1,3	1,3	1,3
7.	Capital investment in tourism, million USD	312	309	278	330	353
8.	The share of revenues from trisma in total exports of the country,%	3,5	2,1	2,2	3,7	3,7
9.	Share of tourism expenditures in the country's total imports,%	7,8	10,8	12,0	12,1	-
10.	Receipts of tourist tax in local budgets, million USD	1,5	2,3	2,1	2,5	3,2

Table 2. Description of problems and perspectives of Ukrainian tourist services market development
(Data source: on the basis of research of the Ukrainian Marketing Group, 2019)

№ п/п	The essence of the problem	%	№ п/п	Perspective	%
1	Lack of sufficient information about Ukrainian tourist product	39,2	1	Convenient logistics by attracting investments in tourist infrastructure development	25,6
2	Unstable political situation	25,3	2	Implementation of EU tourism legislation	20,3
3	Lack of qualitative transport infrastructure and efficient logistics	20,6	3	Ensuring the safety of tourists and protecting their legitimate rights and interests	20,1
4	Problems with service and qualified personnel in the field of tourism	12,1	4	Improvement of the Ukrainian information field	15,6
5	Unfair competition	2,8	5	Improvement of the system of professional training of tourism specialists	18,4
Total		100	Total		100

In addition, it should be noted that the amount of revenues from the payment of the tourist tax in 2018 amounted to $ 3.2 million, which is $ 1.7 million more than in 2014. In the TOP-5 regions of Ukraine (according to the results of four years), the largest amounts of revenues from the payment of tourist tax to local budgets included: Kyiv - $ 1.1 million (36.4% of the total amount of the tourist tax); Lviv region - $ 473.0 thousand (14.8%); Odessa region - $ 409 thousand (12.7%); Transcarpathian region - $ 134 thousand (4.2%); Ivano-Frankivsk region - $ 130 thousand (4.1%). However, if we analyze the share of tourist tax in the structure of gross regional product in the regional section, it should be noted that these figures are, alas, very small. Thus, in the results of 2018, the Lviv region holds the first position with an indicator of 9.1%. Transcarpathian region - 8.9%, Odesa and Kherson region - 7.7% each; Ivano-Frankivsk region - 5.7% (Department of Tourism and Resorts, 2019). The prospects for the development and creation of the tourist sphere of Ukraine are extremely large, because virtually every region has its own features that will become a business card of the country. Based on the above analysis, it should be noted that in Ukraine, although not high rates, but there is a resumption of tourist activity. From the above, it is obvious that in the current economic environment, the tourism industry is becoming increasingly important. However, in the process of work, it is quite common to encounter all sorts of obstacles. In the period from 0101/2019 to 01/04/2019, a survey of 450 respondents from Chernivtsi Ivano-Frankivsk and Lviv regions (Ukraine) features of tourist services development (Table 2). According to the results of the study, the obstacles that are a weak side of the development of the tourist services market of Ukraine were identified:

1. 39.2% of the surveyed subjects stated that this was a "lack of positive information about the Ukrainian tourism product", or rather, a lack of a coordinated, highly-qualified system of measures to promote Ukraine's tourism product to the world market.

2. The political situation in the country, the lack of protection and efficient use of domestic tourist resources by the state, also have a detrimental effect on the development of the tourism industry, according to 25.3% of respondents. It should not be forgotten that two years ago, Ukraine was in the TOP-10 most dangerous countries for tourism and travel, according to the rating of the World Economic Forum, Davos 2017 (Tourism industries, 2019). Although as of July 1, 2019, we have risen from 127 to 107 position, but on the websites of the Ministries of Foreign Affairs of the countries there is enough warning about the threat of visiting Ukraine.

3. Of course, the transport infrastructure of Ukraine has a lack of quality roads and efficient logistics - 20.6%. Transport, in general, satisfies the needs of the economy and the population, however, its efficiency, level of safety, quantity and quality of services for transportation of passengers and cargo, environmental protection do not fully meet the requirements of consumers and the principles of the concept of sustainable green development. Transport logistics is a factor in realizing the country's geostrategic potential, and its role in the international division of labor is only growing (Pohuda and Rozmetova, 2018). The quality of transport services will influence the tourist flow to Ukraine.

4. 12.1% of respondents believe that the attractive image of Ukraine in the international arena should be created by a new generation of qualified staff of the tourism industry, which will enhance the traditions of Ukrainian hospitality and provide a high level of service to domestic and foreign tourists.

As noted by Gontarzhevska (2008), another part of the problem is related to the mismatch of the tourism infrastructure to international standards. First, it is related with the low capacity of tourist facilities. For example, if in the EU countries for every 10 thousand population there are at least 20-30 places in hotels (mostly 2-3-4 stars), then in Ukraine no region meets these standards. The single capacity of hotels, motels, campsites, tourist bases is only 127.8 thousand places, catering establishments - only 12.3 thousand places. Secondly, the cost of services provided by tourist infrastructure establishments does not substantially coincide with their quality. Third, tourism infrastructure is largely morally and physically obsolete. It was created mainly in 1965-1988 on outdated projects and needs reconstruction. For example, among Kyiv hotels, only less than ten meet the requirements of tourists from developed countries. Fourth, the condition of tourist routes is inadequate, due to the lack of equipped resting places, shelters, lack of an international signage system.

5. Unfair cases of unfair competition in the provision of tourist services are not uncommon, as 2.8% of the respondents believe. At this stage of development, Ukraine can be attributed to the countries with an average level of tourism product development, although this does not sufficiently utilize favorable conditions for the proper development of inbound tourism. Building a tourism industry in Ukraine that would successfully integrate into international tourism relationships is one of the leading areas of structural restructuring of the country's economy. Favorable conditions for the formation of a national market for competitive tourism services should be created by the state on the basis of new economic mechanisms, in an open economy. Therefore, taking into account the basic principles adopted by the Government of the Strategy for the Development of Tourism and Resorts of Ukraine for the period up to 2026, a set of actions was formed to activate the subjects of the tourism industry market at the appropriate levels, Table 3.

Table 3. Directions of activation of the tourist services market of Ukraine
(Data source: Tourism and Resort Development Strategy for the period up to 2026, 2019)

№	Directions	Characteristics
State level	Amendments to the Law of Ukraine "On Tourism"	Amendments to the legislation of Ukraine on the detailed interpretation of the rights and obligations of foreign tourists to ensure safe movement of tourists and increase the responsibility of the country for violations.
	VAT rates	Exemption from VAT in the field of domestic and inbound tourism; Application of reduced VAT rate for hotels (if certified) and other entities in the tourism industry (Kolosinska et al., 2018).
	Development of tourist attraction of the country	The tourist positioning of the country should give tourists a good reason to come to Ukraine. The letter "U" (from English. Ukraine) combines different symbols and drawings: bandura as a symbol of the Ukrainian musical tradition, rock guitar - a symbol of the popular current in modern music, creativity, talents and bright elements that reveal the soul of the Ukrainian people.
	Innovations in tourism	One of the innovations in the logistics of tourism is the "just in time" approach at all levels of the tourism industry (Srednitskaya and Humena, 2018: 698). This approach is also called the "Pulll system". Since tourism logistics and recreational resources are crucial in tourism logistics, this approach will contribute to the formation of tourist flows at a specific place at a specified time.
Regional level	Development of tourist clusters	The formation of a competitive tourist and recreational cluster continues to do so (Chir and Kacharovsky, 2017). Considering the creation and promotion of a national destination as a cluster unit. Applied in Ukraine, which operate in a classic style, can be called a "resort", which does not lose its innovative composition, and it imparts world infrastructure storage, and it has a well-established brand of "resort-type destinations".
Local level	Professional training of specialists	A high level of specialist training can ensure the proper competitiveness of the Ukrainian tourism product in the domestic and international tourist services markets. Within the framework of the implementation of the Bologna Process, certification of UNWT. OedQual quality standards remains an important area of activity for educational institutions (Vinogradova and Soldatov, 2009).
	Work in united territorial communities	The development of the tourist services market in the united territorial communities contributes to: increase in budget revenues (personal income tax, ESV, land tax, etc.), is the most powerful incentive for development for small and medium-sized businesses (in more than 50 related sectors of the economy), facilitates job creation (every 26 tourists create 1 job), develop infrastructure, improve quality of life, reduce outflow (Gorina, 2016).

Based on the above, the strategy for the development of the tourist services market in Ukraine should include five main directions and an appropriate system of measures:

1. Improvement of legal bases of regulation of internal foreign economic relations of tourist enterprises. After all, state support to the tourism sector plays an important role in the implementation of tourism activities. At the same time, as noted by Aparina, (2015), the real steps of state support for priority tourism for Ukraine can be as follows: for inbound and domestic (in particular, simplification and harmonization of tax regulation: exemption from value added tax on exports of services and reduction income tax rates, promotion of tourist opportunities of Ukraine abroad, including providing at the expense of the state budget partial financing of the costs of participation of tour operators in prestigious tourist exhibitions Closed events held abroad, etc.).

2. Increasing the level of financing of attractive tourist facilities and related infrastructure for foreign tourists. As a result of effective development of tourism industry, Ukraine faces an opportunity to enter a new quality level of development in tourist sphere. However, confirming Gorina (2016) opinion, it is important to introduce high standards of economic, political and social spheres, to ensure stability and a sufficiently high level of socio-economic indicators in the long-term perspective.

An interesting example of the integration of the state and the tourism sector, according to Stoyka (2011), is the UK experience, where there is a government structure that deals with tourism market research and advertising, promoting the UK as a tourist country in the world market. Around £ 80 million is annually allocated for these events. Without government investment, tourism development is not possible, and investment is, in fact, not an expense but an investment. After all, an analysis of market research conducted in the UK shows that £ 1 in tourism gives £ 27 of income to every tourist visiting the country, £ 4 of which goes back to the state budget in taxes. An example of a successful financial instrument for influencing the development of a tourist complex in Ukraine is the development of special economic zones of the tourist and recreational type (SEZ TR). The SEZ TR is considered to be part of the territory of the country, which creates conditions for the development of subjects of tourist infrastructure with state support (Pauk, 2014).

1. Ensuring that the quality of tourism services is in line with international standards should include the following measures:

- inventory and certification of tourist infrastructure;
- encouraging the establishment of direct links between tourism enterprises and enterprises in related and supportive industries, which will enable foreign tourists to obtain additional services with minimal time;
- promotion of international franchising;
- introduction of a system of international logistics in tourism as a system of optimization of promotion of tourism products in foreign markets;
- a radical change in the training system (Srednitskaya and Humena, 2018).

2. Creation of "Regional Information Tourist Centers", which should provide a wide range of services for entrepreneurs in the field of tourism business, holidaymakers, as well as potential consumers. Besides, they can perform the work of ordering interested organizations to collect and systematize statistical and other information on the results of tourism and excursion activity in the city, to analyze the markets for services for developed investment projects, to control the quality of tourist and excursion services provided in the city (Kostashyk, 2014).

3. Introduction of a cluster model of tourism business organization, which will increase coordination of actions of all subjects of the industry and develop competitive advantages of the region by activating all types of tourism, which envisages the following priorities: the creation of a real register of tourist infrastructure objects so that investors know where invest money; providing advertising and creating the tourist image of the region; stimulating the development of green tourism by creating a database of owners of agro-settlements; taking advantage of the opportunity to form United Territorial Communities (CTAs). Rural, ecological (green), agro-recreational, farm tourism is one of the areas of development of UGT and tourism destinations based on them. In many countries of the world, the development of rural, ecological and other types of tourism in rural areas is dynamically increasing. Thus, according to the research of Tolkanov et al. (2019), 35% of EU citizens prefer to spend in rural areas. In the Netherlands, their share is particularly high - up to 49%. Leaving the owners $ 200 to $ 1,000.

According to Kifyak (2019) in Ukraine the development of rural, ecological and green tourism is most widespread in the communities of Transcarpathian, Ivano-Frankivsk, Lviv and Chernivtsi regions. According to the Union of Rural Green Tourism in Ukraine, in these areas there are “from 100 to 400 estates that receive tourists and this is not only due to natural conditions. They are closer to the border, there are many European programs of international donors in the field of tourism development, rural population involvement in mountainous areas, gastronomy development”. It is hard to disagree with Mikhailichenko, 2012, who noted that the contradictions that arise today between the growing needs of the population in tourist services and the possibilities of satisfying them with the tourism industry, between the changes in the competitive situation and the lack of competence of staff in different areas of tourism influence on the formation of a positive image of Ukraine in the international arena.After all, the tourism industry of the country will not become fully operational until the tourist enterprises are profitable, profitable. And in this process an integral role should be played by interactions in the form of "power-community-business".

CONCLUSION

Summarizing the above, it can be argued that the tourist services market of Ukraine is a complex business structure of various branches of the national economy of the state that are involved in the production and sale of tourism products for domestic and international tourism. The study of inbound and outbound tourist flows of Ukraine leads to the conclusion that their undoubted increase during 2014-2018, which results, among other factors, is an increase in tourist activity of Ukrainian citizens, a saturation of consumer demand with a national tourist product, on the one hand, and increased interest foreign nationals national tourist market. However, based on the analysis of indicators of development of the tourist services market of Ukraine, it was found that the share of citizens who went abroad significantly exceeded the share of those who visited Ukraine in tourist flows. The predominance of tourism imports over exports harms the overall economy.

The development of international tourism in the most host countries is driven by the desire to increase foreign currency inflows and create new jobs. And as a consequence, the gross income of the country. Based on the analysis of the development of the national tourist services market, a tendency to increase the volume of direct and indirect contributions of the tourism industry of Ukraine to GDP, increase of capital investments in tourism, decrease in the number of employed population in the tourism industry of the country, low level of competitiveness of the tourist industry of the country in the global tourist market services, despite the availability of significant cultural, historical, infrastructural and social resources. It is proved that the leading positions on the share of tourist collections in the structure of gross regional products are: Lviv, Zakarpatska, Kherson, Odesa and Ivano-Frankivsk regions, Odesa, Zaporizhzhya region. However, this indicator varies by region from 0.3 to 9% at best. As a consequence, it is substantiated that the development of the tourist services market is a derivative product of the economic benefits of the regions. The questionnaire survey, among the respondents, of the main factors that negatively affect the competitiveness of the tourist market of Ukraine, showed that it:

1) insufficient information about the Ukrainian tourist product;

2) the primitive development of the infrastructure of the tourist services market, due to the lack of necessary investments for the development of tourism - both domestic (due to the prolonged economic crisis) and foreign (due to unfavorable investment climate);

3) military conflict in eastern Ukraine, political and socio-economic crisis;

4) lack of experience in providing services;

5) lack of a comprehensive vision of the country as a promising tourist destination. In this context, within the framework of the strategy of development of tourism and resorts of Ukraine for the period until 2026, a set of measures for implementation at the state, regional and local levels will promote activation of the market of tourist services of Ukraine is substantiated.

Therefore, according to the research, assessing the real situation on the tourist services market of Ukraine, it should be noted that tourism is beginning to recover in economic indicators, and most importantly, the confidence of not only foreign tourists but first of all, of Ukrainian citizens is growing, which indicates positive changes, however without government support for the tourism industry, the industry will not be able to compete.

That is why we need to develop and elaborate an integrated strategy for the development of the tourist services market in Ukraine, with the definition of priority vectors and our further research will be devoted to this.

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NON - TRADITIONAL FORMS OF TOURISM IN SLOVAKIA AS A CONCEPT OF COMPETITIVENESS

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Abstract: Tourism is an industry that is developing dynamically worldwide, and Slovakia, which has significant potential in the area, is no exception. In order for a country to become competitive in tourism, it must follow the prevailing trends and continually carry out innovative activities, under which we also consider non-traditional forms of tourism. The aim of this article is to analyze the importance and address the future development of non-traditional forms of tourism in Slovakia (food tourism, health tourism, adventure tourism, dark tourism, etc.), to further examine the impact on the country's economy, sustainability and competitiveness. The article focuses on the demand for these forms of tourism from the perspective of visitors. Using hypotheses we found the statistical dependence (of the p value comparison) between the respondents (men and women of different age groups) and their preference for specific unusual forms of tourism. For the analysis of specific objectives we used data collected using a questionnaire on unusual forms of tourism and their development in Slovakia. The subsequent processing and presented results also show how complex the segmentation of the tourism market is, how differentiated and variable the needs and motivation factors of tourism participants are, and how new interests and needs in tourism are emerging dynamically. The results of our survey show the need for more research to explore the ever-changing needs and conditions in tourism industry in order to fully understand the non-traditional tourism with its potential, benefits, message and value of present and future generations.

Key words: Tourism, unusual forms of tourism, efficiency, sustainable development

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INTRODUCTION

In the conditions of market economy all business entities, which can be viewed as socio-economic systems (SES), must be competitive (Ginevicius, 2019). Competitiveness can be considered from both the economic and psychological point of view (Piotrowska, 2019). Tourism is an important sustainable industry in the economy that optimizes the industrial structure and may become an important element of sustainable economic development policy (Błażejowski et al., 2019). The effort of each country is to help develop this industry in an effective way (Šenková and Šambronská, 2014). Tourism, as a phenomenon of the third millennium, is based on many elements that only highlight its broad nature. Draskovic et al., (2016) agree that tourism not only affects economic aspects but also the social aspects in general. For the optimal functioning of the economic system, the optimism of its participants is very important (Belás et al., 2014). Tourism makes it possible to travel and gain new experiences, to travel without barriers, to escape from everyday stereotypes and to independently gain and then disseminate knowledge (Šambronská et al., 2016). According to Drossosa and Tsotsolas (2014), tourism is composed of activities, services and industries that bring about travel experience: transport, accommodation, catering, entertainment, activities for individuals or groups, as well as all providers of services aimed at tourists. Customer expectation also plays an important role in a customer's assessment of tourism (Suchanek and Kralova, 2018; Pachura et al., 2018). At present, we are experiencing some great changes to the tourism market – decreasing interest in the mass form of tourism and increased interest in individual forms of travel. Slovakia has suitable natural, historical and cultural predispositions for the development of tourism thanks to its unusual nature, history, and especially hospitable people. Its diverse regions offer the widest variety of activities. The paper should be written in the IMRaD structure. With regard to the development of unusual forms of tourism, it is also necessary to keep track of the risks that tourism brings. In the long run, this investment will bring profits and increase the value of the business - which is the main objective of the business owners after all (Dobrovič et al., 2018). The SME segment has its own characteristics and entails disadvantages that transform into business risk. This risk can be divided into market risk (lack of market space for market risk), own production, financial risk (weak access to finance), operational risk (failure to handle processes), (Belas et al., 2014). If companies want to effectively manage and implement business strategies, they need to get the right managers to perform the

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most important strategic functions. For any business, as to grow and prosper, managers must be able to anticipate, recognize and deal with change in the internal and external environment (Gallo et al., 2019; Ilieș et al., 2017). It should be noted, however, that unusual tourism not only entails risks but also helps increase competitiveness. Notable is the fact that tourism helps countries to secure their place on the international market while ensuring a higher standard of living for the population (Dobrovič et al., 2018). For qualified and correct answer how to achieve the higher efficiency and performance of business, it is firstly necessary to determine what the current and real business performance is and which appropriate and objective indicators use to measure this performance (Cabinova et al., 2018).

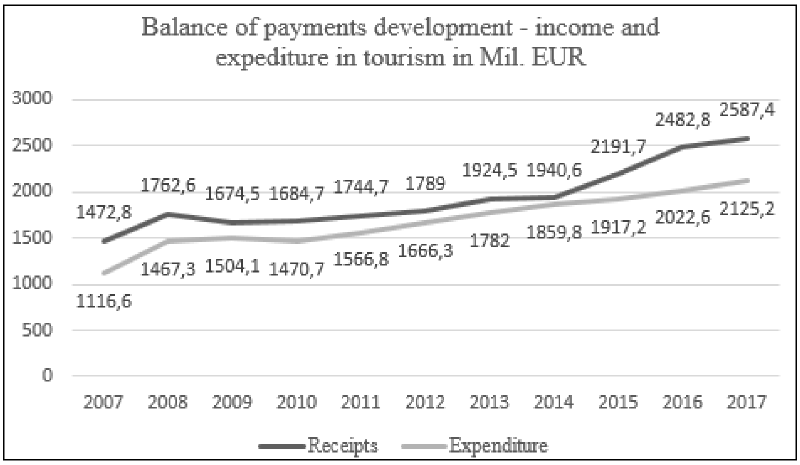

Figure 1. Balance of payments development in tourism (Source: own research)

LITERATURE REVIEW

Tourist behavior is a complex and widely-discussed issue, and there is still no generally accepted concept of tourist motivation. Understanding specific motives of tourists can help with products and services planning, more effective marketing communications, and improving and developing visitor attractions. There are many classifications, segments, and models that represent different themes. The differences between classifications of motives are essentially very large (Li and Cai, 2012; Šenková et al., 2016). Tourism is a special type of product that Witt and Mountinho (1994) analysed in two dimensions. In the first dimension, tourism is seen as a product that combines all services that tourists consume from the moment they leave the house until they return. According to these authors, tourism consists of five main components; destination's attractions, destination's facilities, accessibility, image and prices. They point out that tourism preferences of the present generation differ considerably from preferences in the past. Moutinho (2011) says there is a new generation of emerging travellers. They are motivated to discover something, are willing to explore different cultures as well as the fauna and flora of the given country. Tourists thus become explorers. Explorers need to explore exciting, and even risky actions to meet the need for knowledge and curiosity. Some people who experience less stimulus in their lives than they want tend to seek stimulus on vacation. On the contrary, over stimulated people are looking for peaceful vacation. This is what we call an optimal excitement - the ideal balance between lifestyle stimulation and vacation incentives (Stone, 2005). Holden (2005) came up with Maslow's hierarchical model (Figure 2), which was specially adapted for tourism sector. The underlying idea, however, stays the same. First of all, the needs at the lowest hierarchical level must be met so the needs at a higher hierarchical level could be met as well. The highest hierarchical level is self-realization, where tourism contributes to the personal development of an individual. In professional publications, we meet these main motives:

- regeneration - active and passive, spa and cures,
- exploration - culture, science, history, education, personality development,
research,
- contacts and ties - family, relatives, friends, religion and business.

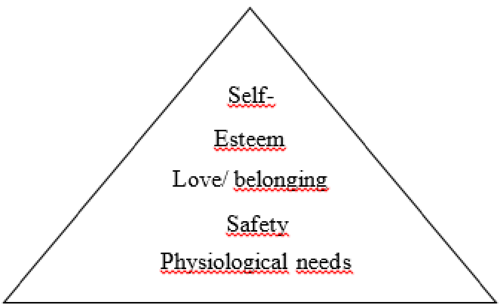

Figure 2. Maslow's hierarchy of tourism needs (Source: Holden, 2005)

The description of the individual needs:

- Self-actualisation: Tourism plays an important role in fulfilling an individual's values.
- Esteem: Self-esteem and social esteem. Various types of experience following one's travels. Relationships and acquaintances: they can strengthen our confidence. Travelling can build social recognition.
- Love/ belonging: The need to foster relationships with people is necessary for our well-being. Tourism can develop relationships with friends and family. It also provides an opportunity to build new friendships.
- Safety: Many people choose their destinations based on the safety level. Terrorism and a high degree of crime are factors that put off people from visiting. However, people who like to risk may be interested in these locations.

- Physiological needs: Maslow's original model emphasizes the fulfilment of basic needs such as food, sex and accommodation. In the case of tourism, we talk about the need for relaxation and recovery, which are cited as the main reason for taking a holiday.

Motivation represents, according to Zelenka and Pásková (2012), a combination of internal stimuli and external stimuli (marketing, references) that leads people to do some activity. The criterion for choosing a particular form of tourism also affects the final satisfaction of the participant. Significant factors of motivation include push factors, including, for example, escape from everyday life, or relaxation, and pull factors that affect the choice of destination and its attractiveness. Participation in tourism is preceded by the needs and desires that determine the motivation of the participant (Čertík and Fišerová, 2009).

UNUSUAL FORMS OF TOURISM

Tourism is still evolving and changing, thus creating, in addition to the basic forms of tourism, new forms of itself that meet the special needs of the various specialized travel segments. Tourism is constantly changing, new forms of tourism are emerging, or the old ones are adapting to the latest trends, respond to changes in lifestyle (Internet, individualisation, independence, prolongation of active age). Specific forms of tourism are derived from specific activities that are the incentive for making a trip, ranging from specific needs to the age of participants (Ryglová et al., 2011).

Table 1. Examples of unusual forms of tourism (Source: own research, according to available literature)

Examples of unusual forms of tourism	
Food tourism	The main motivation for tourism is gastronomy and food experiences (Jakubowska and Radzymińska, 2019). This may include participation in specialized gastronomic events or food experiences, preparation and presentation of meals, familiarization with gastronomic traditions in a given destination (Kotíková, 2013).
Health tourism	Tresidder (2011, p. 268) defines health tourism as "the medical treatment outside the country of tourist's residence where the therapeutic element is the main subject of activities in the visited country".
Adventure tourism	Adventure tourism is a form of tourism that entails a certain amount of risk (controlled), requires effort to overcome challenges (physical, emotional, psychic), requires a degree of skill and generates strong emotions" (Kotíková, 2013, p. 68).
Dark tourism	Dark tourism represents intermixture of history, heritage, tourism, and tragedies. We can argue that humanity has been interested in „death" since the time of pilgrimages (Švedová et al., 2018).
Event tourism	Events include cultural events, festivals, summer music festivals, village performances (musical, theatre, others), concerts, musicals, sporting events, folklore events, historical events, balls, religious events etc. (Kotíková, 2013).
Volunteer tourism	Volunteer tourism is one of the new forms of tourism. Many young people travel abroad to volunteer. The main reasons include the possibility to travel to exotic countries.
Wedding tourism	Wedding tourism combines all activities connected with wedding and honeymoon. Wedding tourism is one of the most dynamically developing branches of modern tourism. The most popular destinations are Greece, Italy, Mauritius, Seychelles, Sri Lanka, Fiji, Cuba and Las Vegas (Syrovátková, 2013).
Space tourism	Space tourism means space travel organized by a highly specialized, high-tech organization (Kotíková, 2013).
Educational tourism	The main point here is further education, the desire to learn new things.
Rural tourism	It allows reviving traditional economic activities. It brings people together, strengthens the relationship with nature, consolidates health and develops the need of the urban population to "return to the roots" (Babinský and Bujna 2015; Arintoko et al., 2020; Akay, 2020).
Geocaching	Geocaching is a "treasure hunting" game that uses modern technologies.
Shopping tourism	The underlying idea is the joy of buying and the opportunity to browse new, unique goods (Syrovátková, 2013). Štefko and Steffek (2018) point to the main motive of this kind of tourism, a fashion-like art that reflects the uniqueness of time, place and culture.
Couchsurfing	Couchsurfing is an international project that brings together people from all over the world. On the one hand, there are those who are looking for a place to spend the night, and on the other, there are those who offer accommodation (Syrovátková, 2013).
Fair tourism	Fair tourism focuses on contractual and sales exhibitions of various products or services. Interest in this form of tourism is declining slightly (Syrovátková, 2013).
Tourism of selected groups	This form of tourism includes youth, senior and family tourism. A specific type of tourism is also the tourism of disabled people.
Religious tourism	It is clear from the title that this type of tourism is mainly based on the interest of visiting places of religious importance / pilgrimage places.
Hunting tourism	It is mainly associated with hunting wild animals or birds. The main motives of participation in this form of tourism include interest in hunting, wildlife, as well as psychological regeneration.
Ascetic tourism	It is connected with a denial of enjoyment and delight. This form is often associated with religion.
Film tourism	The main incentive is to visit places with which a particular film or other audiovisual work is associated, or to visit attractions and events related to film, series or other similar audiovisual works (Kotíková, 2013).
Caravan tourism and motorcycling	Caravaning is considered by many authors to be a lifestyle. We know two subgroups - those who use caravans only during holidays and others who have fully furnished caravans that are adapted to year-round traveling. Motorcycling is a specific form of tourism, the goal becomes a way. The focus is placed on the vehicle. The fans of this form meet all over the world on motorbikes (Syrovátková, 2013).

MATERIALS AND METHODS

The main objective of the paper is to analyse mainly unusual forms of tourism and their development in the territory of Slovakia. The partial objectives include the analysis of the demand for individual forms of tourism studied, as well as their popularity among the respondents. For the analysis of the specific objectives, we used data collected using a questionnaire on unusual forms of tourism and their development in Slovakia. The survey was carried out in 2018 on the territory of the Slovak Republic. We have chosen two ways to fill out the questionnaires. Some questionnaires were filled in in the printed form and some were filled in online using Gmail disk. The questionnaire was anonymous and voluntary. There were 16 questions of different types in the questionnaire. Respondents were free to express their own opinion on the basis of their personal experience. The first seven questions constitute dichotomous questions, i.e. questions with a clear answer. These questions are focused on the basic identification of the respondent and on its basic demographic data such as gender, age, country of origin, or education. One semi-open question was related to the country of origin of the respondent. The following questions were aimed at identifying the type of personality of the respondent that could influence the interest in individual unusual forms of tourism. The second part of our questionnaire is a standardized closed questions questionnaire using the verbal rating scale (Likert's technique of measuring attitudes in the questionnaire). Respondents have at their disposal a five-point scale where 1 = strongly disagree, 5 = strongly agree, 3 = neutral. The above part of the questionnaire deals with specific unusual forms of tourism and attitudes of tourists towards them.

The following part of the questionnaire deals with the motivation factors and the factors that influence the respondents when choosing a holiday. We processed the data obtained using Microsoft Office Excel and then the SPSS Statistica statistical program by IBM. This program has been instrumental in helping us to dig deep into the research problem. The survey was inspired mainly by our curiosity about the awareness of the unusual forms of tourism and, in particular, how could these form of tourism be supported and developed on the territory of Slovakia.

The following hypotheses were put under examination:

- H1: We assume that there is a statistically significant relationship between the age and the preference of the particular unusual form of tourism.
- H2: We assume that there is a statistically significant correlation between one's personality (introvert, extrovert) and the preference of a particular form of tourism.
- H3: We assume that there is a statistically significant correlation between the financial situation of a person and his/her participation in tourism.
- H4: We assume that there is a statistically significant relationship between the sex of a person and his/her choice of a particular form of tourism.

DESCRIPTION OF THE RESEARCH SAMPLE

We chose our research sample based on the simple random selection process from among the tourism professionals. The basic set consists of statistical units - individuals. The survey was conducted on a sample of 360 respondents, both men and women of different age groups (16-62 years old). We did not impose any age restrictions. The research sample consisted of 222 women (67.1%). The largest age group of respondents is made up of people aged 21-30. Respondents came from the Slovak Republic and from abroad (Czech Republic, Italy – 8 in total). Under each graph or table, the source must be provided and should be written in 10 pt. Leave 1 blank line between the graph or table and the source.

RESULTS DISCUSSIONS

In order to make sense of the results, we used the statistical methodology of the p value comparison: if the value p (asymptotic significance) is less than 0.05, there is a significant dependence between the variables and we accept the hypothesis H1; if the value p is greater than 0,05 we do not reject the H0 hypothesis as there is a significant dependence between the variable categories.

If significant dependence is demonstrated, we interpret the coefficients as follows:

- Cramer's V - interval <0; 1> without direction, symmetrical, non-linear.
- Gamma - interval <-1; 1> with direction, symmetrical, linear (suitable for nominal and ordinal scales).

Methodology interpretation: 0.01 - 0.09 trivial to none, 0.10 - 0.29 low to medium, 0.30 - 0.49 medium to strong, 0.50 - 0.69 strong to very strong, 0, 70 - 0.89 very strong, 0.90 - 0.99 almost perfect.

Hypothesis 1: We assume that there is a statistically significant relationship between the age and the preference of a particularly unusual form of tourism.

This variable "age" was divided into 5 intervals. The survey was attended by respondents aged 15-64. For the analysis, we used a gamma correlation coefficient ranging from -1 to 1 (symmetrical with the directive and linearity). In the following table, we tested these hypotheses by comparing p-value:

- H0: there is no significant relationship between the categories of analysed variables.
- H1: there is a significant relationship between the categories of analysed variables.

Table 2. Hypothesis 1 testing (Source: own research)

GAMMA	p-value	Recommendation	Dependency ratio	Interpretation	Direction
Food tourism	0,805	H0 not to reject	x	stat. insignificant	x
Health tourism	0,150	H0 not to reject	x	stat. insignificant	x
Adventure tourism	0,101	H0 not to reject	x	stat. insignificant	x
Dark tourism	0,000	reject H0	-0,399	medium	negat.
Event tourism	0,000	reject H0	-0,291	low to medium	negat.
Volunteer tourism	0,000	reject H0	-0,279	low to medium	negat.
Wedding tourism	0,000	reject H0	-0,403	strong	negat.
Film tourism	0,001	reject H0	-0,189	low to medium	negat.
Space tourism	0,000	reject H0	-0,225	low to medium	negat.
Educational tourism	0,523	H0 not to reject	x	stat. insignificant	x
Rural tourism	0,053	reject H0	x	stat. insignificant	x
Geocaching	0,028	H0 not to reject	-0,141	low to medium	negat.
Shopping tourism	0,107	H0 not to reject	x	stat. insignificant	x
Couchsurfing	0,000	reject H0	-0,249	low to medium	negat.
Fair tourism	0,760	reject H0	x	stat. insignificant	x
Tourism of selected groups	0,733	H0 not to reject	x	stat. insignificant	x
Religious tourism	0,000	H0 not to reject	-0,289	low to medium	negat.
Hunting tourism	0,000	H0 not to reject	-0,284	low to medium	negat.
Caravan tourism and motorcycling	0,487	H0 not to reject	x	stat. insignificant	x
Ascetic tourism	0,000	H0 not to reject	-0,303	strong	negat.

The test was performed by comparing the p value - displayed in the column "p value" (0.05). As we can see in most cases, p-value is less than 0.05. In these cases, it is recommended to reject the H0 hypothesis and accept its H1 alternative, which states that there is a significant dependence between the categories of analysed variables. In all these cases, we see a negative dependence, so we can say that with the rising age the preference of unusual forms of tourism declines, as we can see for the variable wedding tourism. Previous assertions about the significance of certain forms of tourism show that we should accept our basic hypothesis 1. Therefore, we accept the fact that there is a statistically significant relationship between age and the preference of a particularly unusual form of tourism.

Hypothesis 2: We assume that there is a statistically significant correlation between one's personality (introvert, extrovert) and the preference of a particular form of tourism.

In the following table, we tested these hypotheses by comparing p-value:

- H0: there is no significant relationship between the categories of analysed variables
- H1: there is a significant relationship between the categories of analysed variables

Table 3. Hypothesis 2 testing (Source: own research)

GAMMA	p-value	Recommendation	Dependency ratio	Interpretation	Direction
Food tourism	0,004	reject H0	0,183	low to medium	pozit.
Health tourism	0,004	reject H0	0,191	low to medium	pozit.
Adventure tourism	0,215	H0 not to reject	x	stat. insignificant	x
Dark tourism	0,216	H0 not to reject	x	stat. insignificant	x
Event tourism	0,078	H0 not to reject	x	stat. insignificant	x
Volunteer tourism	0,984	H0 not to reject	x	stat. insignificant	x
Wedding tourism	0,002	reject H0	0,169	low to medium	pozit.
Film tourism	0,015	reject H0	0,184	low to medium	pozit.
Space tourism	0,004	reject H0	0,178	low to medium	pozit.
Educational tourism	0,174	H0 not to reject	x	stat. insignificant	x
Rural tourism	0,136	H0 not to reject	x	stat. insignificant	x
Geocaching	0,758	H0 not to reject	x	stat. insignificant	x
Shopping tourism	0,000	reject H0	0,274	low to medium	pozit.
Couchsurfing	0,212	H0 not to reject	x	stat. insignificant	x
Fair tourism	0,000	reject H0	0,235	low to medium	pozit.
Tourism of selected groups	0,000	reject H0	0,22	low to medium	pozit.
Religious tourism	0,192	H0 not to reject	x	stat. insignificant	x
Hunting tourism	0,006	reject H0	0,202	low to medium	pozit.
Caravan tourism and motorcycling	0,002	reject H0	0,191	low to medium	pozit.
Ascetic tourism	0,086	H0 not to reject	x	stat. insignificant	x

As far as the analysed set is concerned, we have accepted in several cases the hypothesis H1, since in some cases p-value was less than 0.05. Based on this fact, our basic hypothesis 2 can also be accepted. We accept the view that there is a statistically significant relationship between the respondent's personality (introvert, extrovert) and the preference of a particular form of tourism.

Hypothesis 3: We assume that there is a statistically significant correlation between the financial situation of a person and his/her participation in tourism.

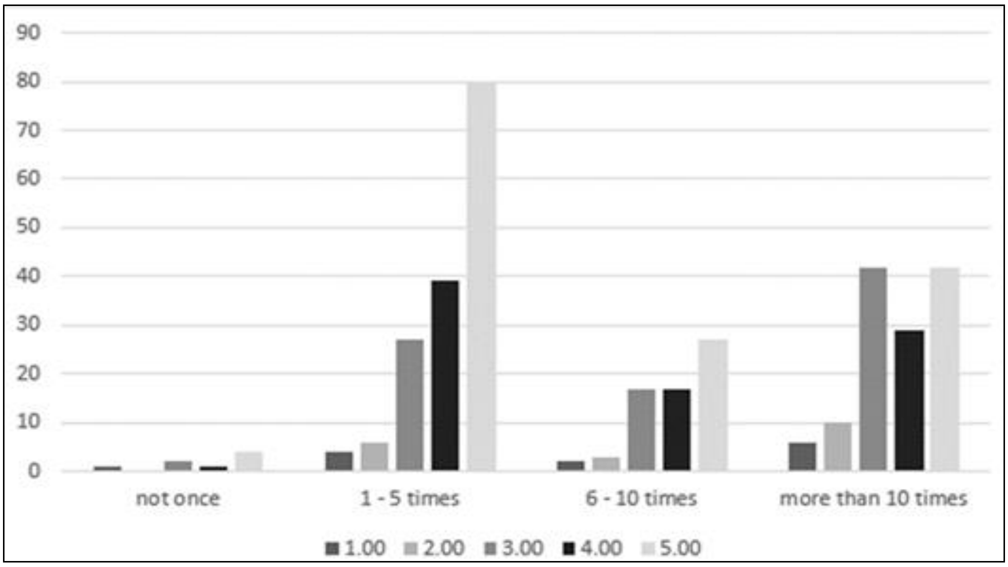

Figure 2. Analysis of the impact of the financial situation by frequency and number (Source: own research)

Table 4. Hypothesis 3 testing (Source: own research)

Question: *Please indicate how your financial situation has influenced your choice*						
Frequency	**1,00**	**2,00**	**3,00**	**4,00**	**5**	**In total**
not once	1	0	2	1	4	8
1 - 5 times	4	6	27	39	80	156
6 - 10 times	2	3	17	17	27	66
more than 10 times	6	10	42	29	42	129
in total	13	19	88	86	153	359

- H0: there is no significant relationship between the categories of analysed variables.
- H1: there is a significant relationship between the categories of analysed variables.

Table 5. Hypothesis 3 testing - Symmetric Measures (Source: own research)

	Value	Asymptonic Standardized Error[a]	Approximate T[b]	Approximate Significance
Ordinal by Ordinal Gamma	-0,250	0,066	-3,715	0,000
N of Valid Cases	359			

- A: 0 hypotheses is not expected.
- B: use asymptotic standard error assuming a zero hypothesis.

The value shown in the last column of the table (zero) suggests that it is appropriate to reject the hypothesis H0 and accept its H1 alternative. This fact also goes well with our basic hypothesis 3, which we thus accept with the view that there is a statistically significant relationship between the financial situation of a person and his/her participation in tourism. As can be seen, the degree of dependence is negative, so we can say that the higher the frequency of tourism, the smaller the role financial situation plays. The corresponding dependence can be interpreted as moderate.

Hypothesis 4: We assume that there is a statistically significant relationship between the sex of a person and his/her choice of a particular form of tourism.

The hypothesis focuses on the dependence of the variable sex and the preference of the unusual forms of tourism. The sex is found in the nominal scale with dichotomous categories, so the use of Cramer V correlation coefficient is appropriate for the analysis of dependence. This coefficient analyzes the dependencies of the dependent variables in the range 0 to 1 (without direction and symmetry but with linearity). The following table verifies statistical significance using the following hypotheses:

- H0: there is no significant relationship between the categories of analysed variables.
- H1: there is a significant relationship between the categories of analysed variables.

Table 6. Hypothesis 4 testing (Source: own research)

GAMMA	p-value	Recommendation	Dependency rate	Interpretation
Food tourism	0,072	reject H0	x	low to medium
Health tourism	0,000	reject H0	0,278	low to medium
Adventure tourism	0,813	H0 not to reject	x	stat. insignificant
Dark tourism	0,840	H0 not to reject	x	stat. insignificant
Event tourism	0,153	H0 not to reject	x	stat. insignificant
Volunteer tourism	0,080	H0 not to reject	x	stat. insignificant
Wedding tourism	0,010	reject H0	0,193	low to medium
Film tourism	0,014	reject H0	0,186	low to medium
Space tourism	0,267	H0 not to reject	x	stat. insignificant
Educational tourism	0,000	reject H0	0,26	low to medium
Rural tourism	0,517	H0 not to reject	x	stat. insignificant
Geocaching	0,024	reject H0	0,177	low to medium
Shopping tourism	0,000	reject H0	0,257	low to medium
Couchsurfing	0,027	reject H0	0,175	low to medium
Fair tourism	0,150	H0 not to reject	x	stat. insignificant
Tourism of selected groups	0,791	H0 not to reject	x	stat. insignificant
Religious tourism	0,040	reject H0	0,167	low to medium
Hunting tourism	0,003	reject H0	0,211	low to medium
Caravan tourism and motorcycling	0,873	H0 not to reject	x	stat. insignificant
Ascetic tourism	0,958	H0 not to reject	x	stat. insignificant

In several cases in the analyzed set, we adopted the hypothesis H1, since in these cases p-value was less than 0.05. Based on this fact, our basic hypothesis 4 can also be adopted, as there is a statistically significant relationship between the sex of a person and his/her choice of a particular form of tourism.

CONCLUSION

Based on the survey results, we reached the following conclusions:

- According to hypothesis 1, we can assert that there is a statistically significant relationship between the age of our respondents and their preference for a particularly unusual form of tourism. With the increasing age of the respondents the interest in unusual forms of tourism declines.
- Hypothesis 2 confirms that there is a statistically significant relationship between the personality of a respondent (introvert, extrovert) and the preference for a particularly unusual form of tourism. Most of the respondents are extrovert.
- According to hypothesis 3, we can conclude that there is a statistically significant relationship between the financial situation of a person and his/her participation in tourism - medium dependency.
- Hypothesis 3 also confirms that there is a statistically significant relationship between the sex of a person and his/her choice of a particular form of tourism.

Based on these findings we can conclude that it is necessary to take into account the above-mentioned aspects when placing tourism products on the market. Each offer has to be very sensitively formulated to address the particular target group and its desires.

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SUSTAINABILITY ASSESSMENT OF COASTAL DEVELOPMENT IN SOUTHERN REGION OF WEST JAVA PROVINCE, INDONESIA

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Abstract: Southern region of west Java province has a potential coastal geological outcrop archaic form of pre-tertiary to tertiary, believed to be the oldest rocks exposed on the surface. The region is planned to become a center growth area, that not only can provide economic benefits for regional development, but also protection for the sustainability of geological resources, and other surrounding natural resources. Using rap-sustainability dev methods, the paper descriptively investigates the sustainability status of the southern region of west Java includes the dimension of geology, ecology, economy, social, institutional and infrastructure/technology, as a basis for the development of the southern region of west java province. Furthermore, the paper outlines the multidimensional planning of the site, which is not only concentrated to the development in the field of coastal development alone, but also to develop various aspects, such as: biodiversity, geodiversity and culture diversity, including sites of ecological, archaeological, historical and cultural heritage, through conservation principles, and regional spatial planning, towards southern region of west java as a renowned tourist destination. This study contributes ideas, especially in incorporating socioeconomic and environmental variables in the southern region of west Java development.

Key words: southern region of west java, sustainability, rap-region, geological resource

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INTRODUCTION

The southern region of West Java Province of Indonesia is the coastal area which consists of 5 districts namely Sukabumi district, Cianjur District, Garut District, Tasikmalaya District, and Pangandaran District. Legally, since the enactment of law 2/2015, the management of development in the southern part of West Java is completely in the hands of the West Java Provincial Government. Since Law 32/2009 was replaced by Law 2/2015 there has been modified in the holders of regional development authority from the district government to the provincial government authority. As a consequence of the management of the southern West Java region has indeed become a challenging and complex task for the provincial government (Rizal, 2018a; Rizal, 2018b). This zone has recently become quite popular in the development of tourism nationally. This zone refers to tourism which is focused on geology and natural landscape attraction. The southern region of West Java considers having five special characteristics, such as based on geological heritage, environmentally sustainable, informative, beneficial and tourist-satisfactory (Rizal, 2018a; Rizal et al., 2019). The southern region of West Java is a territory with well-defined limits that has a large enough surface area for it to serve several geological palaeontological heritage sites of special scientific importance rarity or beauty (Rizal, 2018a); it may not be sole of geological palaeontological significance, but also archaeological, ecological, historical or cultural value (Rizal and Lantun, 2017; Rizal, 2018a). The southern region of west Java has tremendously geological potential in the form of non-renewable resources that are rocks made of thousands of years of process, in a very beautiful structure in the region of five district. This region has a geological wealth in the form of old rock outcrops dating back from the Pre-Tertiary to Tertiary period, suspected to be the oldest rocks exposed on the surface (Rosana et al., 2006; Rizal, 2018a). The rock structure is an infinitely valuable natural resource that deserves developments as a historical asset of the nation. The value that is of concern is not only the monetary value in the market that can be obtained through the values of rock and mineral resources as well as other tradeable natural resources in the form of raw, processed, or even natural resources anyone can experience, through the environmental services of tourism activities, but also other intrinsic values inherent in the rock structure as one of the natural resources that cannot be detached from the historical formation process of the earth and also significant value to the education and the development of science (Rizal and Lantun, 2017; Rizal, 2018a). The natural resources in the southern region ofwest java have a uniqueness that is considered for the regional development, refers to the national development of Indonesia (Rizal, 2018a), which is that this area is an area that has resources of specific geological, mineral, geophysical, geomorphological, paleontological, or geographical features. This area also has important geological sites in terms of scientific quality, rarity, aesthetic values, and education. It is also possible that archaeological, ecological, historical, or cultural potentials swarm the area (Afroz et al., 2014; Rizal, 2018b).

Rizal (2018a) argued what drives a southern region of west java designation is not merely the "tremendous geological potential", but also the tourism interests, the political intentions and/or the social/academic organizations leading the process. Moreover, Center growth

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areas are exposed to criticisms such as the fact that they promote unsustainable tourism causing major problems to the geological/geomorphological assets they are allegedly protecting and/or that other protection devices seem to work better to promote protection. In this sense, the politics of regional development must follow sustainability (Armitage et al., 2015). But there is a widespread line of inquiry around the world which is proving that this is commonly a mere aspiration and that sustainability seems absent in many respects in various location (Boley and Nickerson, 2013; Aswita et al., 2018). Specific regional development needs to institutionalize the development of science-based specific regions or those with academic drafts with strong argumentations that cover the existing local conditions and circumstances which include the physical, social and economic conditions. It is the most important and main thing in the development of specific regions to institutionalize the sustainable specific regional development policies through the development of economic activities in alignment, such as tourism (Wunder, 2000; Daily et al., 2003; Khajeganet al., 2015; Chen et al., 2015; Rizal, 2018b).

The area development for the southern region of west java province to be a specific regional development for the purposes stated above, naturally requires a careful, focused as well as a science-based and adequate research planning that is in line with the development planning and scientific-based policies, as to how it should have been done in a variety of development sectors (De Stefano et al., 2014; Rizal, 2018a).

This paper discusses the sustainable ofsouthern of west java regional development model, its strategic dimensions in inclusive development, network and knowledge-based development reinforcement, and focus on the part of the development phase of the proposed southern region of west java, which concerns to the analysis of preparedness and prospects for the sustainability of specific regional development, using multi-dimensional rapid appraisal. The purpose of this research is to get the most suitable specific-area development model to the characteristics of the region, the natural resources potentials, the social capital (human resources), economical and sustainable feasibility. This study will be very useful as the access for planning the development of the southern region of west java province that can provide a significant economic impact for the coastal region and welfare of the people.

METHODOLOGY

This paper will outline the research in formulating a model of sustainable development of the southern region of west java province, by enclosing the considerations to the natural resources that exist through the justification process of the existing natural resources by resource mapping. This includes the carrying capacity analysis and environmental capacity, vulnerability analysis regarding disaster and economic valuation of natural resources both concerning the market and non-market values. Furthermore, this research also includes the consideration of public perceptions through social mapping (Duda and Hume, 2013; Rizal and Lantun, 2017; Rizal, 2018b; Rizal et al, 2019). Also, there are various scenarios for the development of non-conventional calculations of benefit-cost analysis to comprehend the value of regional development (Rizal et al., 2017). This sustainable development model will use a variety of analysis tools such as those described above by using resource mapping analysis, economic market and non-market valuation, social mapping, social perception analysis, Rap-region-dev (Rapid appraisal for Regional development), adapted from the RAPFISH model for a fisheries sustainability analysis Pitcher (1999), efficiency analysis (data envelopment analysis), B/C non-conventional analysis using economic valuation. In this paper, the authors will focus only on readiness analysis and rap-region-dev analysis. Rap-Region-Dev which is a developed model of Rapfish (rapid appraisal for Fisheries) previously developed by a team from the University of British Colombia and FAO (Pitcher, 1999; Pitcher and Preikshot, 2001; Pitcher et al., 2013). Fauzi and Anna (2002, 2005), states that RAP + MDS is a multi-disciplinary rapid appraisal to evaluate the comparative sustainability, based on a large number of easy-to-score attributes. In this study Region-Dev-RAP application is developed for the development of the southern region of west java, to analyze the sustainability of the southern region of west java development at the site. This Rap-Geo Dev analysis uses dimensions such as ecological, economic, social, institutional and infrastructure /technology.

RESULTS DISCUSSIONS

Overview of Southern Region of West Java Province

The southern region of west Java province covering 5 districts in this region (Figure 1). Geological diversity in this region includes seven groups of geological structures, namely: landforms, rock outcrops, unique shapes/exotic rocks, geological structures, sedimentary structures, fossils, sea cave, and waterfall. While the geological diversity itself consists of 26 types in form of sites (Rosana, 2015; Rizal, 2018a), among others mega-amphitheater; six waterfalls; white sand beaches (5districts); Geomorphology Sukabumi plateau; Morphology amphitheater and Pelabuhanratu bay; the oldest rocks of the small island; southern region of both region of Sukabumi District and Tasikmalaya District formation greywacke Sandstone-type location, that is the oldest sediment in West Java; Small Island, the location of Southern region of west Java province Formation monomik breccia type, also the oldest sediments in West Java; Mount Aseupan with the formations of the oldest of diorite intrusion rock formations, peridotite sites - serpentinite in the oldest form of the oldest ophiolite rocks (ultramafic) and metamorphic; Pillow lava (oceanic crust) and polimik breccia; *Melange Complex–Nummulites* fossils that are formed in a trough as the results of plate collisions. It contains components in the form of ophiolite rocks, metamorphic, sedimentary pelagic, limestone nummulite, pillow lavas and almost 5 districts of the southern region of west Java formation sediments; fence stone, rhino head stone, frog stone; dragon stone complex, batik stone, a form of unique southern region of West Java Province rock formations. The unique shapes are the results of the erosion and aberration process, resulting in a form of batik, dragon's spine, dragon's head, bulls, and the head of alien creature (ET) motifs. The other geological diversity in the area are ophiolite Mount Beas complex, is a complex of ophiolite rocks composed of peridotite dominance, as well as metamorphic rocks serpentine; metamorphic KeusikLuhur complex is a complex of metamorphic rocks consisting of greenschist and blueschist; Sodongparat Sea caves that are formed by an erosion and aberration process of the oldest rocks that consist of ophiolite complexes, mostly made of peridotite and amphibolite; Sodongparat ophiolite complex, which is a mantle, as the oldest rocks found in southern west Java province, consisting of ophiolite complexes dominated by peridotite, gabbro, and amphibolite as well as plagiogranite. There is also Cikepuh River estuary, the contact between gabbro and peridotite; *Batu Belah* (Tortoise Stone), that is the unique shaping as the result of erosion and aberration that creates the form of a tortoise, if it is closely looked at, it seems like the rocks were split, this is a tectonic contact between the peridotite rocks and mélange. There are also textured pillow lavas that are the type location of the oldest rocks in the form of Citerem basalt lava formations, and Citerem river estuaries as well as Citirem beach, coastal white sand beach where green turtles surface and lay eggs.

The biodiversity in the southern region of west Java province consists of three sites, namely: Sukabumi district Reservation (Cibanteng), Cikepuh Wildlife Sanctuary, and Pangumbahan Turtle Captive. The Cibanteng Reservation is a conservation area for endangered animals such as buffalo, leopards, and several rare plants. The Cikepuh Wildlife is a conservation area for endangered animals like buffalo and leopards, deer, snakes, rhinos, etc. A part of it isthe primary forest and rare plants, also mangrove. Meanwhile, Pangumbahan is a conservation area/hatchery and breeding for green turtle (Rizal, 2018a). The southern region of west Java also has a rich cultural diversity, as onebatik center (CibendaVillage) and it is rich with local artistry as well. The Batik Center of Cibenda Village developsPakidulanbatik motif that is inspired by the beauty of nature of the southern region of west Java.

Figure 1. Map of research location (5 districts in southern region of west Java province)

Regional Genetics Unit of Southern Region of West Java ProvinceAnalysis

This research also conducted a genetics unit analysis of the southern region of west Java provincewithin the region, such as physical aspects that include water resources, geological disasters, community demographics, spatial of the area, and supporting infrastructure. The physical aspect of territoriality is then analyzed to obtain the carrying capacity and environmental capacity in regards to the development of research sites as a southern region of west Java. Based on the hydrogeologic cycle (Freeze, 1979) the water resources at the site consist of rainwater, river water, and groundwater. Each potential water resource is analyzed to obtain a picture of the quantity and quality there are in the sites. For rainwater resources for example, based on the Rainfall Map of Indonesia (Bakosurtanal, 2014), it is found that rainfall in the study site is somewhere between 3000-4500 mm/year, with the rain intensity of between 13.6 to 27.7 mm/day. As for the river water, based on the field conditions, there are two rivers, namelythe Cimarinjungriver and the Ciselang river, both flowing from north to south. Both rivers flow into southern region of west Java province river that flows from south to north. Meanwhile, in the southern part of the research siteisthe Cikarang River that flows from North to South. Based on the morphology of the research area, the location of the study consists of three (3) Watersheds, they are Cimarinjung, Ciletuh, and Cikarang. Additionally, based on the Groundwater Basin Map (Presidential Decree No. 26 of 2011), the majority of the research site (the north and center) is not a groundwater basin, while the southern part is a part ofthe JampangKulon Groundwater Basin (local groundwater basin within the district), with secure groundwater conservation zones. From theSukabumi Sheet Hydrogeology Map (Sutrisno, 1985), the potential aquifer of the research site consists of low localproductivityaquifer, medium local productivity aquifer, and medium aquifer productivity means that local low productivity aquifer occupies most of the research site and distributed in the north and center. The local medium productivity aquifer is located in the northwest and southwest parts of the site. Meanwhile, medium productivity aquifer occupies the southern part of the research site, where there is awater spring.

As for the analysis of geological hazard as one of the focus of the research needed for the development of the southern region of west Java, that is the potential ofthe southern region of west Java province covers the ground motion, earthquake, and the possibility of the tsunami. The results of the analysis of ground motion vulnerability maps of West Java (Department of Energy and Mineral Resources of West Java 2014), the southern region of west Java has a vulnerability level of very low, low, and medium. The very low vulnerabilitylevel occupies the northwest and south, the low vulnerability level occupies most of the research sites, and the medium vulnerability leveltakes place inthe north-central. Meanwhile, from the Disaster Prone Areas Map (Department of Energy and Mineral Resources of West Java 2014), the research location is considered an earthquake-safe area. As for a Tsunami potential, based on Tsunami Prone Areas Map in West Java (Department of Energy and Mineral Resources of West Java 2014), the distribution of areas prone to a tsunami is located in the west-northwest-south in the research site, which consists of prone secure zones, medium prone zones, and highly prone zones.

The southern region of west Java province, in which the demographic review shows a population of as many as 9,617,195 people spread over 5 districts. The population of the southern region of west Java that consists of SukabumiDistrictis about 2,434,221 people, Cianjur District is about 2,335,121 people, Garut District is about 2,548,723 people, Tasikmalaya District is about 1,876,544 people, and in Pangandaran District is about 422,586 people (Central Statistics Bureau, 2018). Most of the residents in the area of research, work in the agricultural sector. The social problem that occurred in the development of this southern region of west Java province is the low education level, where the average population obtained their education up to primary school and junior high. Thus their understanding of the development of the southern region of west Java province is very minimum. The community is stuck on the idea of short-term profits, which why in the early development program, some of them conducted detrimental activities such as illegal mining, tourists extortion, and more in some areas. Based on the Spatial Planning of West Java (West Java Regional Regulation No. 22, 2010), the research site is divided into Forest Conservation, Suitable Forest Preserve, Watershed, Prone to Land Movement, Prone to Tsunami, Forest Reserve, Rice field, and Rural area. The condition of the existing land in the southern region of west Java province is in the form of shrubs, woods, estates, settlements, rain-fed farms, field/moor. In addition, there are several zoning regulations that apply to the research site, such as:

- Based on karst map of west Java (Regulations of West Java Governor No. 20/2006 on Regional Karst Protection of West Java), within the research site, there is a karst class 2 (two) area that is spread on the south part.
- Based on the Local Mining Map (Ministry of Energy and Mineral Resources No. 1204 K/30/MEM/2014 regarding Mining Zones in Java and Bali island), there are metal mining areas and Mineral areas, not metal and rock.

Further analysis of the supporting infrastructure of the southern region of west Java development, in regards to the delineation ofthe southern region of west Java (Department of Energy and Mineral Resources of West Java, 2017), shows that this location consists of coastal, plains and hills morphology/landscape with a height of between 0-500 m above sea level. Given the variety of morphology with the great difference in altitudes, in regards to Spatial Planning of West Java Province, the research site is divided into several functional path statuses, which include the status of district roads with their local primary function going up to 78,850 m, district roads with a local secondary function going up to 1,500 m, and rural roads withenvironmental primary functions going up to 9,000 m.

The Sustainable Development Model of Southern Region of West Java

As explained previously, this paper suggests ideasfrom ongoing research on the sustainable and multidimensional development of the southern region of west Java, with the thinking basisof the model development as the Figure 2 below.

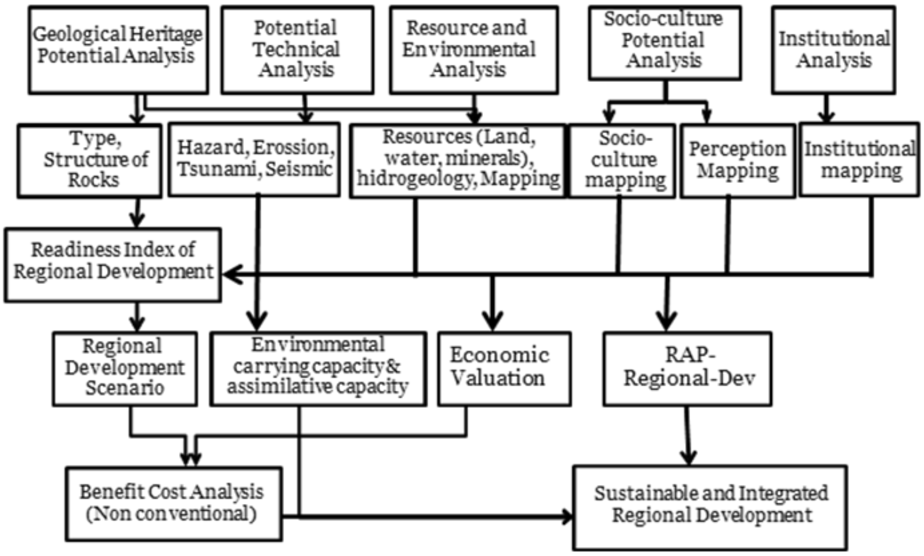

Figure 2. The Sustainable development model of the southern region of west Java

For the geological heritage analysis that includes the type and structure of the rocks, geological engineering that covers hazard, erosion, tsunami, hydrogeology analysis, and the potential of biological and cultural resources, has been previously described in the overview of the southern region of west Java. Meanwhile, the analysis of the social mapping is done by using a social mapping model that is developed from Participatory tools for micro-level poverty and social impact analysis (Woodley, 2002; Turner, 2006; World Bank, 2006; Palmer, 2012; UN-Water, 2015; UN-General Assembly, 2015). This method is a method of visually showing the relative location of the households and the community distribution ofvariables such as women, men, adults, illiteracy, etc. together with the existing social structure.

This method is developed along with community mapping which is a visual method to identify and represent the perceptions of key institutions, both formal and non-formal. The development is also conducted through the analysis of public perceptions (Pahl-Wostl et al., 2013; Mekonnen and Hoekstra, 2016) regarding the development of the southern region of west Java that is also a visual method to identify and represent the perceptions of key institutions in regardsto region development, both formal and informal as well as individual and their relationships and importance of different social groups. The entire mapping is important for the understanding of social relationships that mediate the transmission of policy changes, which, in this regard, is the development of the southern region of west Java. The preliminary analysis shows a relatively homogeneous type of society in the southern region of west Java that covers 5 districts that are looked at, where farmers and fishers make the most of the community. Based on the questionnaire to 500 respondents in the southern region of west Java location, in general (100%) they agree and support the development of the southern region of west Java in their area, although there is a small portion (12%) that shows fear of social change, while another 9% worries about losing their livelihood as mineral miners, and farmers, while the rest has no concern whatsoever. The concerns for social changes in people's behavior have begun to show in the form of a handful of people who started taking advantage by doing negative things, such as extortion from road renovation, mining rocks around the area, littering, and so forth. The institutions involved in the development of this southern region of west Java are of the government, private, academia, and the public. The type of engagement is in line with the evolution that underwent a process of innovation from beinginward-looking in a sealed system toa more collaborative and focused to the outward, to the point that it becomes a more ecosystem-centric performed together cross-institutions. Lindegard (2010) and Lave (2012) stated that open innovation is combining internal and external resources and activating the opportunity to make it happen.

Open Innovation is a new paradigm that is rooted in the Quadruple Helix model, where government, industry, academia, and the community work together to create the future and drivethe structural changes far beyond the capability ofan organization itself or an individual. With this type of collaboration, it is expected that the southern region of west Java development will be optimum.

The development of the southern region of west Java, as shown in Figure 3, carried out by the government together with the tourism industry that has begun to invest in the region, academia and research institutes are intensely researching as the basis of policymaking in the research development. The role of the private sector that actually has nothing to do with the tourism direct investment, but isconcerned aboutdeveloping the community empowerment in the vicinity of the southern region of west Java area plays an important role in changing social behavior and culture of the people and to improve their capacity in the familyeconomics, through Community Social Responsibility (CSR) program. The abundant geological resources and other ecological resources become what is enjoyed by the entire supply chain from the industrial production inputs to society, farmers, fishermen, and fish farmers, to the processing industries, and finally to the consumer. Everything is in order to obtain a common goal to have the optimum quality and productivity, innovation ability, acquire consumer response, the productsof the community, as well as from the tourism industry, also the security and reliability.

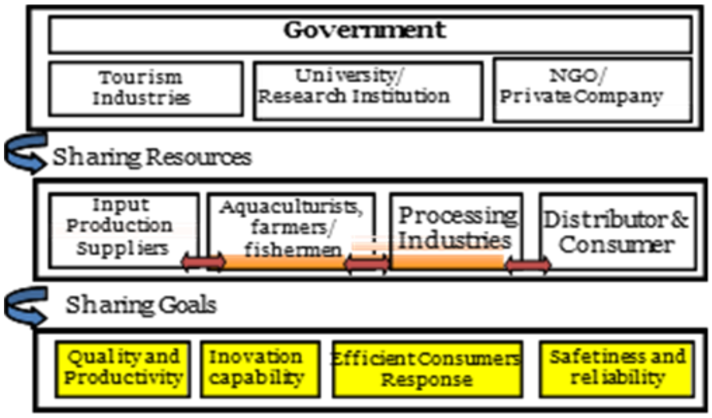

Figure 1 - Strategic Dimensions of Southern Region of West Java Development in an Inclusive Development
(Source: An adaptation from Wilk and Fensterseifer, 2003)

The role of network research in the development of the southern region of west Java tourism industry is shown in the Figure 4 below. The supporting and institutional sectors' functions are in line with the supporting function of natural resources and the environment which is the management basisin the resource-based economy.

Kodir (2018) argue that reinforced networkis the impact of reinforcing the social capital and human capital capacity for both academics and researchers by knowledge-based reinforcementto understand the natural resources that, in this case, are geological and non-rheological resources, that will optimizethe access for markets and knowledge as well as the infrastructure and institutions. By boosting programs like market empowerment, empowerment of institutions, social empowerment, and financial empowerment, it is expected that the development of this Region can compete and provide an opportunity for the community's economic development.

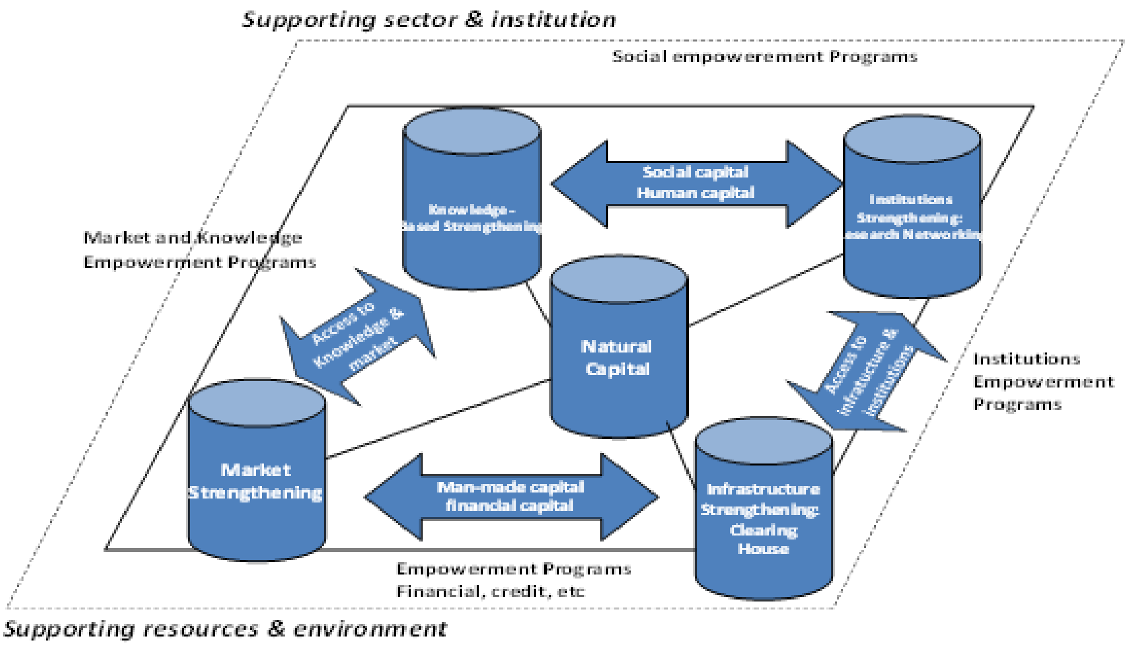

Figure 2 – Network, and knowledge-based southern region of west Java development reinforcement

The readiness of the investment analysis is measured from the readiness of the entire networks of the institutions, communities, and the results fromacademia, and other researchers who give a green light for the tourism development in the region. Thus, the variables that are used as readiness analysis indicatorsare conducted qualitatively as shown in the table below.

As shown in the table 1 below, the readiness variables of basic information for the development ofthe southern region of west Java are still incomplete, and some of them are still in ongoing researches or no information at all. The complete information is related tothe geology heritage conditions, which has been widely studied by geology experts (Rosana et al., 2006), the information in regards to the ecological and cultural heritage are there and adequate (Franks and Cleaver, 2007; Hakim and Soemarno, 2017).

Table 1. Readiness analysis on southern region of west Java development

Variable in and under develop for southern region of west Java Development	Readdiness				
	Yes	No	On going Research	Develop	Possibly happend
Back ground Information:					
• Define boundaries	V				
• Define potential geological heritage	V				
• Define potential geological structures/technique			V		
• Hazzard				V	
• Potential geological services				V	
• Potential other natural resources/environmental services	V				
• Potential ecological heritage	V				
• Potential cultural heritage	V				
• Carrying capacity and Assimilative Capacity	V				
• Infrastructure need		V			
• Economic valuation			V		
Potential Stakeholders					
• Communities	V				
• Government	V				
• Investors	V				
• NGO	V				
• Private Sectors	V				
• Potential tourists	V				
Institutional Supports:					
• Local regulatory	V				
• Framework development			V		
• Planning development			V		
• Additional regulation laws/administrative rules			V		
• Define land tenure/property right			V		
• Local government support			V		
• Central government support	V				
• Local organization support		V			
• Global organization support		V			
• Local Community support	V				
Socio-Economic-Environmental Impact:					
• Loss of livelihoods and income	V				
• due to restricted land uses or natural resources extraction			V		
• Reduced food security due to loss access to natural resource based food	V				
• Increase land prices resulting from increased demand for land			V		
• Increase employment/change in profession/job		V			
• Poverty reduction	V				
• Moral hazard	V				
• Environmental damage	V				

There are potential stakeholders and they are all adequate for the basic capital southern region of west Java development, while the institutional support is still very inadequate with the recent local regulatory, local government, and local community support. This condition is not sufficient for the development of the region. In the analysis of the socio-economic and environmental impacts, from the existing conditions, it appears that since the implementation of conservation areas and the prohibition of mineral mining in this regiondecreased the income of the community. However, after the long-term, the decline in poverty is expected to take effectaligned with the economic growth with the increased of the people'scapacity to start the business. This scenario only will happen if there is a combination of environmental responsibility with the generation of local economic benefits that will have both a development impact and serve as conservation incentives (Wunder, 2000; Dominick et al., 2012). Nevertheless, the chance of moral hazard has been appearingin the existing condition, where there is extortion of tourists, damaging the roads, and more. There are also environmental damages, particularlyforest trespassing andillegal mineral mining. The sustainability analysis using Rap-region-dev, using five dimensions,which have its own attributes, with thescoring scheme definition being good and bad and ranging from 0 to 3, as shown in Table 2 below.

RAP-Region-Dev analysis is performed on represented by 9 sub-districts in 5 districts located, to analyze the sustainability of the southern region of west Java development based on the 5 dimensions above. These subdistricts are Ciracap and Palabuhanratu (of Sukabumi district), Sindangbarang and Cidaun (of Cianjur district), Pameungpeuk and Cibalong (of Garut district), Cipatujah (of Tasikmalaya district), and Parigi (of Pangandaran district). This study using the mostly collected primary data and partly secondary, the results obtained are inthe form ofa kite diagram of sustainability analysis as follows (Figure 5). From the Figure 5 appears that some of the dimensions in each district that is analyzed are at anaverage value closer to the axis of the diagram, showing medium sustainability, only the ecological and geological dimensions that demonstrate high sustainability valuefrom most of these subdistricts at above 50%, even for the two subdistricts, namely Sindangbarang and Cidaun scored the sustainability values above 80%. The highest economic sustainability value comes from the PalabuhanRatu subdistrict that is indeed the central subdistrict for tourism in the region. The geology dimension has a moderate sustainability value due to highly hazardous factor in most of the region, especially in a tectonic earthquake, because the area is a part the active collision area between the Indian Ocean and Australian plates, therefore it needs to be managed in the development of this area as the prevention and mitigation of disasters. This includes the development of a green belt to mitigate tsunami, massive reforestation, and the prevention of illegal logging in the upstream area, and so forth. The overall results of per dimension analysis in the southern region of west Java are in the diagram below. From the bar chart below appears that in the geology dimension, the most sensitive attributes to the sustainability of the development of the southern region of west Java at the study site are thetectonic earthquake, as well as the hazard that is related to erosion. Both show low impact evidence level, but if any of them occurred, then the sustainability of the region area development would be the most disrupted. It is actually confirmed with the location of the southern region of west Java which is in the tectonic belt.

Table 2. Dimension, attribute, scheme definitionand scoring of Rap-Region-Dev

Dimension	Attribute	Scheme definition Scoring	Scoring	
			Good	Bad
Geology	Geological heritage diversity	>10=very good (3). good 9-7 (2), fair 6-4 (1), <4 =bad (0).	3	0
	Geological hazard:			
	Tsunami	No evidence: 0, Probability happend=1 Evidence small impact=2, evidence high impact=3	0	3
	Erossion	No evidence: 0, Probability happend=1 Evidence small impact=2, evidence high impact=3	0	3
	Volcano	No evidence: 0, Probability happend=1 Evidence small impact=2, evidence high impact=3	0	3
	Land slide	No evidence: 0, Probability happend=1 Evidence small impact=2, evidence high impact=3	0	3
Ecology	Biodiversity	>100 good=3, 99-50 fair=2, 49-20 average=1, <20 Bad=0	3	0
	Raw Water Quality	Based on Water Classification (PP 82/2001). Class 1=Raw drinking water (3), class 2= for cultivation/recreation= (2); class 3= for fish cultivation, farming=(1), class 4= for plants, others=0.	3	0
	Geographic Proximity to water sources	Near=2, Medium=1, Far=0	2	0
	Catchment area	> 75% of good land = 3 50-75 = adequate = 2 25-50 = not good = 1 0-25 = bad = 0	3	0
Economy	WTP of the community to the southern region of west Java	Far above average income= good (2), Within the range of average income=fair (1), below average income=bad (0)	2	0
	Purchasing capability/Income	Above the local minimum wage=good 2, local minimum wage=fair 1, below the local minimum wage=bad 0	2	0
	Poverty	high: 75-100% =3, rather high: 76-50% =2, medium: 51-25% =1, low: 26-0% =0	0	3
	Job diversity	High: .>20=2, medium 19-10=1 , low<9=0	2	0
Social	Traditional wisdom in regards of resources and southern region of west Java	High: 2; Medium: 1, Low: 0	2	0
	Teamwork in resources and southern region of west Java management (co-management)	Yes=2, On progress=1; none=0	2	0
	Utilization of natural resources and southern region of west Java conflict status	High (More than 5 conflicts a year)=2; medium (2-5 conflicts a year)=1; (0-1 conflict a year)=0	0	2
	The role of CSR in the resources management and community's capacity building	Present, proper =2; Present not proper =1; Not present=0	2	0
	Crime rate	High (>10 cases/month)=3, medium (9-5 cases/month)=2, Low (4-1 cases/month)=1 none (0 case/month)=0	0	3
	Moral hazzard	High: 2; Medium: 1, Low: 0	0	2
Institution	Public Institution of southern region of west Java	Proper=3; Medium=2; Idle=1; None=0	3	0
	Governance	Proper=2; Less proper=1; None=0	2	0
	Government's aid in managing the area	Proper =2; Less proper=1; None=0	2	0
	Area management planning	Proper=2; Less proper=1; None=0	2	0
	District budget allocation for area conservation	Proper =2; Less proper=1; none=0	2	0
Infrastructure / Technology	Raw water provider infrastructure	Available, running well =3; Not available, not running well =2; Available butidle because not economically=1; not available=0	3	0
	Provincial roads infrastructure	Available proper =2; Available not proper =1; Not available=0	2	0
	District roads infrastructure	Available, proper =2; Available not proper =1; Not available =0	2	0
	Sub-district/village roads infrastructure	Available, proper =2; Available not proper =1; Not available =0	2	0
	Internet connection	Available, proper =2; Available not proper =1; Not available =0	2	0
	Hotel/lodging	Available, proper =2; Available not proper =1; Not available =0	2	0

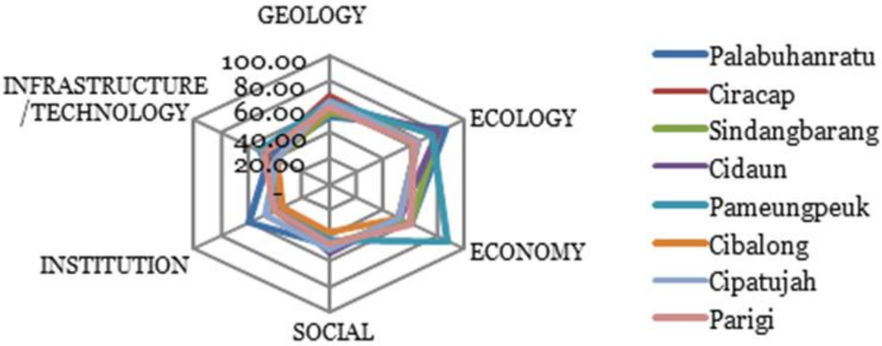

Figure 5. Kite Diagram Analysis sustainability of the southern region of west Java development using RAP-Region-Dev

In the ecological dimension, the most sensitive attribute to sustainability is the "geographically proximate to water resources", as well as the poor water quality in almost all of these districts which have always been the main problem for the development of the region. The groundwater, as well as the surface water, like the stream and water spring, are the community's source of drinking water, which are hard to maintain during the dry season because, in addition to wide illegal logging and settlement start-up by the upstream that the catchment area is reduced, the domestic waste dumped into the river also pollutes the river. On the economic dimension, the most sensitive to determine sustainability is the income and WTP (Willingness to Pay) of the community towards the development of the southern region of west Java. A high WTP of a community reflects the high public appraisal of the region, which means that the community understands the true significance of the region either tangible or intangible. This is the basis for the society to have a sense of belonging and to manage the future of this region, even though the main economic issue in the community of the local region is poverty, as seen in other sensitive attributes.

On the social attribute, the determinant of sustainability is the crime rate and corporate social responsibility (CSR). The condition due to the high crime rate will disturb social sustainability. Also, so long as there is CSR, the community capacity can be improved to start a business based on their interest and expertise, other than their usually resource-related works based economy they used to live with.

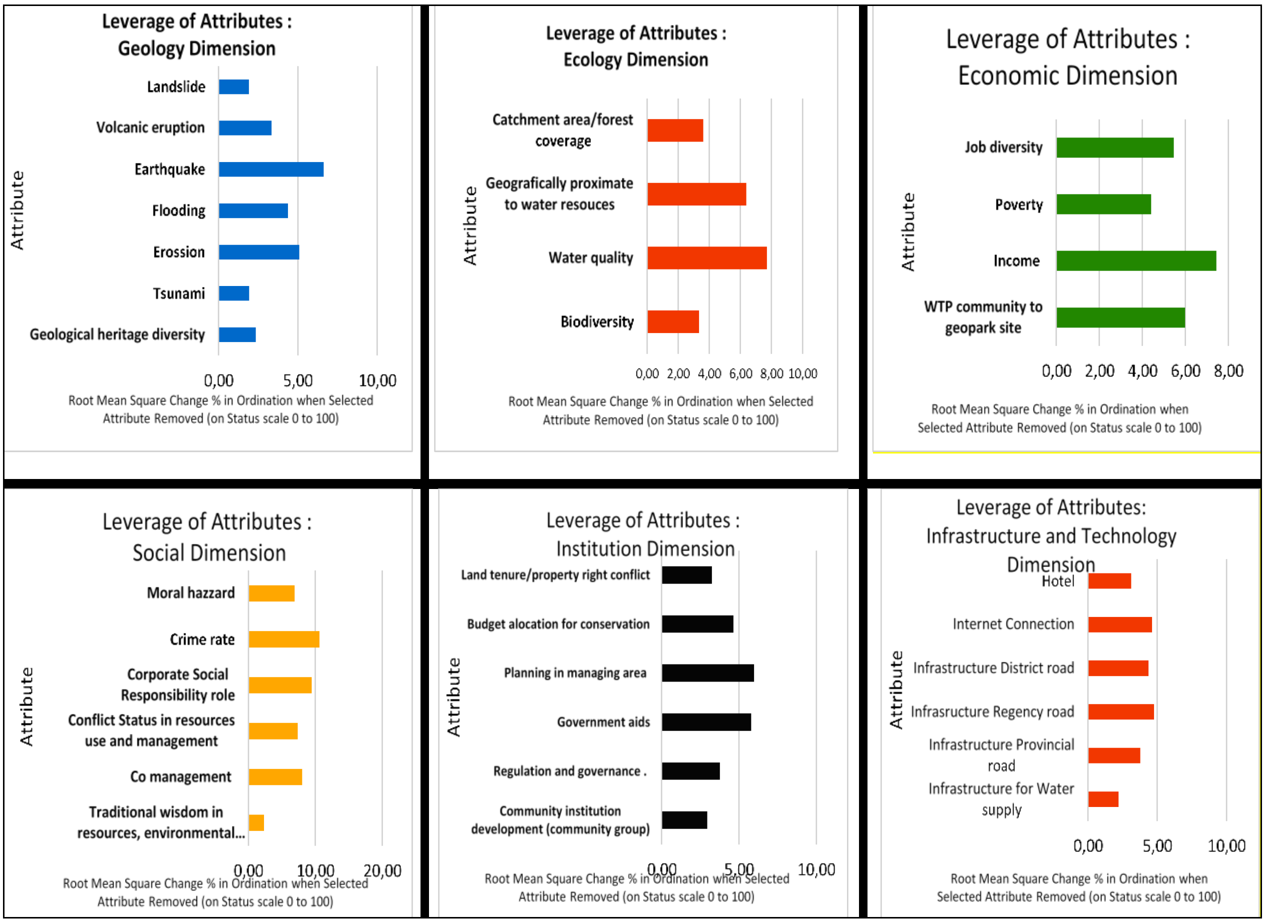

Figure 6. Sustainability leverage on each dimension

As for institution attribute, planning, and area management, the government's aid and budget for conservation are the keys to the sustainability of development in the southern region of west Java. We know that the planning is feeble, as well as the government's aid and the budget allocation for conservation. This condition determines whether the southern region of west Java will last or not. Meanwhile, on the infrastructure or technology dimension, the regency and district road infrastructure and the internet connection become key attributes that determine the sustainability of the southern region of west Java development onward. The tourism sector will attract a lot of visitors, and the road will become a necessity for the ease of access, as well as the Internet that is a necessity in the current global era.

Strong support by Law No. 2/2015 in the management of the southern region of West Java so that it can more clearly be identified to resolve social conflicts (both potential and actual). West Java Provincial Government had become increasingly concerned about the detrimental impact of sea sand mining on important fisheries resources, and within the district government and other government agencies, strongly supported the ban on sea sand mining in coastal areas of West Java. University scholars examining the impact of sea sand mining on small-scale fishing communities documented serious declines in income, the reduction of employment opportunities within the fisheries sector, and the general marginalization of small-scale fisheries within that sector. Popular awareness of widespread unrest among fishermen was established through the print media. Reporters actively publicized the plight of small-scale fishermen. Several influential politicians working through the "All-Indonesia Fishermen's Association" (*Himpunan Nelayan Se-Indonesia*, or HNSI) also became effective lobbyists in support of small-scale fishermen's traditional resource use rights, arguing that sea sand miner operations should be curtailed or eliminated.

The HNSI is a nominally non-governmental organization representing the interests of small-scale fishermen. In practice, the HNSI serves as a forum through which small-scale fishermen can communicate their concerns to the government. As such, it fits a general pattern of the socio-political organization under the government of Indonesia administration whereby various interests are aggregated into identifiable "functional groups." These groups serve to articulate interests in the government and provide a power base to politicians. Governmental responsiveness to the needs of these groups and their leaders, in turn, serves to build and maintain political support. Thus, groups such as the HNSI have influence in government councils because they generally support the government. Politicians closely associated with the government tend to be selected as leaders of such groups, as is the case with the HNSI, to provide assured access to the corridors of power. In return, these politicians have assured an organized constituency in a political system without direct national elections.

One further factor, the issue of ethnicity, must be mentioned if we are to explain the government's decisions to ban sea sand miners. Most of the owners of sea sand miners were Indonesian citizens of Chinese descent. Ethnic Chinese comprise roughly 3% of the national population but dominate key sectors of Indonesia's economy, just as they do throughout Southeast Asia. Among all citizens, they are the ones most likely to have access to the capital resources necessary to invest in sea sand miners or any other profitable enterprise.

Most small-scale fishermen, however, are not ethnic Chinese but rather Javanese, Sudanese, Malay, or other indigenous ethnic groups are known collectively as pribumi (indigenous people). There is a long history of ethnic antagonism between the economically aggressive Chinese and the indigenous populations of Indonesia.

On the other hand, the legal right to use natural resources changes the principle of open access for the community to geographical resources. Based on Java’s social law, in the context of the southern region of West Java, these rights are related to indigenous groups and NGOs as groups that have management permits, so that a system of joint property sustainability will exist (Ruddle and Johannes, 1985). Use of usage rights by indigenous groups and NGOs as their concept can be applied to a variety of circumstances and provides an ethical basis for supporting access to natural resources in the southern region of West Java. Whether these rights are a determining factor in determining natural resource development and management policies must be determined on a case-by-case basis by those responsible for making decisions. The prohibition of mining sea sand in the southern region of West Java is a good example of the type of management that will determine the compilation of traditional community resource use rights (Sumaatmadja, 2012).

The existence or absence of property rights over the resource itself is a matter of fundamental importance in conceptualizing these policy issues. In natural resource exploiting, problems of over-exploitation generally are attributed to the lack of clear property rights and the consequent efforts of stakeholders to maximize benefits even at the expense of resource sustainability and long-term societal good (Gordon, 1954; Rizal, 2018b). The temptations for personal profit entailed in the historical process described above would have placed tremendous internal pressure on common property resource systems in West Java. Consolidation of power by the provincial government, and the expanded presence of district government in areas of the southern of West Java, may have undermined the authority of local institutions responsible for common property resource management.

CONCLUSION

The southern region of west Java development requires careful and integrated planning in a relatively complex and difficult process. Having geological resources potentials alone does not determine the development of the area into the southern region of west Java that is particularly a tourism economic activity and the conservation of the geological resources and biodiversity that generally inhabit the region.

A sustainable the southern region of west Java development begins with a scientifically based understanding of integrated geology like structural geology/engineering, fluency in rocks, geological hazards, and environmental geology. Moreover, the southern region of west Java development is inseparable from the development of the utilization of biological diversity and culture as an attraction, thus the understanding of both is very necessary.

The southern region of west Java development should be done involving all of the elements in the society that is the government, the community, the academia, the private sector, and other non-governmental organizations, locally, nationally and globally (inclusive) because, without all of them, the planning and management will not run optimally. Community empowerment is also a key to the development of the southern region of west Java, given that the education and economy are still inadequate. To trigger the region's economyis one of the goals of the southern regon of west Java development, thus the involvement of the government and the private sector, needs to be pushed on.

The readiness site and the analysis of the southern region of west Java-development sustainability (Rap-Region-dev) are tools to understand the readiness for the southern region of west Java development sustainability onward. This paper described how the readiness analysis could direct the managers and the stakeholders involved to improve and manage the indicators that were considered not ready, whether it concerns on background information, potential stakeholders, institutional aspects, or any possible impact. The condition of the southern region of west Java shows how some aspects, of which they include the most fundamental aspect that is the background information, still need a lot of research that can be conducted through collaborations with academia and research institutes.

Moreover, with the institutional development that is as well as important considering the regional regulations, proper planning, and design development framework will drive the investment that will be the trigger for the southern region of west Java development. On the other hand, the southern region of west Java development impacts that started to show at the beginning of the development of the existing conditionis the economic, social, and environmental impacts are necessary to watch over and considered as the foundation of decision-making for the readiness of the southern region of west Java development. Cases in the southern region of west Java show how negative social impact already made itself known, even at this early stage of the southern region of west Java development.

Rap-Region-dev analyses are also a tool to detect the development sustainability of the southern region of west Java. Using several dimensions and attributes, it can be seen to what extent each of these dimensions and attributes will carry the southern region of west Java onward. For example, it appears that each subdistrict analyzed had a sustainability level in correlation to various dimensions and attributes. There is a possibility to consider any specific sub-region with a low sustainability level in all dimensions too for an exclusion from the plan area (boundaries) of the southern region of west Java. It may happen due to the lack of carrying capacity and good assimilation capacity in the region, or it may not have sufficient supporting resources, or perhaps because of a high potential hazard.

This study contributes to the ideas, especially in incorporating socio-economic and environmental variables in the southern region of west Java development. Emphasized understanding of the intangible value of the area throughthe analysis of the Willingness to Pay (WTP) of the people who express their will to sacrifice some money for the development of southern region of west Java reflects the intangible value of the region, which may be of use later as the entrance fee pricing for this region.

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ASSESSMENT OF THE NATURAL-RECREATIONAL RESOURCES OF THE AKMOLA REGION (BASED ON THE EXAMPLE OF THE SHCHUCHINSK-BOROVOYE RESORT AREA) FOR THE PURPOSE OF SUSTAINABLE DEVELOPMENT OF TOURISM

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Abstract: The main purpose of this article is an assessment of the natural-recreational resources of the Akmola region (based on the example of the Shchuchinsk-Borovoye resort area) for their conservation and effective use with a priority for tourism development. The basic natural-recreational resources of the Shchuchinsk-Borovoye resort area are hydrological, botanical and geomorphological resources. The physical-geographical features of the lakes are considered from the point of view of tourist potential (absolute height of the relief, depth and area of the lakes, climate, transport accessibility) in order to assess the hydrological resources. Assessment of the tourist potential of the botanical resource was made on the basis of score-card system according to the degree of suitability for the development of tourism. Also, the results of assessing the tourist potential of geomorphological resources by morphometric indicators are presented in the article.

Key words: natural-recreational resource, hydrological resource, botanical resource, geomorphological resource, recreational potential, tourism

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INTRODUCTION

Currently, more and more tourists would like to expand their travel geography, get acquainted with new places, and obtain new impressions. In this situation, Kazakhstan is an object of interest as a country with a large territory, and as a result, having diverse natural-recreational resources that can satisfy the needs of an experienced tourist.

Each region of Kazakhstan has its own natural features. So, the north of the country, in particular the territory of the Akmola region, is a residual-denudation pediment plain with many plains, diverse flora and fauna, which are of great tourist interest. One of the unique places here is the Shchuchinsk-Borovoye Resort Area (ShchBRA). The feature of the ShchBRA is the complexity of resources (Figure 1). This is a unique granite low-mountain relief, relic coniferous forests, a system of fresh and saline lakes with valuable balneological properties, which in this work are evaluated as the main natural-recreational resources of the region. The ShchBRA is located on the territory of the Burabai State National Nature Park (SNNP "Burabai"), i.e. in a specially protected natural area (SPNA), where any economic activity, including also tourist-recreational one, should be carried out taking into account the need to conserve and restore the ecosystems of the National Park. Any tourism-recreational activities in the ShchBRA should be developed only with priority consideration for environmental restrictions and be based on the results of the assessment of the tourist potential of the territory (Yegemberdiyeva et al., 2018).

MATERIALS AND METHODS

When assessing the tourist potential of the functional component of a water body, a quantitative (medical-biological and technological) and a qualitative or expert's (sanitary-hygienic, psychological-aesthetic and environmental) assessment is used. Due to the specifics of determining the attractiveness of the zones of water and near-water recreation zones, a complex recreational regionalization is carried out in the territory under study (Litvinov, 2013). According to V.I. Prelovsky (Kuskov et al., 2005), the very concept of "beach-type resources" is considered as the product of the area of the beach, its environmental and psychophysiological load and the duration of the beach season. Assessments of the recreational resources of water bodies can be made according to the basic criteria of the water area for swimming, depending on the degree of favorableness (Ziganshin et al., 2016; Kolotova, 1999). The territory can be assessed in terms of its suitability for certain forms and types in recreational activities in water bodies (Mirsanjari et al., 2008; Buzyakova, 2006). For data visualization, methods of cartographic modeling and GIS technologies are used (Khromeshkin et al., 2015; Mukayev, 2015; Lazitskaya, 2014; Litvinov, 2013; Akhmatov, 2012; Gordeziani et al., 2011; Orlova, 2010; Staroverkina, 2007; Radojević et al., 2007; Shevtsova, 2001; Dorofeyev, 2003).

In the assessment of the tourist potential of the hydrological resources of the ShchBRA, the main emphasis is placed on lakes suitable for organizing and implementing recreational activities, criteria for the favorableness of the recreational properties of water bodies were

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considered on the basis of ranked indicators of natural systems (Rotanova et al., 2011). The evaluation of vegetation of the ShchBRA was carried out by a mixed method with a predominance of desk researches, including the preparatory stage, where cartographic materials were examined, data from official information sites were analyzed, literature of the corresponding profile was reviewed, as well as field studies along the planned routes, on which the boundaries of the contours of plant communities were determined with the description of phytocenoses (Hakim et al., 2017; Sultangazina, 2015).

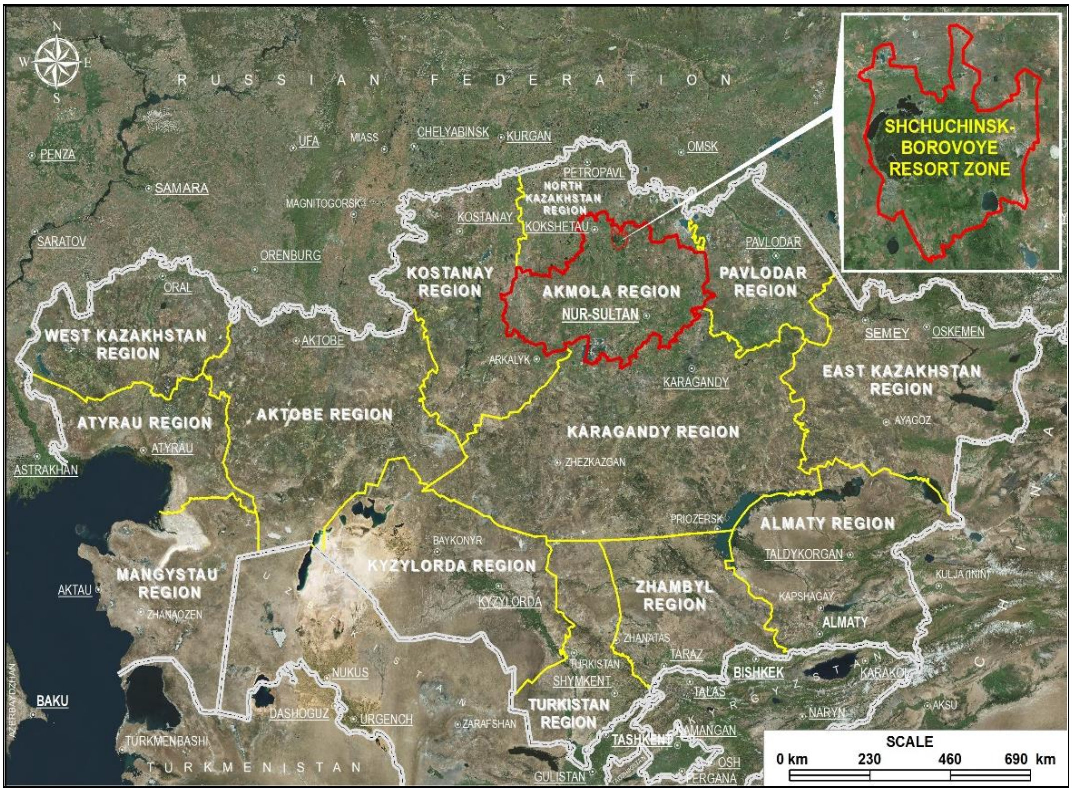


Figure 1. Geographical location of the ShchBRA

The following were considered to assess the vegetation of the territory: natural zonal characteristics of the territories and their species diversity. The boundaries of the contours of plant communities were determined according to the map of vegetation of Northern Kazakhstan (Atlas of Northern Kazakhstan, 1970). Seven basic plant communities were identified on the territory of the ShchBRA. The degree of suitability of vegetation for the development of ecological tourism and recreation was calculated on the basis of score-card system and 4 degrees of favorableness of tourism potential of vegetation of the territory of the ShchBRA were identified. The most favorable are forest and forest-steppe areas, steppes and meadows were evaluated as the middle category, and the territories with halophytic vegetation groups obtained the lowest score. An inventory of the main types of vegetation was carried out in field conditions on the areas of 10x10 m at different intensities of anthropogenic impact (Dancheva, 2013; Mutaqien et al., 2011).

The morphometric characteristics of the relief determine the internal landscape diversity of the natural system. Despite the fact that the concept of “internal landscape diversity” is related to the landscape, it is the relief that largely determines its morphological structure and forms the general recreational attractiveness of the territory (Los, 2017; Kirillova, 2012). There are several directions for evaluating the landscape diversity of the territories. The most common evaluation method is a sociological survey focused mainly on identifying aesthetic preferences of various social groups (Lange and Hehl-Lange, 2011; Buchecker et al., 2003). However, due to the incompetence of the respondents, the results of the survey may be limited to identifying the preferences of various categories of tourists with reference to ways and places of recreation (Kuskov, 2008). The score-card and expert approaches are widespread in the assessment of the aesthetic qualities of the territory. The score-card system can be applied at various stages of the research. The main thing in the assessment is the definition of the system of indicators and the selection of scales for comparing them. The expert method is based on the scores.

The source of information here is the opinion of specialists (Kiprina, 2014; Frank et al., 2013; Kolesnikov, 2007). Both methods have a significant share of subjectivity, the reduction of which requires an increase in the volume of statistical data. Another way to reduce the subjective factor is the emphasis on quantitative descriptions of assessment indicators, based on modern digital technologies. The assessment methods of landscape diversity using geo-information systems (GIS), actively developing among researches, are becoming relevant (Bibayeva et al., 2018; Roth et al., 2013; Vargues et al., 2008; Štefunková et al., 2006; Fourie, 2005). As a result of a detailed analysis of existing methods, the choice fell on the method of M.A. Los (Los, 2017), the author used GIS technologies to assess the tourist potential of the relief, which significantly reduce the time and economic costs during the assessment, while maintaining high accuracy of the results.

RESULTS DISCUSSIONS

The territory of the ShchBRA is characterized by an abundance of hydrological resources in comparison with the surrounding areas. Let us consider the criteria of the favorableness of recreational properties of water bodies for beach-type tourism (Table 1).

The characteristics presented in Table 1, were estimated for the unique and largest lakes of the ShchBRA: Burabai, Shchuchye, Ulken Shabakty, Kishi Shabakty, Katarkol and Zhukei. Undoubtedly, the overall situation will change with the expansion of the list of criteria.

The absolute height of the relief of the considered lakes is within the frame of the interval corresponding to the most favorable degree for beach-type tourism (less than 500 m). According to the maximum depth, Lakes Ulken Shabakty (25,4 m) and Shchuchye (23,1 m) are classified as lakes of medium depth, Lake Kishi Shabakty – as rather shallow (10,38), the rest are shallow (Katarkol – 7,14 m, Burabai – 5,98 m, Zhukei – 2,98 m). Accordingly, all lakes are estimated at 5 points for this parameter, as well as for average depth and area. Climate comfort is an important aspect for the development of tourism. In the summer period, according to the tourist comfort index (Mieczkowski, 1985), all three months are assessed as comfortable for conducting excursions and active types of tourism (Yushina and Yegemberdiyeva, 2019). It is necessary to take into account the number of summer days with an average daily water temperature in the range of plus 18 to plus 22 °C for beach-type tourism (Table 2).

Table 1. The criteria for the properties of water bodies for beach-type tourism (Source: Comprises Rotanova et al., 2011 and Avakyan et al., 1987)

Assessment indicators	Degree of recreational favorableness		
	Favorable (5 points)	Moderately favorable (3 points)	Unfavorable (1 point)
Absolute height of the relief, m	< 500	500…1000	> 1000
Maximum depth, m	Of medium depth (20…49), rather shallow (10…19), shallow (< 10)	Deep (50..99)	Very deep (100…200), exceptionally deep (> 200)
Medium depth, m	Of medium depth (7…14), rather shallow (3…6), shallow (< 3 m)	Deep (15…29)	Very deep (30…60 m), exceptionally deep (> 60)
Water surface area, sq. km	Large (100…500), medium (20…100), small (2…20)	Small (<2), very large (500…5000)	Largest (> 5000)
Climate comfort (summer)	Comfortable, moderately comfortable	Low-comfortable	Moderately uncomfortable, uncomfortable
Number of summer days with an average daily water temperature of 18… +22 °C	> 60	30…60	< 30
Transport accessibility, km	Well accessible < 100	Accessible 100…300	Poorly accessible 301…500, Practically inaccessible > 500

Table 2. Number of summer days with an average daily water temperature of +18… +22 °C
(Source: The State Water Cadastre of the Republic of Kazakhstan, 2012-2014)

Lake	Year (number of days)			Average
	2010	2011	2012	
Ulken Shabakty	82	61	51	65
Burabai	92	81	61	78
Shchuchye	82	51	41	58

According to Table 2, the duration of the period on Lake Burabai with a temperature comfortable for swimming is longer than on the other two lakes and is 78 days on average over 3 years. This criterion on Lake Shchuchye is estimated at 3 points, which naturally reduces the overall estimated favorableness. Although Lake Shchuchye in peak season is equal in popularity. This criterion is estimated at 5 points on lakes Burabai and Ulken Shabakty. When assessing the recreational resources of the lakes, it is necessary to pay attention to the structure and material of its shore, the availability of a beach and accessibility of water.

The nearshore zone of Lake Burabai has pinewood coverage of a medium density. A large open water table (10 sq.km.), overgrown with submerged plants except for maximum depth. Along the western and southern shores, there are small-area beds of reeds, rushes and water lilies (about 5 % of the area). The bottom of the lake is flat and very silty in the southern part. The thickness of silt deposits in some places reaches 1 – 1,5 m. The bottom is sandy in the northern and eastern parts of the lake. The eastern shore is more suitable for beach-type tourism, where tourism and recreational activities are intensively developing. The shores of Lake Shchuchye are predominantly gentle, and in the southwest they are moderately steep, merged with the slopes of hills covered with a pine forest. The shore line is broken with small near-shore bays. On the slopes, ancient near-shore natural levees are traced, which are formed by boulders and re-deposited crust of granite weathering. The water surface of the lake is open, without vegetation. The bottom at the northeastern and southwestern shores is sandy, at the southwestern – sandy and shingly, in some places silty, especially in the north (Saduokasova, 2015).

Lake Ulken Shabakty is located near the resort. To the south of the lake, there are slopes of the mountain range covered with mixed forest with a predominance of coniferous species, on the north side there is a hilly steppe plain covered with steppe mixed herbs, the eastern part of the basin is treeless. The shore line is crenellated with small bays and gulfs. In the western part in some places there are outcrops of massive rocks with steep slopes descending to the water. A peninsula shoots out into the lake from the west, beyond which a number of islands are located in the same direction, dividing the lake together with the peninsula into two unequal parts – the northern and southern, deeper one. In the northern part, in the area of the so-called “Sura shelf”, another peninsula extends into the lake. The relief of the bottom of Lake Ulken Shabakty is complex with rather rapid increase in depth. The beaches in the western part are composed of coarse-grained sand and gravel, where there is an extensive shallow bay up to 1,5 m deep. The western, northern and eastern coasts to a depth of 1,5 – 2,0 m are free of silt deposits, because well washed. Pebble-gravel soils are located also around the ridge of islands, but they are strongly silt-covered. In the middle part of the lake, soils are composed of silts. Birch and birch-aspen forests surround the southern part of the shore near Lake Kishi Shabakty. On the southeastern shore of the lake, at a distance of 450 – 500 m, a natural levee composed of inequigranular sand and large fragments of granite and crystalline schist can be traced. The southwestern part farther from the shore on the slopes of the mountains of Kokshetau is covered with pine forests. The lake water surface is open. The bottom near the shores is mainly sandy and sandy-and-shingly, closer to the middle – loamy, silty, and near the mountainous southeastern shore – stony. Hard vegetation is found to the depth of 3 m.

The Katarkol lake water surface is open, small in area (2 – 3 %) stands of cane and reed are located mainly near the northwestern shore. The bottom near the shores is dense, sandy-loamy, in some places sandy-rocky, silty in the middle and in the western part. Along the shore and almost everywhere, the beach is composed of coarse-grained sand, pebble and shingle.

Of all lakes under consideration, Lake Burabai is the most popular among holiday-makers; there is an organized beach area, and also tourists actively float in catamarans and boats, make excursions and walks. In the northwestern part of the lake, in the Goluboy Bay, there is a small rocky island – Zhumbaktas, rising 20 m above the water, such natural objects are of outstanding interest among tourists.

Transport accessibility of the lakes is good. A dense transport network passes through the resort area, and there is a developed network of recreation centers, resorts, camp sites and health centers. Many tourist routes and trails are developed for ecological and active types of tourism. It is possible to rent bicycles on the territory, which makes it possible to organize a cycle tour along the lakes. Some water bodies can only be used for recreational and sport fishing. In our case, in the context of tourism development, it should be taken into account that the

ShchBRA is located within the specially protected nature area, where tourist and recreational activities are carried out subject to the need to conserve and restore ecosystems and given environmental restrictions. In 20 – 60 % of the territories of the lakes of Burabai, Ulken and Kishi Shabakty, a conservation or regulated water use regime is partially established, which ensures the protection of these sites. On Lakes Shchuchye and Katarkol, the conservation regime of protection covers up to 90 % of the total area.

Estimation of the tourism potential of the flora of the ShchBRA territory is done on the basis of scoring according to the species diversity of plant communities, a 4-point scale was developed (Figure 2). The following were considered in order to assess the territory: natural zonal characteristics of territories, forest areas and species diversity of vegetation. The most favorable ecosystems are the forest ones, where the forests themselves are an important resource of landscape-aesthetic perception and healing of holidaymakers through the ionization and phytoncidal properties of plants. There is a latitudinal zonality traced in the spread of vegetation cover, which is partially disturbed by the relief. The vegetation of the ShchBRA is represented by five main types: forest, forest-steppe, steppe, meadow and solonchak. A significant area of forest tracts is occupied by pine and pine-birch forests. The elevated plains between forest tracts are occupied by steppes and forest steppes. Meadow communities are local and rather small in area. Different salinity of soils and soil-forming material, insufficient drainage of the territory leads to complexity, to a combination of areas of zonal vegetation with halophytic vegetation of solonetzes.

According to I.V. Kopyl, seven main plant communities are distinguished in the territory of the ShchBRA (Figure 2):

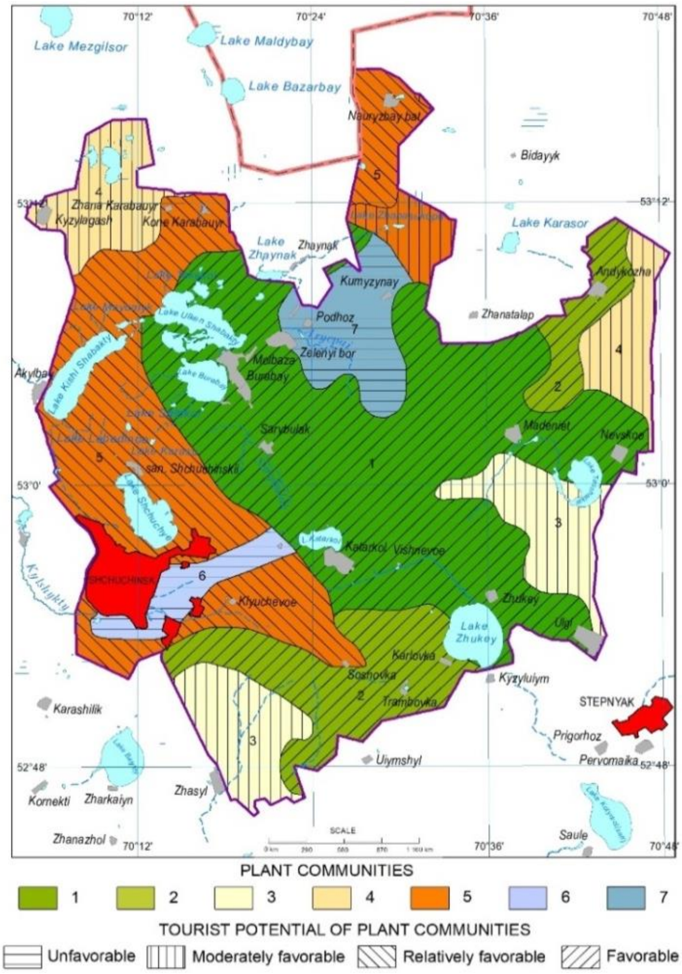
1 – In the central part of the ShchBRA, pine, pine-birch forests with dead soil covering, forests with lichen and grass layers (*Pinus silvestris, Betula verrucosa, Cladonia Alpestris, Ramischia secunda*) are concentrated on weakly-developed sod-podzolic and grey forest soils in the areas of the development of granitoids, where there is the presence of rare and Red Book species of vegetation – territories with a favorable degree of tourist potential for the development of scientific and ecological types of tourism;

2 – Forbs-grass meadow steppes (*Stipa rubens, Festuca sulcate, Phleum phleoides, Medicago falcate, Pulsatilla tlavescens*) in combination with pine-birch and birch steppificated forests (*Betula verrucosa, Pinus silvestris, Calamagrostis arundinacea, Festuca sulcata, Ramischia secunda*) in the south and east of the assessed territory also have a favorable degree of tourist potential and contribute to the development of various types of tourism, associated mainly with ecological tourism;

3 – Also, the southern and eastern areas of the territory are influenced by the rich in herbs red-feather grass steppe (*Stipa rubens, Festuca sulcata, Phleum phleoides, Filipendula hexapetala, Lathyrus tuberosus, Onobrychis sibirica*) in combination with birch, aspen-birch forests and forest outliers (*Betula verrucosa, Populus tremula, Calamagrostis epigeios, Rubus saxatilis, Trifolium lupinaster*) the territories with a moderate degree of tourism potential, more suitable for the development of commercial types (berries and mushrooms collecting) of tourism;

4 – Forbs-red feather grass steppes *(Stipa rubens, Festuca sulcate, Salvia stepposa, Phlomis tuberosa, Seseli ledebourii)* – occupy a small territory in the east and have characteristics similar to the rich in herbs red-feather grass steppe in the north-west;

5 – In the west of the ShchBRA – petrophytous forbs-oak grass-feather grass steppes (*Stipa rubens, Stipa capillata, Helictotricnon desertorum, Festuca suicata, Scabiosa isetensis, Artemisia frigida, Artemisia marschalliana, Orostachys spinose, Seseli ledebourii*) – the territory, relatively favorable for the development of scientific, commercial and ecological types of tourism;




Territories with a favorable degree of tourist potential, based on the plant assessment


Territories with a relatively favorable degree of tourist potential, based on the plant assessment


Territories with an unfavorable degree of tourist potential, based on the plant assessment

Figure 2. Map of tourist potential of plant resources of the ShchBRA (Source: Atlas of Northern Kazakhstan, 1970)

6 – Wheatgrass, bromegrass, sedge and reed grass meadows with forbs (*Agropyrum repens, Bromus inermis, Aneurolepidium ramosum, Calamagrostis epigeios, Puccinellia tenuissima, Lymomum gmelinn, Sanguisorba ofticinalis*), in some places halophytic – with the participation of *Artemisia nitrosa* and annual halophytic groupings occupy the northern part of ShchBRA and have an unfavorable degree for the development of tourism;

7 – Goldilocks-sheep's fescue, wormwood-sheep's fescue halophytic groupings (*Festuca sulcate, Linosyris villosa, Artemisia nitrosa, Artemisia latifolia, Galatella subglabra*) in combination with zonal vegetation stretch in a strip east of the city of Shchuchinsk and have an unfavorable degree for the development of tourism.

One of the most important factors that are taken into account in the assessment of the tourist potential of the territory is geomorphological resources. The relief acts as a frame that affects the psychological-aesthetic state of a person and forms the internal landscape diversity of the territory. It is the relief that largely determines the morphological structure of the landscape, creates a variety of facies and natural boundaries that form the landscape structure (Kirillova, 2012). The initial data in the assessment of the tourism and recreational potential of the relief of the ShchBRA are a digital elevation model (DEM) with a resolution of 30 m, topographic and geomorphological maps of the territory of the ShchBRA at a scale of 1:200 000. The calculations were made using the tools of the standard Spatial Analyst ArcGIS module. The first stage of the tourist assessment of the relief of the ShchBRA was dividing of its territory into squares with the size of 300 x 300 m. Further, the values of morphometric characteristics of the relief were calculated within these squares and each square obtained its own score (1-5) for each indicator (Los, 2017) (Table 3).

Table 3. Assessment of the relief according to morphometric characteristics (Source: Modified by Yegemberdiyeva from Los, 2017)

Vertical ruggedness		Horizontal ruggedness		Surface slope		Slope aspect	
m	points	m/m^2	points	degrees	points	aspect	points
0-25	1	0	1	0-4	1	flat surface	1
25-55	2	0-0,010	2	4-7	2	N	2
55-85	3	0,010-0,016	3	7-15	3	NE, NW	3
85-115	4	0,016-0,022	4	15-25	4	E, W	4
115-255	5	0,022-0,030	5	25-55	5	SE, S, SW	5

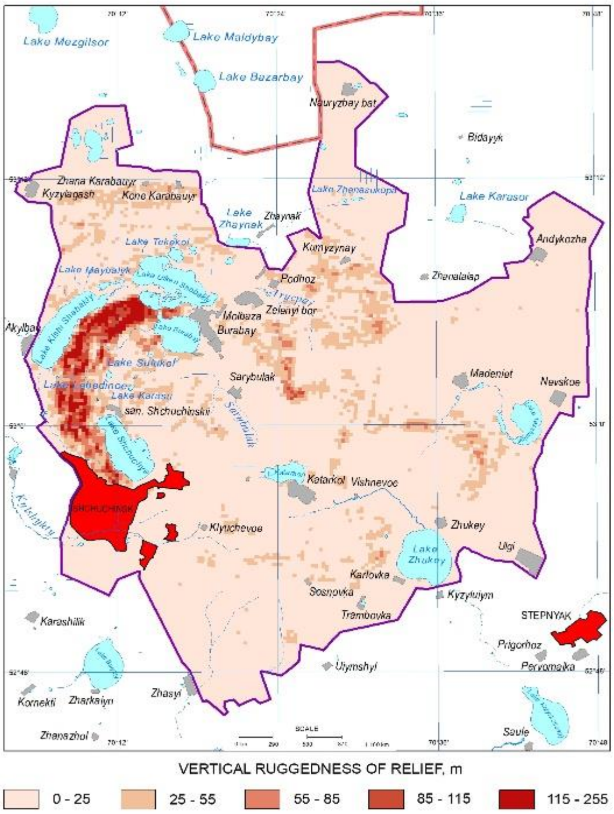


Figure 3. Map of vertical ruggedness of the relief of the ShchBRA (Source: Based on SRTM, 2000)

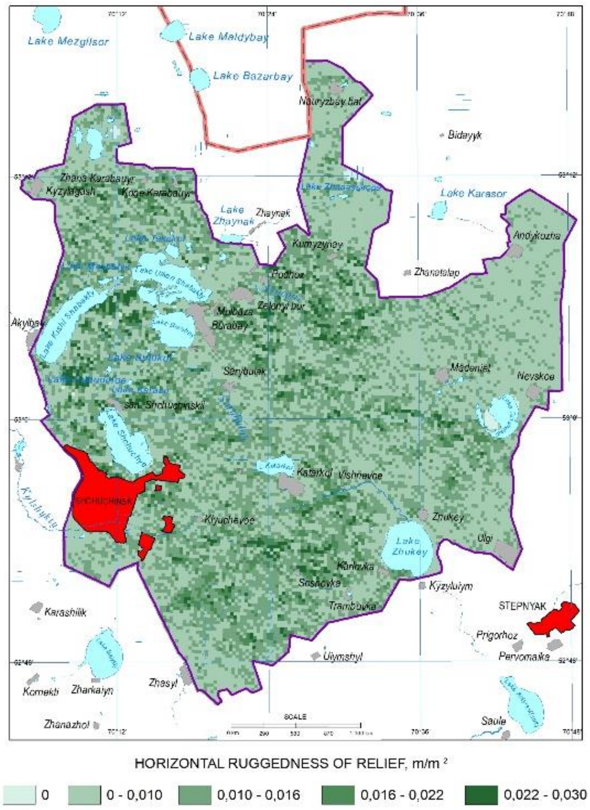


Figure 4. Map of horizontal ruggedness of the relief of the ShchBRA (Source: Based on SRTM, 2000)

The vertical ruggedness of the relief of the ShchBRA was determined with the use of the Zonal Statistics tool, where, within the selected squares, the difference between the smallest and largest values of all cells of the raster that belong to the same zone as the output cell (RANGE) (Figure 3). The vertical ruggedness of 95 % of the entire territory of the ShchBRA got the lowest score. The ridge-shaped undulating low mountains of the Kokshetau Upland – the mountains Kokshe, Bura, Zheke Batyr, as well as Lysaya Mountain obtained the highest value and the highest score. The density of the ruggedness of the relief (development of the erosion network) was calculated using the tools of the Hydrology group: Fill, Flow Direction, Flow Accumulation, Stream Link, Stream Order and Stream to Feature.

Then, using the Dissolve, Intersect and Join Features tools, the length of the erosion network within the selected squares was calculated (Figure 4). According to the results of the assessment, the horizontal ruggedness of more than 80 % of the territory of the ShchBRA equals to 2 (52,2 %) and 3 (31,5 %) points. The surface slope was calculated with the use of the Slope tool of the Surface group of tools (Figure 5). For each cell, the slope tool calculates the maximum degree of change in the *z* value between a particular cell and its neighboring cells (http://desktop.arcgis.com). It is commonly supposed that the steepness of the slopes most attractive for tourism development starts from 30-40^o (Garms et al., 2013). The highest values of the slope (25-55^o) are characteristic of the ridge-shaped undulating low mountains and the denudation hillocky area of the Kazakh Upland. The aspect was determined using the Aspect tool of the Surface group of instruments (Figure 6). This tool extracts the aspect of slopes from a raster surface. The aspect determines the direction of the slope of the maximum rate of change of values from each cell to its neighboring cells (http://desktop.arcgis.com).

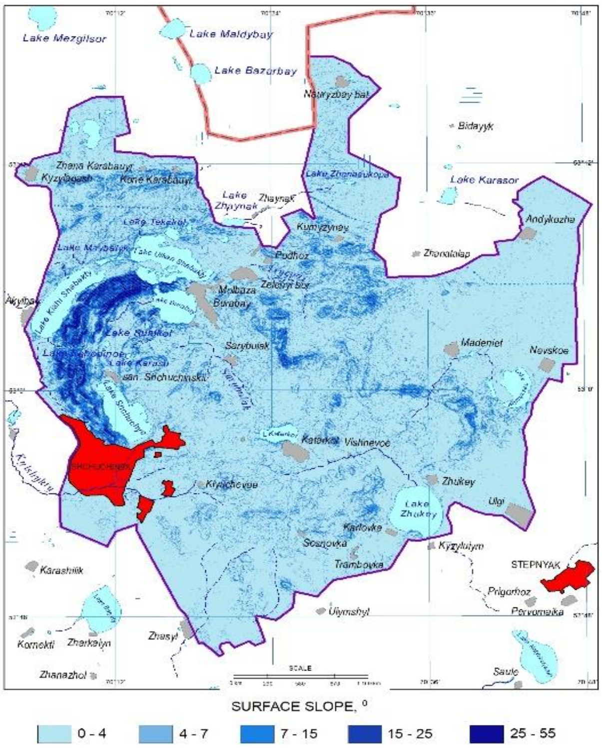


Figure 5. Map of the slope of the surface of the ShchBRA
(Source: Based on SRTM, 2000)

Figure 6. Map of the slopes aspects of the ShchBRA
(Source: Based on SRTM, 2000)

On the map of the slopes aspects of the ShchBRA, the lowest score was obtained by the flat surface, the highest – the southeastern, southern and southwest expositions of the slopes of the ShchBRA. Further, using the Map Algebra tool, the average value of the sum of 4 morphometric characteristics of the relief of ShchBRA, ranked on a five-point scale, was calculated (Figure 7). However, in order to assess the landscape diversity, it is necessary to consider also the vegetation of the territory, since the landscape is enriched and additional opportunities for tourism are created in combination with this component. According to the results of various assessments, mixed mature woodland with crown density, sparse or poorly expressed underwood is considered the most attractive (Kuskov, 2008). The data on the woodlands of the ShchBRA were obtained from topographic maps at a scale of 1: 200 000, for equivalence with other morphometric indicators, the layers of the woodlands were converted to raster format, if there is a woodland – 1 point is assigned, if no – 0 is assigned (Figure 8).

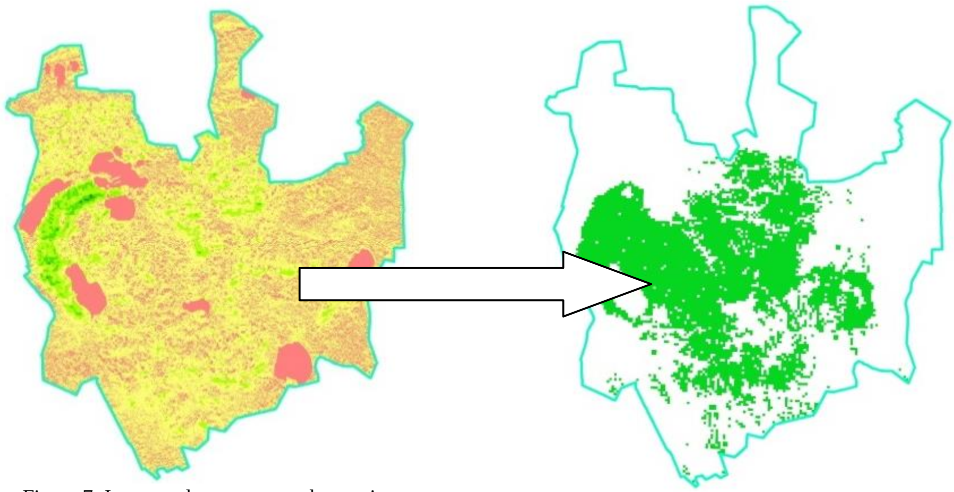


Figure 7. Integrated map on morphometric characteristics of the relief of the ShchBRA
(Source: Developed by Yegemberdiyeva)

Figure 8. Woodlands map of the ShchBRA
(Source: Topographic maps, scale 1:200 000)

Summing up the points of the integrated map according to morphometric characteristics and woodlands map made it possible to obtain a map of the landscape diversity of the ShchBRA territory (Figure 9) by 5 degrees: unfavorable, scarcely favorable, moderately favorable, relatively favorable and favorable. The mountains Kokshe, Zheke Batyr and the high elevations of Shchuchinskaya Sopka, where the vertical ruggedness varies from 115 to 255 m, horizontal ruggedness – from 0,022 to 0,030 m/m^2, the surface slope is from 25 to 55 degrees with southeast, southern and southwest aspect of the slopes, are the territories with a favorable degree of landscape diversity. Territories with absolute elevation from 400 to 900 m such as Kokshetau Upland, the mountains of Mailykora, Sarykaska, Lysaya, Burkitti, Semyonov Sopka and others, have a relatively favorable degree. The rest of the territory of the ShchBRA is flat, but because of the assignment of 1 point due to the presence of the woodland, territories with a moderately favorable degree were identified. Territory with scarcely favorable and unfavorable degree of landscape diversity occupies about 60 % of the total area of the ShchBRA. Here, the vertical ruggedness varies from 0 to 55 m, the horizontal ruggedness – from 0 to 0,010 m/m^2, the surface slope does not exceed 5^o.

View from Mount Kokshe.
Favorable degree of landscape diversity

The north-east coast of Lake Kishi Shabakty.
Moderately favorable degree of landscape diversity

The east coast of Lake Zhukey.
Scarcely favorable degree of landscape diversity

Figure 9. Map of landscape diversity of the ShchBRA (Source: Developed by Yegemberdiyeva, 2019)

CONCLUSION

As a result of the conducted research, it was revealed that on the lakes Burabai, Shchuchye, Kishi and Ulken Shabakty there is a decrease in the transparency of water and siltation of the bottom, as well as an intensive anthropogenic change in the landscape in the form of trampling down of the soils, the development of erosion processes, baring of the root system of pine plantations is observed. There are multiple mechanical damages to the vegetation cover. The lowest recreational load on the lakes Katarkol and Zhukei is explained by the remoteness of the water bodies from settlements and less developed tourist infrastructure.

Undoubtedly, Burabai, Shchuchye, Kishi and Ulken Shabakty lakes take on the largest flow of tourists, as they are the hallmark of the ShchBRA. In the eastern part of all lakes, where the shore is most suitable for beach-type tourism, there are settlements with a developed network of hotels, rest houses, sanatoriums and camp sites. Lakes are a key link for many routes. All this, in total, have a negative impact on the ecological state of valuable water bodies for the development of tourism and indicates the need for sustainable management of natural resources and the distribution of tourist flows. Territories with pine and pine-birch forests in the central part of the ShchBRA, as well as forb-grass meadow steppes with pine-birch and birch steppificated forests in the south and east are favorable for the development of scientific and ecological types of tourism. Petrophytous forbs-oat grass-feather grass steppes with relatively favorable degree are common for the development of scientific, commercial and ecological types of tourism. Southern and eastern areas of the ShchBRA with a moderate degree of tourist potential are occupied by rich in herbs red-feather grass steppe in combination with birch, aspen-birch forests and forest outliers, and also forbs-red feather steppes are more suitable for the development of commercial types (berries and mushrooms collecting) of tourism. Steppe and meadow areas in the north and west of the ShchBRA, goldilocks-sheep's fescue, wormwood-sheep's fescue halophytic groupings have an unfavorable degree for the development of tourism. Mostly, the botanical resources of the ShchBRA perform a resource function. Currently, berry, mushroom grounds and grounds with medicinal herbs are actively used for the development of hiking and commercial tourism near settlements or medical-recreational objects of the ShchBRA. The ionization and phytoncidal properties of the pine and pine-birch forests of the ShchBRA are also used, because they contribute to the increase in oxygen content in the air and its ionization – the process of formation of ions in the air, which has a cleansing effect on the human body. The mountains Kokshe, Zheke Batyr and the high elevations of Shchuchinskaya Sopka are the territories with a favorable degree of landscape diversity. These territories are favorable for the development of sports types of tourism, such as hiking and mountaineering, as well as alpine climbing, speleo-tourism, mountain skiing. Hiking can be developed almost throughout the entire territory of the ShchBRA, but due to the height of the terrain and steepness of the slopes, the route in this section can be difficult and require physical training of tourists. The relief of this area is low-mountain, and accordingly here it is necessary to develop low-mountain hiking routes in places, where the climbs are convenient enough.

The Kokshetau Upland, the mountains Mailykora, Sarykaska, Lysaya, Burkitti, Semyonov Sopka and others – these are territories with a relatively favorable degree of landscape diversity, advantageous for the development of medical-recreational and sports tourism. Ridge-shaped and hilly relief of the Kokshetau Upland is most favorable for recreational purposes, as well as for the placement of medical-recreational facilities. At the same time, there is great potential for the development of sports tourism in these territories, as example of this is the Republican Ski Resort in Shchuchinsk. The rest of the territory of the ShchBRA is flat, on which a moderately favorable degree of landscape diversity was identified due to the presence of the woodland. These territories have the potential for the development of hiking and wellness tourism, including berries and mushrooms collection. The territory with a scarcely favorable and unfavorable degree of landscape diversity occupies about 60 % of the total area of the ShchBRA. The relief of this territory is aesthetically not very expressive and unfavorable for tourism. Summarizing the above, it can be noted that the ShchBRA has the potential for the development of ecological tourism, which implies active types of tourism and recreational activities. But at the same time it should bear in mind that ShchBRA is located within the specially protected natural area, i.e. tourism and recreational activities should be carried out taking into account ecological capacity, the need to conserve and restore ecosystems, as well as environmental restrictions set.

Aknowlegments

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POTENTIAL OF REUSAM ISLAND TO BECOME SHARIA ECOTOURISM AREA

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Abstract: This study aims to see the potential and carrying capacity of Reusam Island in accordance with the needs of the ideal Halal ecotourism area in Aceh Jaya, Indonesia. This research is a survey research, the data used in this study consists of primary data and secondary data. Data on the potential of ecotourism, natural resource capacity and the application of Islamic Sharia were obtained through distributing questionnaires to 660 samples. Based on the analysis it was found that the potential carrying capacity of Reusam Island was generally in accordance with the needs of the Halal ecotourism area in Aceh Jaya, including weather changes, efforts to anticipate the high waves and the graceful, the manager of the Reusam Island tourist area took a stand by not carrying out crossings to the island. Support to go to Reusam Island, another problem, the lack of management officers both in terms of quantity and quality. Public response about the capacity of natural resources on the island of Reusam to be used as an ecotourism area, almost all items received positive responses from visitors, except about the coral reefs on the island of Reusam which are used for diving and snorkeling destinations. Public response to the ecotourism potential of Reusam Island received a positive response, except in terms of Government support for the management of the ecotourism area on Reusam Island, most of the endorsers still doubted the commitment of the local government. As for Sharia tourism, all respondents agreed on Reusam Island to be a Sharia ecotourism area.

Key words: Reusam Island, Tourist Arrivals, Aceh Jaya, Ecotourism, Sharia

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INTRODUCTION

Indonesia in general has the potential to become a world tourist destination in various forms, both cultural, natural and religious tourism. For cultural tourism, we can see the diversity of tribes and cultures in Indonesia, one of which is in Jokjakarta, while nature tourism is strongly supported by the natural beauty in Indonesia, such as Bali and NTB. In addition to cultural and natural tourism, the development of religious tourism has also increased, we can see this, one of which is the visit of the people to visit the Ulama Cemetery, as well as historical heritage sites related to other religions. According to Butar and Soemarno (2013), Indonesia is a country rich in natural and cultural resources. The country's territory, which consists of more than 17,000 islands stretching along 6400 km from West to East, and around 3,000 km from North and South, naturally has high diversity. Indonesia has diverse resources such as the availability of the Greater Sunda Islands (Sumatra, Kalimantan, Java and Bali). With capital of ethnic and cultural diversity, and supported by natural resources, Indonesia has become one of the world's tourist destinations, so that in developing the tourism area in the future, it will not be too difficult, because the main capital in the form of cultural and natural wealth has been owned by the Indonesian people (Vujko et al., 2018; Perbawasari et al., 2019_b). In addition, there is currently a shift in the orientation of the tour, from mass tourism to special interst tourism (Tondang, 2007; Sembiring et al., 2019). The shift occurred from cultural tourism towards more natural tourism (Lubis, 2013). A similar sentiment was also conveyed by Kilipiris and Zardaya (2012), where there is a shift from tourists who prefer to protect the environment and culture which are oriented towards tourism. This difference is one of the factors that causes the number of foreign tourists visiting Aceh to continue to increase from year to year. One area that has the potential to develop ecotourism areas is Aceh Jaya District. Aceh Jaya is a district that was formed in 2002 precisely on April 10, the result of the division of Aceh Barat District. The geographical situation of Aceh Jaya Regency is not much different from the other South West Aceh regions, most of the area is a coastal area with an area of 3.813 km² (BPS, 2013), with a coastline length of +/- 160 km² (BPS, 2013).

When viewed from the vast coastal area of Aceh Jaya, which is mostly coastal areas, it has attractive tourist destinations to visit, among others, Ceumara Teunom Beach, Pasi Panga Beach, Reusam Island. Calang Beach, Pasie Saka Beach, Gunung Geurute Cliffs, Lhok Geulumpang Beach. The places mentioned are some coastal areas in Aceh Jaya which have the potential to become ecotourism areas. One of the tourist attractions above, is the object of this research, namely Reusam Island. Reusam Island is located in Aceh Jaya Regency, precisely in the Bay of Rigaih, Setia Bakti District, is a tourist area that has natural potential with attractive coastal areas and ecological richness that is still beautiful. This is supported by the Government of Aceh Jaya Regency, by making Reusam Island a conservation area Coral reefs.

LITERATURE REVIEW

Ecotourism

Increasing population, is directly proportional to the interest of the community to travel, without realizing it has a direct impact on

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environmental degradation that is increasing due to human activities in the tourism sector, both intentionally or not. According to Baksir (2010) ecotourism is actually a combination of various interests that grow based on environmental, economic and social concerns. In other words, ecotourism is a model of tourism development that respects the rules of nature by implementing an integrated development and conservation program between efforts to conserve natural resources and the sustainable development of the community's economy (Fandeli and Mukhlison, 2000; Buchsbaum, 2004; Kolosinska et al., 2018; Pohan et al., 2018; Schlüter and Schumann, 2018). From the explanation of the opinions of the experts above, ecotourism is a nature tourism activity and having a destination in addition to enjoying the beauty of nature is also responsible for environmental conservation in the areas visited by tourists (Eshun et al., 2019). The same time generate income for the region or the local community, where part of the income is used for environmental conservation.

Potential of Coastal Areas and Islands as Ecotourism Areas

Coastal area is a strategic area that determines the quality of land, this is because the coastal area has a free relationship with the open sea and receives fresh water input from the mainland. Meanwhile, according to Adrianto (2004), in the perspective of ecosystems in coastal areas, the area of small islands can be divided into several sub-regions, namely: (1) coastal offshore zones; beach area (beach zone); (3) coastal lowland zone; (4) inland zone. Judging from the complexity and beauty of the coastal area, it makes it an ecotourism area that is often visited, both as tourists and researchers. The most common pollution we encounter in tourist areas includes physical, biological and impacts on wildlife including animal disturbance and feeding (Muda and Wahyuni, 2019). Other impacts include littering, collections of artifacts, graffiti and damage to coral reefs (Farrell and Marion, 2001). Environmental damage will continue if the management of tourist areas without environmental basis (ecotourism), for example environmental degradation that occurred in Honduras found by Stonich (1998) in Zambrano et al., (2010) found that tourism in Honduras caused significant environmental degradation which affects the health of the local population. In addition, the sustainability of ecotourism can be questioned and disrupted if the destiny requires a long journey, as a result it will have a global impact because the farther away the ecotourism destination the more fossil energy needed by Marzouki et al., (2012). Efforts to anticipate degradation, is by requiring the island and coastal areas which are encapsulated by ecotourism areas should get the attention of all parties, especially in development and management.

Baksir (2010) explains the understanding of small island management is a process of planning, utilization, supervision, and control of small island resources whose area is = 2.000 km^2, functionally interacting from the ecological, economic, socio-cultural aspects both individually and synergistically can improve the welfare of the community. The achievement of the Indonesian government's targets through the ministry of tourism have five main targets for the 2014-2019 period:

a. First, the contribution of tourism to Gross Domestic Product (GDP) increased from 9 % in 2014 to 15 % in 2019. As of November 2015, tourism's contribution to GDP was 9.5 %;
b. Secondly, foreign exchange increased from IDR 140 Trillion in 2014 to IDR 280 Trillion in 2019. Currently the contribution of tourism to the National GDP is estimated to reach 4 % with foreign exchange of IDR 155 Trillion;
c. Third, the contribution to employment opportunities increased from 11 Million in 2014 to 13 Million in 2019;
d. Fourth, the tourism competitiveness index increased from 70 in 2014 to 30 in 2019;
e. Sixth, the number of domestic tourist trips increased from 250 Million in 2014 to 275 Million in 2019 (Kemenpar, 2015 in Widagdyo, 2015).

Coastal Resources for Ecotourism

Coastal zones are defined as geomorphological areas on both sides of the coast where biotic and abiotic components of the marine and terrestrial environment interact to form complex ecological and economic resource systems, where human populations, both residents and tourists, carry out their activities. social, recreational and commercial activities (UNEP(DEC)MED, 2005 about Integrated Coastal Zone Management in the Mediterranean. Meeting of the MAP Focal Points. Athens, Greece, 21–24 September 2005). The resources contained in the coastal area make it one of the centers of world civilization, so it is not impossible to see, when there was an earthquake and tsunami disaster in Aceh Province, thousands of people became victims, this proves the coastal area is the center of human life activities. According to Ozyurt and Ergin (2009) Coastal areas have historically been used for human settlements because of the abundance of natural resources needed for survival and development (Ozyurt and Ergin, 2009). Unspoiled coastal areas, including beaches, dunes, wetlands and forests, provide valuable ecosystem benefits, such as storm surges, recreational opportunities, carbon storage, habitat provision, temperature regulation, and water quality improvement (Spalding et al., 2014). This protected area can protect the community from the impacts of climate change (Arkema et al., 2013). The existence of the coastal area, the benefits are felt by the community in general, especially those domiciled in the region, for example the benefits of the coastal area in the UK, as described by Jones et al., (2011) identified that although coastal habitats only occupy 0.6% of the area mainland England, they account for around £ 48 Billion (adjusted to 2003 values) of ecosystem benefits. While in the United States, which in total, 14.7 Million hectares of land covering 15 protected states along the US east coast, account for more than 20 % of the land area on the east coast (Niell et al., 2017). This area protects coastal communities from damage due to climate change, but the fact is that coastal areas themselves receive the effects of climate change such as rising sea levels. The level of global sea level rise averaged 0.13 Inches (3.11 mm) per year between 1993 and 2008, as identified by satellite data (Ablain et al., 2009).

Mangrove Ecosystem

Mangrove ecosystems are intertidal wetlands in sub-tropical or tropical coastal areas. This ecosystem has a key role in (i) biogeochemical cycles in tropical estuary ecosystems, (ii) sustainability of the coastal ecological system, (iii) support for aquaculture or (iv) stabilization of tropical coastlines (Kurniawan et al., 2014). Similar opinion was also conveyed by Gong et al., (2017), mangrove ecosystems have a large capacity to hold heavy metals, high copper concentrations have been recorded in mangrove deposits throughout the world now (Gong et al., 2017). Strong and sturdy mangrove roots make this ecosystem function to maintain the stability of the coast from the effects of erosion, waves and abrasion, protection of the land, Tsunami, typhoon, sea water intrusion, and the threat of various pollutants and pathogens, ecologically, mangrove ecosystem functions as a buffer for ecological balance between life on land and sea (Umilia and Asbar, 2016). Besides mangrove plants also become a source of energy for many marine biota species such as fish, shrimp, shellfish, crabs and various other types of biota, spawning land, rearing, animal feed and as a place to live (Umilia and Asbar, 2016). Economically, mangrove ecosystems function as suppliers of products that bring economic benefits to humans, such as providers of recreational facilities, education, aquaculture and animal husbandry and providers of products for fuel, paper, construction, household appliances, textiles, leather, food, drinks and medicines (Salm et al., 2000). According to Nanlohy et al., (2015), this is caused by the very low level of knowledge and concern. In the study of Nanlohy et al., (2015) the data shows that the percentage of the level of public knowledge about climate change is very low only in 26.67% of people in the Bay of Kotania who know about climate change, while the community of 73.33% never knew about climate change.

Lamun Ecosystem

Lamun are plants that float in the sea, which form broad grasslands in shallow coastal waters on all continents except Antarctica (Short et al., 2007). Besides seagrass is also known as one of the most productive marine ecosystems after mangroves and coral reefs (Blankenhorn, 2007). Seagrass beds provide human needs for a long time, for example, Posidonia litter which has been used as a storage area for beds since the 16th century (Terrados and Bodrum, 2004). Lamun ecosystem contribute to the overall marine ecosystems, both in the ecological and economic fields, including the capacity in stabilizing sediments, improving water quality, and its function in the carbon and nutrient cycle, and also serves to provide habitat for various forms of life in waters. coastal area (Hemming et al., 2000 in Nadiarti et al., 2012). In terms of the stability of Lamun ecosystems play a role in the productivity of coral reefs and other fisheries (Unsworth and Cullen, 2010), because Lamun have the ability to filter nutrients and sedimentation before burdening coral reefs. According to Mcleod in Nordlund et al., (2018), the distribution of seagrass populations is currently estimated to range between 177.000-600.000 km, but due to various factors, both due to human activity and an increase in global climate causing a decline in seagrass populations, the estimated rate of decline ranges from 7% globally (Waycott et al., 2009). Globally, the loss of seagrass beds between 1879 and 2006 was 27 km^2 (Waycott et al., 2009). Efforts to conserve and coastal ecosystems in general have been carried out by the government, one of them is by issuing laws and regulations in Indonesia, law 31 of 2004 concerning fisheries and law 27 of 2007 concerning management of coastal areas and small islands, which states that seagrass ecosystems are part of fisheries management (Nadiarti et al., 2012; Mossa et al., 2018).

Coral Reef Ecosystem

Coral reef ecosystem, is a typical ecosystem located in the tropics, which is formed from calcium carbonate deposits (CaCO3) produced by reef-forming organisms (hermatipic corals) from the film Cnidaria of the order Scleractina which lives in symbiosis with zooxantellae and a few additions from calcareous algae and other organisms which secretes carbonates (Benget, 2002 in Lubis, 2013). Many coral reef ecosystems are used as tourist sites, around 30% of the world's coral reefs are valued in the tourism sector, with a total value estimated at nearly US $ 36 billion, or more than 9% of the value of coastal tourism in the world's coral reef countries (Spalding et al., 2017). Indonesia is an archipelagic country, which is one of the largest coral reef ecosystems. Coral reefs in Indonesia have an area of 50,875 km^2 which constitutes 18% of the world's total coral reefs (Burke et al., 2002). The rich ecosystems of the world's coral reefs are being threatened by both natural phenomena and human activities. Climate change is considered the most serious risk for coral reefs worldwide, agricultural pollution threatens around 25% of the total area of global coral reefs (Burke, 2011 in Kroon et al. (2014). Several studies in the Solomon Islands have shown that human population density and market access increases fishing pressure, which in turn is a major driver of threats to farmers' stock and diversity (Brewer et al., 2012).

Ecotourism and Regional Development

The development of community based ecotourism areas, helps the government in increasing the level of welfare of the community in general, and the population around the ecotourism area in particular, this is in accordance with the opinion of Situmorang and Mirzanti (2012), ecotourism will significantly affect the local labor market and regional domestic products. Sustainable development of ecotourism areas requires effort and commitment from all parties, especially the government's attention in accommodating important dimensions in sustainable tourism development, according to Hasan (2015) there are 6 (six) important dimensions of green tourism namely:

a. Direct experience with the natural and cultural environment, environmentally friendly, socially, and psychologically acceptable;
b. Define the environment according to natural rules, not tourists;
c. Planning and participating in greentours;
d. Increasing the attention and ethics of tourists towards the environment;
e. Economic contribution to the tourism industry;
f. Directing part of the revenue for the natural resource area.

Fulfilling 6 (six) important dimensions of green tourism will help the government in meeting the needs of tourists, provide opportunities to increase economic growth, protect physical location, and improve the quality of life of the population while increasing opportunities going forward through the coexistence of tourism development and environmental quality (Eagles et al., 2002; Carvache et al., 2018; Carvache et al., 2019). The development of the Reusam Island ecotourism area also has the support of the Lhok Timon Village apparatus, this is in line with existing regulations, one of which is Law No. 6 of 2014 concerning Villages, according to Badaruddin et al., (2017) explains that through Law Number 6 of the year 2014 in addition to re-recognition of traditional villages, also gave greater autonomy for villages to be able to manage and develop villages in achieving national development goals, as well as achieving prosperous and equitable communities.

Community Based Ecotourism Management

Successful management of ecotourism and protected areas requires sustainable use of visitors, which requires the effective management of natural areas for the pleasure of visitors and the protection of resources for ever (WCED, 1987 in Farrell and Marion, 2001). In carrying out effective and sustainable ecotourism activities, it is necessary to understand some general characteristics of ecotourism, which have been identified by UNEP (2004) and the World Tourism Organization as:

a. Involving appreciation not only of nature, but also of indigenous cultures prevailing in natural areas, as part of the visitor experience;
b. Contains education and interpretation as part of travel offers;
c. generally, but not exclusively, organized for small groups by small, specialized and locally owned businesses;
d. Minimizing negative impacts on the natural and socio-cultural environment;
e. Support the protection of natural areas by producing economic benefits for managers of natural areas;
f. Providing alternative income and employment for local people;
g. Increase local and visitor awareness of conservation (WWF, 2001).

According to Das and Chatterjee (2015) the aim of ecotourism development is to protect certain areas through the provision of income, environmental protection, education and the involvement of local residents. The International Ecotourism Community defines ecotourism as responsible travel to natural areas that preserve the environment and sustain the welfare of the local community (WWF, 2001). Success in achieving these three things requires maximum effort, moreover to achieve all three goals at once, many obstacles such as political, economic and other interversions. According to Honey (2002) in Zambrano et al., (2009) to achieve each ecotourism goal must be supported by a set of clear standards and applied consistently, as occurs in areas with national or regional ecotourism certification programs, Protection Forests and so forth. In this case ecotourism becomes a reliable tool to improve the local economy, especially in disadvantaged areas. In remote and natural areas, ecotourism is responsible for generating income for environmental protection (Santarem et al., 2015).

Community Empowerment Around the Ecotourism Area

The development of an ecotourism area, can not be separated from the involvement of local residents and communities around the ecotourism destination area, this is in accordance with the theory of complex ecosystems in ecotourism, which emphasizes the balance between socio-cultural, economic and environmental, of the three elements above there are interrelated interactions and complement each other. Based on the research results of Auesriwong et al., (2015) concluded that the Development of Community-Based Ecotourism which is Integrative to Sangkhom District succeeded in bringing together different stakeholders, and increasing stakeholder participation in the tourism planning process. Based on the results of Auesriwong's research, evidence of the development of community-based tourism has become an important tool for sustainable management (Sebele, 2010).

Ecotourism as a Community-Based Conservation Facility

The presence of ecotourism areas can be both positive and negative. It can positively affect people's living standards, increase income, create new jobs, improve local infrastructure, increase the availability of entertainment facilities, promote local identity, etc. However, tourism also has the potential to cause negative impacts by making the cost of living and micro crime increase, exacerbating population density and conflict disruption, and changing ecosystems (Chiappa et al., 2016). Community feelings play an important role in encouraging community support for the development and conservation of tourism areas (Abang et al., 2016). According to Farrell and Marion (2001), increasing community environmental education and community participation will greatly assist the conservation process in the area around ecotourism, making local communities appreciate the use of natural resources that are not only consumptive (Farrell and Marion, 2001). A similar sentiment was also conveyed by Tsung (2013) who understands the support of host citizens for the development of sustainable tourism is an important factor in the success of community-based tourism management and marketing.

Sharia Tourism

Growth in the Muslim population continues to increase throughout the world, making the Sharia tourism market increasingly in demand, so it is not surprising, many Sharia tourist destinations are found, although not in a predominantly Muslim country (Perbawasari et al., 2019_a). In terms of implementation, there is a difference between Sharia tourism in majority countries and Muslim minorities (Sadalia et al., 2018). The application of Sharia tourism in non-Muslim majority countries is more oriented to Halal tourism.

Development of World Sharia Tourism

Growth and development of Islam is growing faster than other world religions, in 2010 the global Muslim population surpassed one billion and a half and is expected to increase to 2.2 Billion by 2030 (Pew Forum, 2011 in Carboni and Janati (2016). Muslim population in the world, also has a positive influence on the demand for Halal tourism markets that are part of Sharia-based tourism. According to Battour et al., (2016) the tourism industry recognizes the increasing interest of Halal tourists both from the point of view of practitioners and researchers. The rise in interest in Halal tourism is partly due to the growth of Muslim populations around the world. Muslim consumers are one of the fastest growing market segments and their needs cannot be ignored by destination providers and tourism operators (Battour and Ismail, 2014). In accordance with the World Islamic Economic Report, the global Muslim travel market was valued at $ 140 Billion in 2013, which is equivalent to 11.5% of global spending. The same report predicts that the segment is estimated to be worth $ 238 Billion in 2019 and represents 13% of global spending (Battour et al., 2016). At present there is a struggle for the Muslim tourist market which has led to countries such as Malaysia focusing more on attracting Muslims by developing their tourism industry to suit the needs of Muslim visitors (Al-Hamarneh and Steiner, 2004). Sharia tourism preparation is not only done by Malaysia, various developing countries, making tourism as one of the fastest growing sectors and effective tools for foreign investment and financial reserves, international tourism activities have become the main source of foreign exchange income for several OIC Member Countries such as Benin, Chad, Gambia, Maldives, Mali, Senegal, Sierra Leone and Uganda (Farahani and Eid, 2016). Carboni et al., (2014) added that Islamic tourism is not restricted to religious purposes and is not exclusive in Muslim countries. Islamic tourism attracts many non-Muslim tourists who are interested in what is called 'Islamic Culture'. Islamic culture in this case is Sharia and its practice by Muslims should not be considered static. Instead, Islam responds to cultural changes and changes in activities such as tourism. For example, in the case of Malaysia, there was a development of tourism that was different from the Western understanding in meeting the needs of Muslim visitors (Jafari and Scott, 2014).

RESEARCH METHODS

This research is a survey research, the data used in this study consists of primary data and secondary data. Primary data were obtained directly from the field, whereas for data on ecotourism potential, natural resource capacity and the application of Islamic Sharia were obtained through questionnaires. From the results of preliminary observations with the Lhok Timon Village Head (Geuchik) of Setia Bakti Subdistrict, it is estimated that the number of tourist visits on Sundays + 500 people, assuming the data collection is carried out for 3 (three) months/12 weeks. So (500 people x 12 weeks) a total population of 6.000 was obtained. Determination of the number of samples is done by the Harry King Nomogram with an error rate of 10%, we get a sample of tourists as much as 11% of the tourist population on Sundays or as many as 55 people every Sunday, then get (55 people x 12 weeks) the total sample is 660 people the sample.

RESULT AND DISCUSSION

Characteristics of Respondents

Several questions related to the respondent's personal data and the purpose of visiting Reusam Island in Table 1.

The most cost spent visiting Reusam Island is around IDR 1.000.000 as many as 57.88% of visitors, and 22.88% of visitors spent as much as IDR. 2.000.000. 11.97% of visitors spent IDR 3.000.000. And the rest that cost more than 3 million were 7.27% visitors. Based on the results of the distribution of expenditure in point 6 above, if the management of the Reusam Island area is carried out in a professional manner and is able to attract the interest of tourists, it will directly be able to increase Aceh Jaya's local revenue in general and local communities around Reusam Island in particular. The distribution of economic turnover in Aceh Jaya Regency is no less than 4 billion every week with the assumption that the carrying capacity of Reusam Island is 4.153 people/day decent asebility on Reusam Island.

Response to Carrying Capacity, SDA Capacity, Ecotourism Potential and Application of Islamic Sharia in Aceh.

Carrying capacity

The distribution of the questionnaire about carrying capacity aims to determine the response of visitors to the satisfaction and readiness of the island of Reusam to become an ecotourism area show in Table 2. Changes in weather do not make visitors worried about changes in sea wave height. This can be seen from the response of visitors as much as 17.42% and 14.85% strongly disagree and disagree, while 18.33%

choose neutral in this case, besides that as many as 29.70% and 19.70% choose to agree and strongly agree with the above statement. In an effort to anticipate the high waves and graceful, the manager of the Reusam Island tourist area took the stand by not carrying out crossings to the island until the weather supported heading to Reusam Island, this policy was taken in order to avoid things that are not desirable.

Table 1. Characteristics of Respondents

No.	Result		Total		
1. Age	11-20 Years	21-30 Years	31-40 Years	> 41 Years	
Percentage (%)	22.88	45.00	21.36	10.76	100
2. Sex	Male	Female			
Percentage (%)	61.82	38.18			100
3. Profession	Civil Servants/Military/Police	Farmers / fishermen / laborers	Student	Private & others	
Percentage (%)	9.55	38.03	30.00	22.42	100
4. What was the last formal education you got	Elementary school equivalent	Middle school equivalent	High school equivalent	Collage	
Percentage (%)	11.52	12.42	48.64	27.42	100
5. Activities performed	Tourism	Research	Fishing	Others	
Percentage (%)	55.91	3.48	29.70	10.91	100
6. How much did you spend to visit Reusam Island	IDR 1.000.000	IDR 2.000.000	IDR 3.000.000	Others	
Percentage (%)	57.88	22.88	11.97	7.27	100
7. Do you visit Reusam Island when you stay?	Yes	Not			
Percentage (%)	27.73	72.27			100
8. When staying, where do you stay	The guesthouse	Family place	hotel	Others	
Percentage (%)	15.30	39.34	31.14	14.20	100
9. How was the tour experience that you felt in visiting this tour?	Positive	Negative			
Percentage (%)	88.94	11.06			100
10. How many times have you visited the Object of Reusam Island?	One Time	Twice	Others		
Percentage (%)	66.21	24.70	9.09		100
11. Who are you visiting Reusam Island?	Alone	Family	Friend	Others	
Percentage (%)	3.48	46.97	45.91	3.64	100
12. How do you know about this Reusam Island attraction?	Print media	Electronic Media	Oral Information	Travel agencies & more	
Percentage (%)	2.27	53.48	40.30	3.94	100
13. The nature of your visit to Reusam Island?	The main purpose	Next destination	Transit	Others	
Percentage (%)	62.88	25.91	3.94	7.27	100
Percentage (%)	100	0			100

Table 2. Community Response Towards carrying capacity

No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Carrying capacity							
1	The number of visitors visiting Reusam Island does not interfere with my comfort while on Reusam Island	7	18	93	338	204	660
Percentage (%)		1.06	2.73	14.09	51.21	30.91	100
2	The most comfortable time I was on Reusam Island for a tour + - 240 minutes (4 hours). If the answer does not agree, state another time ... Clock	21	12	214	224	189	660
Percentage (%)		3.18	1.82	32.42	33.94	28.64	100
3	The state of the land (the risk of erosion) does not make me worry about being on Reusam Island.	6	24	134	179	317	660
Percentage (%)		0.91	3.64	20.30	27.12	48.03	100
4	Changes in weather make me worried about changes in sea wave height	115	98	121	196	130	660
Percentage (%)		17.42	14.85	18.33	29.70	19.70	100
5	The number of management officers available is sufficient to manage the activities of Reusam Island tourism	299	241	52	38	27	660
Percentage (%)		45.30	36.52	7.88	5.76	4.09	100
6	The professionalism of the security team is sufficient	309	268	45	22	16	660
Percentage (%)		46.82	40.61	6.82	3.33	2.42	100

Natural Resource Capacity

Table 3 show about community response to natural resources capacities below. Public response about the capacity of natural resources on the island of Reusam to be used as an ecotourism area, almost all items received a positive response from visitors, except about the coral reefs on the island of Reusam which are used for diving and snorkeling destinations. The beauty of diving and snorkeling destinations. 49.85% and 28.64% of visitors answered strongly disagree and disagree, 11.82% neutral. While 5.61% of visitors chose to agree, and 3.64% of visitors strongly agreed, in addition there were 0.45% did not give a choice. Based on the community's response, an active role of the Aceh Jaya Regional Government is needed across other sectors, in the continued development of coral reef cultivation that has been carried out before, but due to the lack of attention and care after the initial steps.

Ecotourism Potential

A total of 7 (seven) questionnaire questions about community responses to the potential of ecotourism aim to find out community knowledge, as well as Government support for the management of ecotourism areas, for more details, see Table 4 below. Community response to the ecotourism potential of Reusam Island received a positive response, except in terms of Government support for the management of ecotourism areas on Reusam Island, most of the endorsers still doubted the commitment of the local government, this can be seen from 660 visitors, as much as 8.33% and 12.12 % answered strongly disagree and disagree, 19.24% neutral and as much as 33.18% chose to agree, the remaining 27.12% strongly agreed.

Table 3. Community Response to Natural Resources Capacities

No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Natural Resources Capacities							
1	The interior level of the seawater is very good for coastal ecotourism.	30	32	347	124	118	660
Percentage (%)		4.55	4.85	52.58	18.79	17.88	100
2	The basic material is sand. Thus increasing visitor comfort.	16	23	81	268	272	660
Percentage (%)		2.42	3.48	12.27	40.61	41.21	100
3	Current speed does not make me worry to swim and dive in the sea	24	33	230	217	156	660
Percentage (%)		3.64	5.00	34.85	32.88	23.64	100
4	Sea water brightness is very appropriate for the ecotourism region	54	38	82	249	237	660
Percentage (%)		8.18	5.76	12.42	37.73	35.91	100
5	Sandy Beach Type Adds Beauty to Reusam Island	20	31	112	248	249	660
Percentage (%)		3.03	4.70	16.97	37.58	37.73	100
6	The size of the land cover does not make me worry to visit Reusam Island	59	44	88	205	257	660
Percentage (%)		8.94	6.67	13.33	31.06	38.94	100
7	Fresh water available on the island is very adequate	261	237	118	28	16	660
Percentage (%)		39.55	35.91	17.88	4.24	2.42	100
8	There is a Coral Reef on the island of Reusam. adding to the beauty of diving and snorkeling	329	189	78	37	24	660
Percentage (%)		49.85	28.64	11.82	5.61	3.64	100
9	There are various types of fish for fishing	46	47	234	188	126	660
Percentage (%)		6.97	7.12	35.45	28.48	19.09	100

Table 4. Community Response to Ecotourism Potential

No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
	Ecotourism Potential						
1	Making Reusam Island. An ecotourism area. will protect the flora and fauna of Reusam Island	7	14	98	332	209	660
Percentage (%)		1.06	2.12	14.85	50.30	31.67	100
2	Ecotourism is a means of environmental management	8	9	59	291	285	660
Percentage (%)		1.21	1.36	8.94	44.09	43.18	100
3	The application of the concept of ecotourism on Reusam Island will reduce the impact of environmental degradation.	7	10	33	299	306	660
Percentage (%)		1.06	1.52	5.00	45.30	46.36	100
4	Aceh Jaya Regency Government's support for the development of the Ecotourism area has been very maximal	55	80	127	219	179	660
Percentage (%)		8.33	12.12	19.24	33.18	27.12	100
5	The concept of ecotourism plays an important role in the promotion of local cultural assets and customs	11	21	25	344	259	660
Percentage (%)		1.67	3.18	3.79	52.12	39.24	100
6	Ecotourism can increase income for the people around Reusam Island	9	14	27	343	259	659
Percentage (%)		1.36	2.12	4.09	51.97	39.24	99
7	The existence of an ecotourism area on Reusam Island will provide environmental education for the people.	4	6	10	284	356	660
Percentage (%)		0.61	0.91	1.52	43.03	53.94	100

Application of Islamic Sharia

Knowing the community's response to the management system of Reusam Island so far. And the community's response to the Sharia-based ecotourism itself. In addition to knowing visitors' knowledge of the application of Islamic Sharia. It can be seen in Table 5. Respondents about the bathing facilities available on the island of Reusam. Whether it is in accordance with the rules of the application of Islamic Sharia in Aceh. As many as 31.21% of respondents answered strongly disagree. 29.39% answered disagreed and 12.73% chose neutral answers. 13.94% answered agreed and 11.06% strongly agreed.

Table 5. People respond to the application of Islamic law in the area of ecotourism Reusam

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
	Implementation of Islamic Sharia						
1	Bathing facilities available on the island of Reusam. Are in accordance with the rules of the application of Islamic Sharia in Aceh.	206	194	84	92	73	660
Percentage (%)		31.21	29.39	12.73	13.94	11.06	100
2	The operational means of transportation to Reusam Island. Are in accordance with Islamic Sharia rules.	171	211	77	102	96	659
Percentage (%)		25.91	31.97	11.67	15.45	14.55	99.85
3	The application of Islamic Sharia in Aceh supports the continuity of tourism/ecotourism activities in Aceh Jaya.	14	20	45	276	305	660
Percentage (%)		2.12	3.03	6.82	41.82	46.21	100
4	The development of the Reusam Island tourism area is in accordance with the concept of applying Islamic Sharia in Aceh	159	194	78	111	105	660
Percentage (%)		24.09	29.39	11.82	16.82	15.91	100
5	Sharia-based ecotourism management on Reusam Island can prevent illegal activities (Alcohol and Drugs)	3	7	5	307	338	660
Percentage (%)		0.45	1.06	0.76	46.52	51.21	100
6	Accommodations around Reusam Island. Already follow the rules of Islamic Shari'ah.	8	12	167	258	213	660
Percentage (%)		1.21	1.82	25.30	39.09	32.27	100

Discussion

The correlation formed between the components in the application of Islamic Sharia and the components in the socio-cultural element. Is a mutually reinforcing relationship between the two components/sub-systems. Thus giving a direct impact on the management and sustainability of Sharia-based ecotourism on Reusam Island. The application of Islamic Sharia in Aceh will indirectly shape the character and pattern of life of the people of Aceh generally and Aceh Jaya in particular. As is well known. That in the Islamic Religion requires its adherents to maintain harmony and foster tolerance with all groups. The positive impact of the implementation of Sharia does not only form an attitude of tolerance towards fellow human beings. But also requires humans to preserve the environment. In order to support the application of the Shari'a. The determination of carrying capacity of visitors to the Reusam Island ecotourism area. Not only concerns the environment. But also the suitability of Qanun number 6 of 2014. For examples paying attention to the capacity of prayer facilities. Human resources and sea transportation facilities that are separate between the male and female. The growth of Sharia tourism. Which is included in the special interest tour is not only due to the increase in the world's Muslim population. Muda et al. (2018), state that Indonesia which is one of the largest Muslim populations, also the encouragement of the teachings of Islam itself. Which requires Muslims to travel in order to increase their faith by observing the results Allah's creation. In order to support the development of tourism with special interest. With the concept of Sharia-based ecotourism on Reusam Island. All its activities must be adjusted to the application of Islamic Sharia in Aceh Jaya.

CONCLUSSION

The potential carrying capacity of Reusam Island. In generally is in accordance with the needs of the HSalal ecotourism area in Aceh Jaya. Including weather changes. Efforts to anticipate the high waves and graceful. The manager of the Reusam Island tourist area takes a stand by not carrying out crossings to the island until the weather supports heading to Reusam Island. This policy was taken in order to avoid things that are not wanted. Besides the weather conditions. Another problem is the lack of management officers both in terms of quantity and quality. Public response about the capacity of natural resources on the island of Reusam to be used as an ecotourism area. Almost all items received positive responses from visitors. Except about the coral reefs on the island of Reusam which are used for diving and snorkeling destinations. Public response to the ecotourism potential of Reusam Island received a positive response. Except in terms of Government support for the management of the ecotourism area on Reusam Island. Most of the endorsers still doubted the commitment of the local government. As for Sharia tourism. All respondents agreed on the Reusam Island to be a Sharia ecotourism area.

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EVALUATION OF COMMUNICATION SKILLS OF HISTORICAL BAZAAR TRADESMEN: A RESEARCH ON FOREIGN TOURISTS VISITING EDIRNE

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Abstract: Tourism sector is a people-oriented sector. Communication, which is an important element in this sector, plays an important role for the tourists coming to the country to prefer the visited destination again. This research aims to determine how foreign tourists evaluate the communication skills of the tradesmen active in the historical bazaars of Alipaşa, Arasta and Bedesten in Edirne. For this purpose, survey data collected from 283 foreign tourists has been analyzed in SPSS 22.0 statistics program. As a result of the study, it has been found that the level of evaluation of the communication skills of the foreign tourists was good and also the evaluation of the communication skills of the foreign tourists had an effect on the satisfaction level of the communication skills of the tradesmen.

Key words: Communication skills, satisfaction, foreign (Bulgarian and Greek) tourist, Edirne

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INTRODUCTION

Developing customer relationships are critical components in the success of service marketing (Kang and Hyun, 2012). Although communication is an important concept for all sectors, it is more critical in the human-oriented tourism sector for success (Erkuş and Günlü, 2009). Providing service not only requires skilfulness in dealing with the customer to leave good impression but also requires communication skills in dealing with the problems (Masa'deh et al., 2019). Communication skills in the dialogues established by individuals regardless of the unit of the tourism sector may affect tourists positively or negatively against that destination.

Nowadays, there is an increase in innovative research that helps to provide insight into the motivation and satisfaction levels of tourists (Hui et al., 2007). The increase in these researches and the way they are conducted show us the link between communication, tourism and customer satisfaction. Good communication skills of the people who produce and market tourist products in a destination can affect the increase in the satisfaction level of tourists and the desire to visit the province again (Olcay and Giritlioğlu, 2014). With a total of six border crossings opening to Greece and Bulgaria through both railway and highway, Edirne is a province that has the qualifications of a boundary province adjacent to Europe (Kar, 2012). The cultural and historical riches it contains make it a museum city (Akay et al., 2017). However, Edirne is one of the cities where tourism is developing slowly despite its cultural background and natural beauties. In this context, the aim of this study is to determine how the foreign tourists visiting Edirne perceive the communication skills of tradesmen operating in Ali Pasha Bazaar, Bedesten Bazaar and Arasta Bazaar. The study is important in that no similar research has been conducted in Edirne.

LITERATURE REVIEW

Communication Concept- Communication Elements and Methods

Communication is the driving force of the human being who is a social creature (Parlayan and Dökme, 2016) by introducing and communicating with other living things (Johnson, 1999). At the center of communication, which is the means of connecting people with each other, is the process of belonging, sharing and connecting (Collier et al., 2010). Communication is the desire of the person who starts or communicates to convey his/her feelings, thoughts and knowledge effectively and to be understood (Baltaş and Baltaş, 2004). Thayer (1961) considers communication as a thought and states that communication and thought processes form an inseparable integrity. Ruesch and Bateson (1951) have included feeling to Thayer's (1961) definition, noting that communication, thoughts and emotions are connected with each other. Shannon and Weaver (1949) describe communication as the procedure by which words and various symbols are used to influence and change other people around us, one mind affecting another. Communication, which is at the beginning of people's revolutionary discoveries, has the basic meaning of humanity at its center (Pearce, 1989).

The concept of communication, which has been systematically examined since antiquity (Littlejohn and Foss, 2011), has become an important issue with the development of technology across continents (Brown, 2005). The most general definition of communication is that a sender who has the ability to write or speak conveys verbal or written messages to any recipient who has the characteristics of listening or reading and this message being decoded by the recipient (Uzuntaş, 2013). The communication process consists of four basic elements: sender, message, receiver and channel (Bolat, 1996). The sender or the source, as the other definition in the literature, is the one who decides how and in which ways the message to be sent to the recipient will be sent (O'Hair et al., 2005). Examples of senders include teachers who teach in class, people who broadcast television or radio (Sezgin and Akgöz, 2009). The message element is the message that acts as a bridge between the sender and the receiver and determines the successful communication (Gökçe, 2006).

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The message is shaped as verbal and non-verbal, from the words the transmitter wants to tell, to the clothes s/he wears, even as his/her walking and laughing (DeVitto, 2004). Channel is the physical means by which signals and messages are transmitted in the communication process (Fiske, 1996). The person or groups who understand and interpret the message sent by the sender through the channel are the recipients. The receiver, students in class listening to the class, people watching television or listening to the radio can be given as an example (Gökçe, 2006). Communication takes place in three different ways: verbal, non-verbal and written (Boone and Kurtz, 1978). During the daily encounters, individuals mostly communicate by verbal way of speaking (Lazar, 2001). When communication takes place with words, it is regarded as verbal. Although verbal or nonverbal communication is interdependent, nonverbal communication is used to support or change verbal communication (Johnson, 1999). Verbal communication is a natural process due to the parallel development of sound and language since the existence of humanity. Verbal communication is the most commonly used form of communication in every field of communication, in our daily relations, in professional fields and in diplomacy (Erdönmez, 2019).

Nonverbal communication supports the real meaning of verbal communication, the perception of the meanings expressed by the words and what they tell (Gökçe, 2006). Nonverbal communication is a type of communication that is carried out only by body language movements without using a word (Mısırlı, 2007). Body language, which stands behind nonverbal communication (Poon Teng Fatt, 1998), provides a clue in analyzing characters as a personal signature (Davis, 1983). Written communication is the transmission of emotions, thoughts, wishes and events in an effective way in writing (Deniz, 2003). In written communication, the content plan is prepared in accordance with the purpose of the text and the thoughts are transferred to the text in accordance with this plan (Hamzadayı and Cetinkaya, 2011) and includes special or official reports, letters, telegrams, bulletins, informative reports showing the results of organizational activities and decisions (Tutar et al., 2003). Additionally soft skills are basic fundamental of an important skill in human's lives (Sugito et al., 2017). Soft skills include interpersonal and personal attributes that enhance an individual's interactions, job performance and career prospects (Vasanthakumari, 2019). Soft skills should be given precedence as these play an important role in the tourism industry (Shabir and Sharma, 2019). In addition, it can affect relationships in effective and ineffective behaviors in communication. These behaviors that affect communication may be psychological factors stemming from the individuals or groups involved in the communication process, as well as the means of communication, communication channels and technical factors for message (Bolat, 1996).

Relationship between Communication Skills and Satisfaction

Customer satisfaction concept is the effect and emotion of the purchased product or service to the buyer (Cadotte et al., 1987). Many factors, including personal experiences, daily life and social values of customers (Mavis et al., 2010), affect the perception of a product or service, purchasing behavior and customer satisfaction (Yılmaz and Çatalbaş, 2007). As a natural result of meeting the customer expectations with the services and products they offer, customer satisfaction (Cronin and Taylor, 1992) helps to provide competitive advantage in terms of business (Day, 1994). In order to increase the profitability of enterprises, customer satisfaction should be ensured as a priority case study (Stewart et al., 1998). The poor communication is perhaps the most common problem among service businesses (Krishnan and Wesley, 2013). Customer satisfaction, which is at the forefront of service businesses (Jones and Sasser, 1995), helps businesses gain new customers by positively affecting their perceived image (Zairi, 2000). With the development of technology, customers share their experiences with each other about the products and services offered (Briggs et al., 2007).

The service-oriented sector of tourism products and services produced to meet the needs of tourists in a quality way plays an important role in ensuring tourist satisfaction (Bahar and Kozak, 2005). Since human relations are at the forefront in tourism enterprises (Günlü, 2001), effective and accurate communication provides an increase in customer satisfaction levels.

Edirne Province and Its Tourism Potential

Edirne province was founded on the fertile soils where Arda (Arpessos), Tunca (Tonzos) and Meriç (Herbos) rivers meet by the Thracians who migrated from Central Asia in the 5th century BC (Edirne Province Yearbook, 2005). It is located at a key point between Central Europe and the main road descending to the Bosporus from the earliest times up to today (Mansel, 1993). The city, which was first named Uscudama and Oreistias by the Thracians, was taken under the patronage of Rome in 124 AD and had its changed name to Hadrianopolis (Eyice, 1993). Until its conquest by the Ottoman Empire in 1361, it remained under the rule of the Roman and Byzantine Empires, respectively (Gizerler, 2004). It served as the capital of the Ottoman Empire for approximately 92 years and until the conquest of Istanbul in 1453, it was among the cultural centers as the center of science, culture and art of the empire (Erdogan and Kuter, 2010).

Examples of civil architecture such as religious, socio-cultural, educational and minority structures are among the components of the city's artificial identity (Mısırlı et al., 2019). Edirne is a city that still exhibits some of its cultural and historical riches and hosts many people from different cultures and races for centuries (Can and Bilar, 2009). The mindset that the province follows in terms of culture differs considerably compared to the mindset of other Anatolian cities (Usal, 2006). Although Edirne has lost most of its historical monuments it still has the characteristics of a museum city (Akay et al., 2017). Selimiye Mosque and Complex, which was included in the World Heritage List by UNESCO World Heritage Committee in 2011 (Bilar, 2015), is regarded as the masterpiece of Sinan the Architect and is among the most remarkable buildings in the city with its elegance (Taylor, 1998). Another remarkable structure of Edirne, which is the pioneer of modern hospitals and has been serving as a health museum since 1997, is Sultan Bayezid II Complex (Heybeli, 2009).

In addition to the architectural and historical artifacts, historical Kırkpınar Greased Wrestling is organized every year for 657 years in Edirne (Küçükaltan et al., 2005). With its addition to UNESCO Intangible Cultural Heritage of Humanity by Turkey in 2010 (Ministry of Culture and Tourism, 2019), many domestic and foreign participants visit the event (Küçükaltan et al., 2005). In addition, the Directorate of Culture and Tourism and Edirne Municipality organize "Traditional Homemade Food" competitions every year at the Historical Kırkpınar Festivals. In the competition, almond paste, liver pan, liver wrap and deva-i musk paste are among the local delicacies of the city (Gizerler, 2004). Another festival held every year in Edirne is the Pavli fair. The festival, which has been held in Pehlivanköy since 1910 for commercial purposes, became an entertainment center for the Marmara region. Many visitors from outside the province come to the fair held in September (Erbay, 2016). At the International Band and Liver Festival, which has been a celebration since 2010, the most famous gastronomic product of Edirne is served to the guests, and many band members who participate in the festival offer music feasts to the festival participants (Edirne Municipality, 2019). The villages inhabited by the Turkish population migrating from various Balkan countries to Edirne at different dates offer charm in terms of their cultural values and rural tourism (Ceylan, 2009). Edirne is a city open to many domestic and foreign tourists with its tourism potential (Boyacıoğlu, 2014). In terms of domestic tourism, summer houses, tents and camping areas also serve sea tourism. It is expected that more foreign tourists will come to Enez district and its vicinity with the opening of Enez Yacht Harbor and Fisherman's Shelter and Thessaloniki, Alexandroupolis ports and mutual yacht tourism.

MATERIALS AND METHODS

Purpose, Importance and Limitations of the Research

The main purpose of this study is to determine how foreign tourists coming to Edirne evaluate the communication skills of the tradesmen operating in Ali Pasha Bazaar, Bedesten Bazaar and Arasta Bazaar. Another aim of the study is to determine whether there are significant differences in the perception of the communication skills of the tradesmen and the demographic characteristics of the foreign tourists visiting Edirne in 2019. In addition, the relationship between the foreign tourists' evaluation of the communication skills of the tradesmen and their satisfaction with the tradesmen's communication will be discussed in the study.

The research is important in terms of revealing how foreign tourists coming to Edirne evaluate the communication skills of tradesmen in historical bazaars and whether there are significant differences according to demographic characteristics. It is also important in the literature since it is the first study conducted in Edirne to evaluate the communication skills of the tradesmen.

There are some limitations in this research, as in every research in the field of social sciences. This study is limited to foreign tourists who visited the historical Ali Paşa Bazaar, Bedesten Bazaar and Arasta Bazaar in Edirne between 25 May 2019 and 15 July 2019. Apart from this, due to time and cost problems, foreign tourists could only be reached during these periods.

The population and Sample of the Research

The population of this research is foreign tourists coming to Edirne. As a result of the 2018 data obtained from the Edirne Provincial Directorate of Culture and Tourism, the number of foreign tourists who come to Edirne city center and spend at least one night is 375.926. In this respect, while the number of required samples should be 384 for the population (Yazıcıoğlu and Erdoğan, 2004), as observed in several researches due to research limitations such as time constraints (Kline, 2011), it is deemed sufficient that the number of statements used in the scale should be at least more than 10 times. The number of statements used in the survey is 25 and the minimum number of surveys to be collected from foreign tourists should therefore be 250. In this study, the number of surveys collected from foreign tourists is 300 and the number of surveys which are not available is 17 and the remaining 283 questionnaires are analyzed. The number of surveys (283> 250) in this case shows that the sample is sufficient.

Research Problem and Hypothesis

Tradesmen offering tourist products in tourism and tourists who receive tourist product service are also human. If human relationships are strong and based on trust, the level of mutual satisfaction will increase. The communication skills of tradesmen marketing local products such as souvenirs, which are an important sector in the tourism market, must be extremely good in the eyes of the tourists and as a result of this situation, the image of the destination is provided in a positive direction. Edirne, which has recently become an important center of attraction for Greek and Bulgarian tourists, has to be protected and developed for the future to be transferred to the future due to the cultural heritage and attractive shopping opportunities it offers in the historical bazaars. In this context, how the communication skills of tradesmen producing or presenting touristic products are evaluated by tourists is very important (Sojkin et al., 2012). In this respect, it is necessary to conduct a research on how the communication skills of tradesmen are evaluated by foreign tourists.

There are some similar studies in the literature, although it is not the same as how foreign tourists evaluate the communication skills of tradesmen. According to Kuosuwan (2016), communication skills of tourism workers in Bangkok were found to be low. With the idea that foreign tourists perceive the communication skills of tradesmen and that these perceptions have an effect on the satisfaction of the tradesmen's ability to communicate with them, the hypothesis "*H_1: There is a relationship between the evaluation of the foreign tourists of the tradesmen's communication skills and the satisfaction of the tradesmen with their ability to communicate with them*." has been created.

There are some studies in the literature suggesting that there are differences according to demographic characteristics in individuals' evaluation of communication skills. Accordingly, it has been observed that there are significant differences in the evaluation of persons' communication skills based on gender in the studies by Korkut (2005), Gölönü and Karcı (2010), Mirzaei and Heidari (2012); based on age in the studies by Timcheva (2017), Sugito et al., (2017), Karalar (2018); based on education status in the studies by Karalar (2018) and based on the monthly income status in the study by Karalar (2018). In line with these results in the literature, the following hypotheses have been formed in order to analyze whether foreign tourists differ in their evaluation of the communication skills of trades according to gender, marital status, country of residence, education level, age, monthly income and professional status.

- *H_2: There is a significant difference in the evaluation of the communication skills of tradesmen by foreign tourists according to their gender.*
- *H_3: There is a significant difference in the evaluation of the communication skills of the tradesmen by foreign tourists according to their marital status.*
- *H_4: There is a significant difference in the evaluation of the communication skills of the tradesmen by foreign tourists according to the country of residence.*
- *H_5: There is a significant difference in the evaluation of the communication skills of the tradesmen according to their educational status.*
- *H_6: There is a significant difference in the evaluation of the communication skills of tradesmen by foreign tourists according to their income status.*
- *H_7: There is a significant difference in the evaluation of the communication skills of tradesmen by foreign tourists according to their age.*
- *H_8: There is a significant difference in the evaluation of the communication skills of the tradesmen by foreign tourists according to their professions.*

Reliability and Normality of Research

Reliability of a study can be measured using various methods such as Cronbach's Alpha (α) coefficient (Nakip, 2006). As a result of the reliability analysis, the general reliability coefficient of Cronbach's Alpha has been determined as α=0,832 for the evaluation of communication skills of foreign tourists, which revealed that the scale is highly reliable (Özdamar, 2015).

Within the scope of the research, each statement of the scale, which measures the opinions of foreign tourists about the communication skills of tradesmen, has been subjected to normality test. Tabachnick and Fidell (2013) have stated that skewness and kurtosis values should change between -1.5 and +1.5 in order for the data to show normal distribution. When the skewness and kurtosis values of the obtained data are examined, it has been observed that they are between -1.5 and +1.5 and it has been understood that the scale questions used in the study showed normal distribution (Table 2).

RESULTS AND DISCUSSIONS

In the results part of the study, the demographic characteristics of the foreign tourists participating in the survey, the evaluation of the foreign tourists regarding the communication skills of the tradesmen and whether these evaluations differ according to the demographic variables and the effect of these evaluations on satisfaction have been determined. When the demographic characteristics of the participants in Table 1 are examined, it is observed that the majority of the foreign tourists are 159 people and women (56.2%). The majority of the tourists, (199-70.3%), are married. When the age ranges are analyzed, it is observed that 70 people (24.7%) are in the age range of 45-54 and 69 are in the age range of 35-44 (24,4%), which constitute the majority of tourists. When education level is examined, it is observed that there are 112 people (39.6%) tourists mostly from university graduates. In terms of monthly income, 139 people have a monthly income of EUR 2001-3000 (49.1%). It is understood that the tourists are mostly private sector employees with 76 people (26.9%). When the residence status is analyzed, it is seen that 63.6% of the foreign tourists (180 persons) come from Bulgaria.

Table 1. Demographic characteristics of foreign tourists

Gender	**Frequency (f)**	**Percentage (%)**	**Educational Status**	**Frequency (f)**	**Percentage (%)**
Female	159	56,2	Primary School	21	7,4
Male	124	43,8	High School	93	32,9
Marital Status	**f**	**%**	University	112	39,6
Married	199	70,3	Postgraduate	57	20,1
Single	84	29,7	**Income Status**	**f**	**Percent (%)**
Country of Residence	**f**	**%**	No income	33	11,7
Bulgaria	180	63,6	2001-3000 Euro	139	49,1
Greece	103	36,4	3001-4000 Euro	75	26,5
Age	**f**	**%**	Over 4001 Euro	36	12,7
18-24	30	10,6	**Occupation**	**f**	**%**
25-34	42	14,8	Private sector	76	26,9
35-44	69	24,4	Civil Servant	69	24,4
45-54	70	24,7	Tradesmen	25	8,8
55-64	36	12,7	Retired	53	18,7
65 and above	36	12,7	Student	19	6,7
Total	**283**	**100,0**	Other	41	14,5

Table 2. Evaluation of foreign tourists on communication skills of tradesmen and results of normal distribution test

Statement Items	**A. Avg.**	**Std. Deviation**	**Skewness**	**Kurtosis**
Tradesmen have trouble communicating their thoughts to me.	2,73	1,266	,439	-1,016
Tradesmen feel comfortable during the conversation.	3,90	1,092	-1,257	1,187
Tradesmen pay attention to whether I am open to the proposal.	3,59	1,026	-,454	-0,368
Tradesmen establish effective eye communication when speaking to me.	3,73	0,989	-,782	0,242
Tradesmen are trying to understand my feelings by empathizing with me.	3,19	1,052	-,102	-0,582
Tradesmen pay attention to me during shopping.	3,55	1,052	-,560	-0,234
Tradesmen give me enough time to listen to what I want to say.	3,66	1,128	-,981	0,289
Tradesmen show that they don't like criticism	2,63	1,139	,215	-0,733
When I communicate with tradesmen, I can easily deal with them	3,05	1,194	-,216	-0,984
Tradesmen are impatient during communication.	2,59	1,089	,356	-0,447
I feel that tradesmen are bored when they listen to me.	2,77	1,275	,269	-1,058
Tradesmen are making statements to disrupt communication.	2,65	1,236	,358	-0,948
At the end of the discussion, tradesmen can accept that their arguments are wrong.	2,95	1,212	,016	-0,933
When the tradesmen speak to me, they make good sentences.	3,37	1,111	-,351	-0,592
Tradesmen respect my ideas even if they don't share the same opinion.	3,52	1,099	-,364	-0,633
Tradesmen do not listen to my words even though they look at me.	2,75	1,098	,340	-0,503
Tradesmen judge my contradictory feelings.	3,09	1,222	-,041	-0,900
I'm happy to trust tradesmen.	3,59	1,086	-,592	-0,240
Tradesmen give me the right to speak.	3,69	1,012	-,649	0,024
Tradesmen repeat things that I do not understand with new words.	3,81	0,997	-,834	0,264
Tradesmen try to understand me.	3,96	0,981	-1,094	1,204
Tradesmen try to control people.	3,18	1,129	-,233	-0,820
Tradesmen listen to my suggestions.	3,62	1,029	-,597	0,100
Tradesmen do not hurt my feelings when criticizing.	3,55	1,158	-,700	-0,306
General arithmetic average of all statements		3,30		

When Table 2 is examined, it is observed that the arithmetic average of all items related to the evaluation of the communication skills of the foreign tourists by the tradesmen is 3.30. It is understood that the statement which has the highest arithmetic average in the perception of foreign tourists towards the communication skills of the tradesmen is "Tradesmen are trying to understand me" and with an arithmetic average of 3.96, followed by "Tradesmen make me feel comfortable during the meeting" with an arithmetic average of 3.90. The scale item with the lowest arithmetic average is "Tradesmen behave impatiently during communication" with an arithmetic average of 2.59.

Table 3. Correlation Analysis

		Evaluation of communication skills of tradesmen	Satisfaction from communication
Evaluation of communication skills of tradesmen	PearsonCorrelation	1	,392**
	Sig. (2-tailed)		,000
	N	283	283
Satisfaction from communication	PearsonCorrelation	,392**	1
	Sig. (2-tailed)	,000	
	N	283	283

Correlation analysis was performed to determine the relationship between foreign tourists' point of view of the communication skills of tradesmen and their satisfaction with the ability of tradesmen to communicate with tourists (Table 3).

When Table 3 is analyzed, it is observed that there is a positive and moderate relationship between the perception of foreign tourists about the communication skills of the tradesmen and the satisfaction from tradesmen's skill to communicate with them (Kalaycı, 2010). Regression analysis has been conducted to determine whether there is any significant effect of the perception of foreign tourists on the communication skills of the tradesmen and the satisfaction with the communication skills of the tradesmen. Before starting the analysis, the arithmetic averages of the 24 statements asked about the perception of foreign tourists about the communication skills of the trades were reduced to a single dimension and then regression analysis was started.

Table 4. Regression Analysis Results

Independent variables	**β**	**t**	**p**
Perceptions of foreign tourists on the communication skills of tradesmen	**,815**	**7,148**	**,000***
R^2=0,151 F=51,094 p=0,000 *p<0,01			
*The dependent variable: Satisfaction with the communication of tradesmen			

The result of the regression analysis done to determine the effect of the perceptions of foreign tourists on the communication skills of the tradesmen indicate that, as observed in Table 4, R value is 0,392, R2 value is 0,154 and corrected R2 value is 0,151. Since the R2 value is closer to zero, it can be said that there is a relationship between the perception of foreign tourists about the communication skills of the tradesmen and the satisfaction from the communication of tradesmen. In addition, the F value of 51,094, such as the value of "P" probability value is less than 0.05 can be said to be a significant relationship between the components of the model. As a result of the analysis, the explanatory power of the model is 0,15 and it shows that 15% of the variation of satisfaction from the communication of tradesmen can be explained by the perception of foreign tourists about the communication skills of tradesmen. The t-test and one-way ANOVA analyses have been conducted in order to determine whether the evaluations of the foreign tourists regarding the communication skills of the tradesmen differed according to their demographic characteristics. As a result of significant differences, Tukey test has been performed post-hoc. In addition, eta square (η2) values have been calculated by using effect size analysis for significant differences.

Table 5. T-test analysis of foreign tourists for evaluating the communication skills of tradesmen

		Gender	**N**	**Average**	**Standard Deviation**	**F**	**p***	**t**
Gender	Evaluation of foreign tourists on the communication skills of tradesmen	Female	159	3,3071	0,493	0,025	0,686	0,425
		Male	124	3,2826	0,522			
Marital Status	Evaluation of foreign tourists on the communication skills of tradesmen	Married	199	3,29	0,555	9,773	0,919	,102
		Single	84	3,30	0,359			
Country of Residence	Evaluation of foreign tourists on the communication skills of tradesmen	Bulgaria	180	3,28	0,502	,169	0,408	-,829

The t-test analyses have been conducted to determine whether there are significant differences in the evaluation of foreign tourists' tradesmen's communication skills according to gender, marital status and country of residence (Table 5). As a result of the analyses, it has been determined that there was no significant difference between the evaluations of foreign tourists regarding the communication skills of trades according to gender, marital status and country of residence and accordingly, H_2, H_3 and H_4 hypotheses have been rejected.

Table 6. One-way ANOVA analysis for foreign tourists to evaluate the communication skills of tradesmen

One Way ANOVA							**Tukey test**			
Educational Status, Income Status, Age, Occupation		**N**	**Average**	**St. Dev.**	**F**	**p**	**(I)**	**(J)**	**p**	**η2**
Evaluation of foreign tourists on the communication skills of tradesmen	Primary School	21	3,76	0,436	7,623	,000	Primary School	High School University Postgraduate	**0,00** **0,00** **0,02**	0,076
	High School	93	3,29	0,495						
	University	112	3,21	0,510						
	Postgraduate	57	3,31	0,448						
Evaluation of foreign tourists on the communication skills of tradesmen	I have no income	33	3,46	0,382	3,865	,010	2,001-3000 Euro	Over 4001 Euro	**.043**	0,040
	2001-3000	139	3,24	0,560						
	3001-4000	75	3,24	0,470						
	Over 4001 Euro	36	3,48	0,367						
Evaluation of foreign tourists on the communication skills of tradesmen	18-24	30	3,45	0,448	3,457	0,05	65 and above	35-44 45-54	**0,08** **0,27**	0,059
	25-34	42	3,26	0,396						
	35-44	69	3,18	0,661						
	45-54	70	3,22	0,466						
	55-64	36	3,34	0,329						
	65 and above	36	3,53	0,447						
Evaluation of foreign tourists on the communication skills of tradesmen	Private sec.	76	3,28	0,547	3,291	0,07	Retired	Civil Servant Tradesman	**0,23** **0,11**	0,056
	Civil Servant	69	3,20	0,536						
	Tradesmen	25	3,08	0,581						
	Retired	53	3,49	0,432						
	Student	19	3,28	0,324						
	Other	41	3,38	0,394						

As can be observed in Table 6, one-way ANOVA analysis has showed that there are significant differences in the evaluation of the communication skills of the trades according to their education, income, age and professional status. Tukey test has been used to determine which education level this difference was between. According to the Tukey test, there were significant differences between the graduates of primary education and high school, university and graduates regarding their communication skills and this difference is in favor of primary education graduates. According to the Tukey test made between income levels, there are significant differences in the evaluation of communication skills of tradesmen with income between 2001-3000 Euro and 4001 Euro and above, and this difference is in favor of those with income between 2001-3000 Euro.As a result of the Tukey test made between the ages, it has been found that there are significant differences in the evaluation of the communication skills of tradesmen between the ages of 65 and over and between the ages of 35-44 and 45-54, and this difference is in favor of those aged 65 and over. According to the Tukey test made between occupational status, there are significant differences between retired and civil servants and tradesmen in terms of their communication skills and this difference is in favor of retired foreign tourists. Because of all these results, H_5, H_6, H_7 and H_8 hypotheses have been accepted.

In addition to these results, in order to determine the relationship level of the foreign tourists in Table 6 regarding the communication skills of tradesmen and demographic characteristics (education, income, age and occupation) variables, effect size analyses are performed. According to Cohen (1988), if the effect size is between 0.01 <ƞ2 <0.06, it means minor, if it is between 0.06 <ƞ2 <0.14, it means moderate and 0.14 <ƞ2 <+ means broad effect. As a result of the evaluation of the foreign tourists' communication skills, the eta square value of education level (762) is found to be 0.076 and the effect area is found to be moderate. Again, with the evaluation of communication skills of foreign tourists, monthly income status eta square value (ƞ2) is found to be 0.040 and the effect area is found to be minor. In addition, with the evaluation of communication skills of foreign tourists, the eta square value (ƞ2) of the age is found to be 0.059 and the effect area is found to be minor. Finally, with the evaluation of communication skills of foreign tourists, eta square value (ƞ2) of occupations is found to be 0.040 and the effect area is found to be small.

CONCLUSION AND SUGGESTIONS

Communication is a concept that continuously increases its importance from past to present because communication is essential in life. In the same way, the person transfers his/her thoughts and feelings to the other person through communicating (Atan, 2016). Since it is a people-oriented area in the tourism sector, the concept of communication is extremely important. As a result of the good relations established by the employees in the sector with the tourists, the satisfaction of the customer increases and as a result, the profit of the company increases with long term customer loyalty, advice to others (WOM, e-wom, etc.) and desire to spend more.

In the literature, several researches have been made to measure the communication skills of university students (Pelit and Karaçor, 2015), vocational high school teachers (Küçüksüleymanoğlu and Çetinkaya, 2014), teaching staff (Keçeci and Taşocak, 2009), hotel business employees (Olcay et al., 2014), hotel business managers (Erol, 2006), tour guides (Alshatnawi, 2014) and managers' effective leadership (Barker, 2011). In this research, foreign tourists' evaluations regarding the communication skills of tradesmen are discussed.

56.2% of the foreign tourists participating in the survey are women and 70.2% are married. It is observed that 49.1% of foreign tourists consist of middle-aged people aged 35-54, 39.6% are university graduates, almost half (49.1%) has monthly incomes of 2001-3000 Euro and 26%, 9 of them are private sector employees. It has been found that 26% of the foreign tourists are mostly employed in the private sector and 63.6% of them reside in Bulgaria. According to the results of the study, it has been determined that the level of communication skills of foreign tourists is good. This is similar to the studies of Karalar (2018) and Olcay et al., (2014). In addition, it has been found that the evaluation of the communication skills of the foreign tourists by the tradesmen has an effect on the satisfaction of the communication skills of the tradesmen. Again, it has been found that the evaluation of the communication skills of the tradesmen by foreign tourists does not differ according to gender, marital status and country of residence. This result found by gender does not correlate with the studies of Korkut (2005), Gölönü and Karcı (2010), Mirzaei and Heidari (2012), Timcheva (2017), Sugito et al., (2017); while it correlates with the studies of Küçüksüleymanoğlu and Çetinkaya (2014). According to the marital status, this result is not similar to the result of Karalar (2018).

The other important results of the study are that there are significant differences in the evaluation of communication skills of the foreign tourists according to their education, age, income and professional status. In the light of these results, there are similar studies based on age (Karalar, 2018), based on educational background (Erol, 2006; Mocanu and Deaconu, 2017; Karalar, 2018) and based on their monthly income (Karalar, 2018) in which similar results have been obtained. In addition, the effect size of the groups with different education, income, age and occupational statuses has been examined for eta (ƞ) eta square (ƞ2) values and it has been found that the educational level was moderately effective for other groups (income, age and occupational status). As a result of the research, it is useful to present a number of suggestions to professionals and researchers. The population of the study consists of foreign tourists coming to Edirne province. In cities where the tourism sector is more intense and the sample can be increased more, it may be suggested to conduct studies to measure the communication skills of the employees with the tourists. In the following researches, it can be done to measure the communication skills of tradesmen operating in the historical Alipaşa Bazaar, Bedesten Bazaar and Arasta Bazaar in Edirne.

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ASSESSING CUSTOMER DEMAND AND CUSTOMER SATISFACTION THROUGH SOCIAL AND ENVIRONMENTAL PRACTICES IN THE HOTEL SECTOR OF BANGLADESH

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Abstract: This study aims to assess the customer demand and satisfaction through social and environmental CSR practices based on tourist's perception in Bangladesh hotel sector. Data were collected through the survey questionnaire across the three famous tourist destination cities (Dhaka, Chittagong and Cox's bazar) of Bangladesh. The valid sample size of this study was 402 and respondents were selected executing systematic sampling technique. Data were analysed through SmratPLS 3.0 software. From the findings, it was found that both social and environmental CSR has a positive association with customer demand, whereas, only social CSR is positively associated with customer satisfaction and environmental CSR has no significant association with customer satisfaction. Also, customer demand positively associated with customer satisfaction.

Key words: : Corporate Social Responsibility; Social CSR; Environmental CSR; Customer Demand; Customer Satisfaction

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INTRODUCTION

According to the up-to-date UNWTO World Tourism Barometer (2019), the arrivals of global tourist have already reached 1403 million in 2018, 74 million more than in 2017 (1329 million), with an increase of 6% from the earlier year, which is the ninth successive annum of maintaining above average growth since the economic crisis in 2009. The forecasting of contribution of international tourism for 2018 by UNWTO is increased by 4% to 5%, which additionally contributed to the recovery from the international economic crisis. In addition, UNWTO, (2019) acknowledged that by making billions of dollars in exports in conjunction with offering millions of employments, tourism and hospitality industry has established itself as a major contributor to the world economy by its resilient economic activities. Thus, the effect of tourism and hospitality industry on the global economy is increasing significantly and becoming one of the sectors within the universe with the rapidest growth ever (de Leaniz and del Bosque, 2015). However, the scope and magnitude of the sector's growth has already raised several questions regarding its negative impacts, not only from an economic viewpoint, but also from environmental and socio-cultural perspectives. Due to the nature of the business, this industry largely depends on the environmental and cultural resources at destinations. Therefore, for attaining long-term corporate sustainability by minimising the negative impacts on the society and the environment, it is necessary for the leading hotel companies to scrutinize the ultimate operative ways in strengthening and extending their approach towards hotel CSR activities, because the notion of CSR limits firms in integrating social and environmental issues in their day-to-day business operations and in interacting with their stakeholders voluntarily (Fatma et al., 2016).

In today's competitive marketplace, CSR has become mainstream in the corporate world (Torreli et al., 2011) including those in the tourism and hospitality industry where interest in CSR has grown since the first decade of the 21st century (Kang et al., 2015). Many firms from the hospitality industry have identified the necessity for maintaining stability between a firm's profitability and its reputation to the community, the government and the general society as well as the environment (Mozes et al., 2011). There are numerous economic, social and environmental benefits that can accrue to the industry from wider adoption of CSR (Benavides-Velasco et al., 2014). This management concept can help the industry become more environmentally sustainable, uphold higher retention percentage of customers, have a higher rate of employee retention, and ultimately, contribute towards a country's GDP (Lee et al., 2012; Chan, 2011). The ultimate goal for hotels in adopting this flexible approach is to benefit from CSR related benefits such as cost reduction, improvement of organisation image and reputation, and reduction of pressure from the government (Kasim, 2015).

Unlike several developed and developing countries in the world, CSR is not a compulsory requisite for all business organisations to practice and report in Bangladesh (Belal and Cooper, 2011). Prior studies by Muttakin and Khan (2014), Belal and Owen (2007), Islam and Deegan's (2008) research on CSR show that CSR studies within Bangladesh context still focus solely on the multinational corporation (MNCs) in the manufacturing, readymade garments and banking sector. Moreover, earlier studies (Ullah and Rahman 2015; Haque and Azmat, 2015; Momin and Parker, 2013; Belal and Roberts, 2010; Ahmed and Peerlings, 2009; Belal, 2008; Paul-Majumder and Begum, 2006; Nielsen, 2005) have mostly concentrated on the social and environmental disclosures/reporting based on secondary data such as the annual reports of financial sectors and MNC's from Bangladesh. Hardly any study has been done on CSR using primary data, particularly to understand tourist demand regarding CSR practices in Bangladesh's hotel sector. In addition to these, any study focusing on CSR related issues in the hospitality sector is rarely found. Hence it is important to explore why this is so. What are the extents of demands, if any, of customer/tourist/guests while staying in hotels that implement CSR compared to those that do not? How satisfied the customers/tourists are during their stay in the hotel of Bangladesh? These are the precise questions that drove this study to attempt to assessing the customer satisfaction and demand through social and environmental CSR practices in Bangladesh's Hotel Sector.

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Moreover, stakeholder theory has been chosen as the theoretical foundation to exploring the customer satisfaction and customer demand through CSR practices by Bangladesh's hotel sector. Stakeholder theory suggests a firm's endurance and achievement is contingent on gratifying not only its economic (e.g., profit maximisation) objectives but also its non-economic (e.g., social and environmental concerns) objectives by meeting the needs of the company's various stakeholders (Pirsch et al., 2007). Since stakeholder theory redefines an organization as the alliance of various stakeholders (Clarkson, 1995), the drive of the organization must therefore be to conserve the interests, requirements, and perspectives of these diverse stakeholders. As a result, top managements are responsible for achieving the stakeholders' benefits so as to confirm their privileges and contribution in the process of decision making (Mensah, 2014). It is also essential for businesses to specify their stakeholders' needs and to endeavour to come across their least expectations (Kotler et al., 2006). In addition, to validate the existence of the firm and to uphold the long-term stakes of every stakeholder, management must act as the agent of organization's stockholders. For that reason, with stakeholder theory, the success of a firm depends on how effectively the management accomplishes the affiliations with its stakeholders (Elijido-Ten, 2007). Besides, numerous authors have also preferred the stakeholder approach while investigating social responsibilities, environmental responsibilities or both in different businesses (Jamali, 2008). Accordingly, this study also employs stakeholder theory to assess the customer demand as well as customer satisfaction through social and environmental CSR practices in the hotel sector of Bangladesh, as customers are an additional source of stakeholders' demand for firm's social and environmental responsible activities. The rationales behind choosing Bangladesh are: firstly, undertaking an empirical study of CSR in a less developing country like Bangladesh might improve the broad understanding of corporate social responsibility. Secondly, despite Bangladesh being considered as a less developed country, it made notable progress in economic performance during the 1900s and into the twenty-first century, as it began to embrace a more open economy and became more integrated with global economic markets (Belal and Roberts, 2010).

So, economic growth and a shift to a global market economy are associated with the demand for socially and environmentally responsible activities. Thirdly, it is hoped that this study will comprehensively offer some unique and useful insights concerning CSR in the less developing country context and the perceptions of its relevant stakeholder towards CSR practices. Eventually, the findings of this study would positively contribute towards the sustainable growth of Bangladesh hospitality industry.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

CSR Practice in Hospitality Industry

Over the last few decades, the notion of the CSR has gained popularity due to the increasing consciousness of the social and environmental concerns during the operation of their business by the stakeholders. A growing number of the companies already declared their dedication to ethical, social and environmentally accountable principles. Their devotion towards CSR practices confirms their businesses are CSR-driven and they also provide CSR activity details in company annual reports. However, many researchers from this field such as Martínez and del Bosque (2014); Bohdanowicz and Zientara (2009), and McGehee et al., (2009) mentioned in their earlier study that the awareness of CSR within the tourism and hospitality industry context got surprisingly little attention in the academic literature. Although, in today's hospitality industry, many researchers and professionals come to an agreement that for the success of the business in this field, CSR practices have already been established as an essential business function. That is why several investigators, such as Pereira-Moliner et al., (2015), Inoue and Lee (2011), and Kang et al., (2010), are concentrating on identifying the relationship between the companies' financial performance and their CSR practices to clarify exactly how CSR is considered in this industry and what its role is as well as how it is to be executed within the industry. These days, o one hand, hospitality industry is considered a major source of economic, social and environmental benefits, on the other hand, this industry creates a massive number of negative impacts on society and environment. According to Hsieh (2012), even if the hospitality industry is considered as one of the key contributors to the economy in terms of revenue generation and employment opportunity, the industry is also continuously causing several negative impacts on the environment besides benefits. Hence, the author specified that the hotel industry is concerned about the following issues: waste recycling and management, air contamination, conservation of water and energy, health and safety, infrastructure of hotel building and its permission, agreement with rules and regulations, eco-purchasing, environmental education and climate changes (Hsieh, 2012). Initially, the hotel industry paid less attention than heavy polluters like chemical industries, manufacturing industries. Presently the concerns of consumers along with general public are increasing towards the negative impacts of hotel industry and becoming progressively attentive about the efforts undertaken by the hotel industry to mitigate them. Moreover, various international tourism organisations such as World Travel and Tourism Council (WTTC), World Tourism Organization (WTO) and Earth Council (EC) are becoming increasingly active in executing Agenda 21 regarding responsible and sustainable matters of tourism and hospitality industry (Khairat and Maher, 2012).

CSR and Customer Demand

As many researchers such as Bohdanowicz and Zientara (2009), Chung and Parker (2010), Cuccia and Rizzo (2011), Jovicic (2011) and Liu and Lin (2011) have already mentioned in their respective study that the hospitality industry is repeatedly considered as the foundation of economic, social and environmental benefits by creating jobs for the local community, by improving local infrastructures, by protecting local heritage and also by developing a relationship with local business, communities, and government. Oppositely, this industry has also created lots of negative impacts on society and environments, including massive amounts of water and energy consumption, air and noise pollution, waste generation, loss of biodiversity, etc. (Chan, 2011; Khairat and Maher, 2012). To agree with Font et al., (2012), an organization does not only focus its responsibilities on the legal and economic dimensions, but it does also extend these to the social and the environmental aspects. Thus, stakeholders should demonstrate an increasing demand not only in terms of generating profits, providing quality services and maintaining lucrative structures on the whole but also about urging further to take necessary initiatives to industry to protect resources, society, culture, and environment at large of the destinations (Bigné et al., 2000).

According to Eltayeb et al. (2010), customer demands are the pressure or desires enforced by procuring firms or individuals identifying definite requirements in products and amenities. Moreover, consumers are plausibly considered as a common category stakeholder who creates pressure or increases demand on an organization when they believe that firms are not behaving in a socially responsible way (Lindgreen et al., 2009). So, if a firm's activities fail to influence consumers' moral values, firms may lose their prospective customers and business to other rivals. The reactions and movements of consumers, contrary to firms' socially responsible or irresponsible practices, limit a firm to modify their assertiveness and tactic toward CSR (Yang and Rivers, 2009). Therefore, firms should endeavour to address the preferred and needed values of the society where they are functioning to lure and retain customers. In the case of the hotel industry, Kirk (1998) stressed that the majority of hoteliers would be bound to respond to the pressure/demands from the customers or the society. For example, along with the manager from Hotel Melia, consumers or guests are more conscious about the environment where they travel and stay. Eco destinations and green hotels are the ultimate preferences of their stay (Yusof and Jamaludin, 2013).

Conversely, to Butler (2008), if the hotels are not able to adopt environmentally responsible practices, hoteliers might lose their prospective customers to other green operators. Bohdanowicz (2005) further found in the European hotel industry that customer demands are the key influential motivation for hotels to execute environmentally friendly practices. Due to the increased customers' consciousness, hoteliers are becoming more responsive to their social and environmental, including eco-friendly products, services, and purchasing (Bohdanowicz, 2005). Moreover, customers who are socially responsible will evade purchasing products and services from hotel firms that are harmful to society and the environment and will keenly seek substitute products and services from other firms that provide supports to the community, society, and environment at large (Yang and Rivers, 2009). Customers may also have lethal effects on hotel firms that have negative connotations with social and environmentally friendly activities in contrast to positive implications, which help to boost firms' reputation and image in the society (Brown and Dacin, 1997; Yang and Rivers, 2009). In this regard, Bohdanowicz (2005) recognized consumer awareness as a critical driver of hotel adoption of CSR initiatives, and day by day, the increased consumer awareness of CSR efforts may lead to more hotel guest demand. To scrutinize the role of hotel CSR practices (social and environmental) further in the current study, we proposed the following hypotheses:

H_{1a}: A hotel's social CSR practice is positively associated with customer demand.
H_{1b}: A hotel's environmental CSR practice is positively associated with customer demand.

CSR and Customer Satisfaction

In agreement with Luo and Bhattachara (2006), customer satisfaction is a comprehensive evaluation based on customers' total purchase and the intake experience of products or services of a firm over time. Bowen and Clarke (2002) acknowledged satisfaction as one of the critical judgments of customers make about a product or service, and mostly, is an engrained, long-lasting focal point for marketer attention (Bowen & Clarke, 2002). Customer develops a positive behavioural intent to uphold a level of satisfaction when they are satisfied with a product or service (Hsu, 2012; Ahmad et al. 2019). In explaining the nebulous connexion between CSR and the market value of a firm, Luo and Bhattacharya (2006) emphasize the importance of consideration of customer satisfaction as an evaluative consequence of CSR. Similarly, Awang and Jusoff (2009) considered customer satisfaction as one of the principal components of a competitive advantage which a business firm can achieve through their social and environmental performances. In the context of the hospitality sector, Kasim (2015) uttered that if hoteliers can fulfil their customer/tourist/guest's demand (what they want or expect from your hotel) through their environmentally friendly services and activities, then their satisfaction level will be high. If they are satisfied, then they will visit again and again, and in return, the financial performance of the hotel will thrive. They also found that well-established hotel environmental guidelines and an active EMS that links community, the hotel employee and public relations will improve the organizational image and indirectly enhance guest satisfaction. Moreover, several previous studies such as Saeidi et al., 2015; Benavides-Velasco et al., 2014; Basu and Palazzo, 2008; Senthikumar et al. (2011) found the similar relationship that customer satisfaction and organization's CSR activities are positively related to each other. For example, Cherapanukorn and Focken (2014) claimed that due to the adoption of effective CSR practices, the hotel industry is achieving various substantial business-related benefits, including customer satisfaction for their eco-friendly services. Also, Senthikumar et al. (2011), and Luo and Bhattachara (2006) discovered that CSR practices provide positive effects to the aspects of organizational performance where the satisfaction of customers is one of them. Moreover, Benavides-Velasco et al. (2014) emphasized that CSR is a concept that should be embedded into the organizational culture to improve firms' financial performances, enrich corporate image/reputation, and create customer satisfaction. Thus, based on the thoughts as mentioned earlier, the proposed hypotheses are:

H_{2a}: A hotel's social CSR practice is positively associated with customer satisfaction
H_{2b}: A hotel's environmental CSR practice is positively associated with customer satisfaction

Customer Demand & Customer Satisfaction

Based on earlier studies, KamalulAriffin et al., (2013) defined customer demand as desires enacted by procuring firms or individuals identifying some specific requirements in products and services. They further mentioned that customer demand has a particular influence on an organization's socially and environmentally responsible decisions. Moreover, Kasim (2004) stated in her study that the number of demanding and conscious customers is progressively increasing, who were ready to accept the modes of behaviour that are more suitable to the environment of the receiving destinations. Conversely, there had little empirical evidence on consumer demand for socially and environmentally responsible tourism. From those few evidence, a study based on the green hotels in Washington, Gustin and Weaver (1994) found that the majority of respondents (73%) recognized themselves as environmentally friendly consumers, whereas 71 percent of the respondents specified willingness to stay in a green hotel. Besides, from the findings of her study, Kasim (2004) found little empirical evidence on the rise of the consumer demand for environmentally and socially responsible hotels.

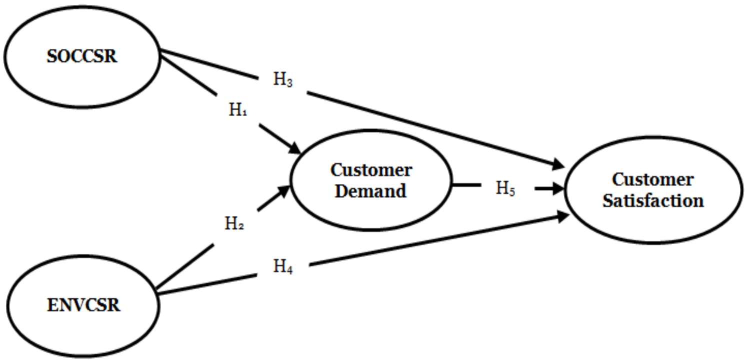

Figure 1. Conceptual Framework

In the same way, SitiNabiha et al., (2010) pointed out in their study, more than a few researchers have identified those business firms that embraced environmental management practices driven by customer demand. Karim (2019) revealed that the fundamental reasons for a hotel to "go green" were governmental pressures and the desire to preserve resources by conserving waste, energy, and water. Recent research, however, finds that guests now demand environmental attributes in hotels and because of this demand, hoteliers need to uphold environmental initiatives. Recent studies also have shown that some hotel green attributes do contribute to enhance overall guest satisfaction. Robinot and Giannelloni (2010) also found that some green attributes can be expected as part of the service offer and, therefore, are not viewed as differentiating criteria by the customer. For example, customers evaluated the reuse of linens and towels as a basic attribute that they expected from hotels, and the absence of such an attribute was considered to have a negative effect on guest satisfaction. Conversely, the study also showed that if a hotel used clean and renewable energy sources, customers considered it as a "plus" attribute, which increased their satisfaction levels and contributed to the hotel's competitive advantage.

In addition to these, Creyer and Ross (1997) found that responsible corporate activities were preferential by customers as well as considered as an essential aspect in the process of purchase decision making. The study also revealed that consumers' demand might be comparatively more price inelastic for products or services offered by the business firms who were involved in CSR activities. Such CSR activities have been evidenced to impact customer demands resulting in a higher degree of customer satisfaction (Galbreath, 2010; Lee et al., 2012). Last but not least, in line with Liat et al., (2014), hoteliers should focus on customer needs and demands and integrate the hotel services that affect customer satisfaction, as their satisfaction plays a noteworthy role in the image of the firm. Also, satisfied customers will have revisiting intentions near the future, so hotel operators should concede the demands of the customer to strengthen the satisfaction of the customer. As per the above reviews, the proposed hypothesis is:

H_3: Customer demand is positively associated with customer satisfaction

RESEARCH METHODS

Data Collection, Sampling Technique & Sample Size

The data of this study were collected through structured questionnaire among hotel guests to illustrate the current scenario of tourist demand regarding the hotel CSR practices in Bangladesh. The systematic probability sampling was chosen to select target respondents from Dhaka and Chittagong division where one specific city from Chittagong division, namely, Cox's Bazar, is the most famous tourist destination in Bangladesh (Table 1). And the reason for choosing systematic sampling technique is- a complete list of the total population is not mandatory always when using systematic sampling (Saunders et al., 2012) and the sample element listing was available conveniently at one place e.g., telephone directory, company payroll, hotel register, chamber of commerce listings (Sekaran, 2003).

According to Bangladesh Tourism Board and Bangladesh Parjatan Corporation, the total number of foreign tourists arrived in Bangladesh were 620,000 i.e., 0.62 million in 2016 and based on Krejcie and Morgan's (1970) assumption, the sample size for this study was 384. A total of 500 questionnaires were, therefore, distributed in the three cities. Hence the ratio of the total room occupancy (3016) and the distributed questionnaires (500) is 6.032. Thus, in this study, every sixth (6^{th}) room's respondent was chosen for the survey regardless of country of origin. Besides, one vital aspect of probability sampling during the data collection was respondents' response rate, i.e. a perfect representative sample. Therefore, taking the prior studies response rate in mind, a total of 402 questionnaires were found acceptable for analysis for this study which represents 80.4% rate of response.

Table 1. Number of Destinations in Bangladesh (Data Source: BPC, 2007)

East	Middle	West	
Sylhet	Mymenshing	Dinajpur	Naogon
Comilla	Tangail	Khulna	Bagerhat
Chittagong	Gazipur	Rajshahi	
Khagrachari	Narsingdi	Natore	
Rangamati	**Dhaka**	Bagora	
Bandarban	Narayngang	Kushtia	
Cox's Bazar	Patuakhali	Jessore	

Table 2. Measurement of Construct & its Reliability and Validity

Construct Reliability and Validity						
Constructs	Items		Loading	α	CR	AVE
Social CSR [Items adapted from Zupan and Milfelner, (2014); Zhu et al., (2016)]	SOC1	Built in a style that fits into the cultural environment in which it is situated	0.849	0.888	0.915	0.641
	SOC2	Serves locally produced food and drinks	0.750			
	SOC3	Employs staff from the local workforce	0.800			
	SOC4	Introduces guests to the local customs & traditions and asks to respect them	0.815			
	SOC5	Provides eco-friendly and essential services to the guests for 24/7	0.780			
	SOC6	Fairly resolves guests' complaints and disputes for their satisfaction	0.808			
Environmental CSR [Items adapted from Berezan et al., (2014)]	ENV1	uses key card to turns on & off power	0.840	0.856	0.895	0.633
	ENV2	uses energy efficient light bulbs	0.700			
	ENV3	uses occupancy sensors to control lighting	0.809			
	ENV4	uses water saving devices in guest rooms	0.863			
	ENV5	encourages guests to reuse towels & bed linen	0.757			
Customer Demand [Items adapted from Tingchi Liu et al., (2014)]	CD1	expected to provide full & exact information about its products/services to customers	0.822	0.876	0.915	0.730
	CD2	expected to give highest importance to their customers' satisfaction	0.893			
	CD3	should comply with legal regulations fully and promptly	0.887			
	CD4	must uphold protocol to prohibit illegal practices within the hotel premises (e.g. pornography, gambling and drug abuse)	0.812			
Customer Satisfaction [Items adapted from Han et al., (2011)]	CS1	Overall, I am happy with my decision to stay at this hotel.	0.822	0.808	0.886	0.722
	CS2	I believe I did the right thing when I stayed at this hotel.	0.883			
	CS3	Overall, I am satisfied with the decision to stay at this hotel.	0.843			

Measurement of Constructs

To discover the association among customer satisfaction, customer demand towards hotel CSR practices in Bangladesh, a survey questionnaire was used for data collection, which contains all the variables of interest such as social CSR, environmental CSR, customer demand as well as satisfaction. The associated measurements of study variables were presented in Table 2**.**

Based on the current infrastructures and facilities available in Bangladesh's hotel sector towards CSR practices, this study has adapted six items from Zupan and Milfelner (2014) and Zhu et al. (2016). To measure the environmental CSR (ENVCSR), five items were carefully chosen to measure from Berezan et al. (2014). On the other hand, the customer demand (CD) indicated tourists/hotel guests' awareness and needs regarding the socially and environmentally responsible activities performed by Bangladesh's hotel sector. Hence, to scrutinize hotel customer demand in Bangladesh perspective, four items were adapted from Tingchi Liu et al. (2014). And lastly, to measure customer satisfaction (CS), three items were chosen from Han et al. (2011). Moreover, all the items to measure the study constructs were selected on a 5 point scale of "Strongly Disagree" (1) to "Strongly Agree" (5).

Findings

Respondents Demographic Profile

The demographic profile contains five characteristics namely: gender, age, education, employment, and purpose of the visit (table 3).

Table 3. Sample Characteristics (N=402)

	Category	N	%		Category	N	%
Gender	Male	232	57.7	**Job Status**	Student	147	36.6
	Female	170	42.3		Professional	145	36.1
Age Group	18 to 25 Yrs	134	33.3		Self-employed	69	17.2
	26 to 35 Yrs	131	32.6		Unemployed	19	4.7
	36 to 49 Yrs	85	21.1		Others	22	5.5
	50 to 65 Yrs	40	10.0	**Purpose of Visit**	Visit Relatives	26	6.5
	Over 65 Yrs	12	3.0		Business	51	12.7
Education	Secondary	4	1.0		Holiday	201	50.0
	H. Secondary	27	6.7		Study	72	17.9
	Bachelor	196	48.8		Conference/ Meeting	52	12.9
	P. Graduate	168	41.8				
	Vocational	7	1.7				

From 402 respondents, 57.7% were male and 42.3% percent were female and regarding age, 33.3% were from the age group 18 to 25 years while 32.6%, from age group 26 to 35 years and then 21.1% from 36 to 49 years, 10% from 50 to 65 years and only 3% from the age group of over 65 years. In terms of educational qualification, around forty nine percent (48.8%) of respondents completed their bachelor's degree whereas 41.8% completed their post-graduation degree, 6.7% higher secondary, 1.7% vocational and 1% completed their secondary study. With respect to employment, 36.6% i.e. 147 respondents were student, followed by 36.1 % professional, 17.2% self-employed, 4.7% unemployed and 5.5% were from other categories. And about their purpose of visit, the highest 50% respondents were found for enjoying their holiday or leisure however 17.9% visited for study purposes, 12.9% visited for attending conference or meeting, 12.7% travelled for business purposes, and the lowest percentage i.e. 6.5% were found to visit their friends or relatives.

Assessment of Measurement Model

On the word of the Hair et al. (2017) and Henseler et al. (2009), the value for individual item loading should be greater than 0.70, however, Vinzi et al. (2010) recommended the outer loadings must be 0.5. Hence the outer loadings of all the items of the study constructs were above 0.7 and fulfilled the aforesaid cut-off value. Moreover, all the latent constructs' composite reliability values have met and exceeded the cut-off value of 0.70 as stated by Hair et al. (2017). Likewise, in keeping with Hair et al. (2017) and Chin's (1998) recommendations, to achieve the acceptable level of convergent validity, the AVE of each latent construct must be greater than 0.50 or above. The result unveils that all the constructs AVE value is higher than 0.50 (Table 1) and exceeded the minimum cut-off value suggested by Chin (1998) and Hair et al. (2017). And lastly, in assessing discriminant validity, it was found that the square root of the AVE of each latent variable (the bold diagonal values) is higher than the correlations of the latent variables (the un-bolded diagonal values) and accomplishes Fornell and Larcker's (1981) criterion and indicating acceptable discriminant validity (Table 4). Into the bargain, Henseler et al. (2015) suggested another method of assessing discriminant validity, named Heterotrait-Monotrait (HTMT) Ratio of correlations with a threshold value of 0.90, that is, an HTMT value greater than 0.90 recommends a lack of discriminant validity. Thus, finding showed that all the correlation values among the latent constructs are less than the suggested threshold value of .90 and confirmed that all the constructs are distinct from each other and obtained the discriminant validity on the basis of HTMT technique (Table 5).

Table 4. Discriminant Validity

Fornell and Larcker Criterion				
	CD	CS	ENVCSR	SOCCSR
CD	**0.854**			
CS	0.557	**0.850**		
ENVCSR	0.722	0.531	**0.795**	
SOCCSR	0.657	0.573	0.763	**0.801**

Table 5. Heterotrait-Monotrait Ratio (HTMT)

	CD	**CS**	**ENVCSR**
CD			
CS	0.653		
ENVCSR	0.797	0.608	
SOCCSR	0.730	0.659	0.858

Assessment of Structural Model

From the path analysis of direct relationship (Table 6), it was revealed that the social CSR (β=0.254, t=3.684, $p<0.05$) and environmental CSR (β=0.528, t=9.052, $p<0.05$) were positively and significantly associated with customer demand regarding hotel CSR practices. Conversely, only social CSR (β=0.328, t=4.027, $p<0.05$) was positively and significantly associated with customer satisfaction while environmental CSR (β=0.071, t=0.929, $p>0.05$) practice was not significantly associated with customer satisfaction.

Table 6. Hypotheses Testing & R^2 Value

Path of Hypotheses	P. Co-eff.	Std. Dev.	T-Value	P Value	Decision	R^2
SOCCSR -> CD	0.254	0.069	3.684	0.000	Supported	CD=0.548
ENVCSR -> CD	0.528	0.058	9.052	0.000	Supported	CS= 0.387
SOCCSR -> CS	0.328	0.081	4.027	0.000	Supported	Moderate
ENVCSR -> CS	0.071	0.077	0.929	0.353	Not Supported	(Chin,
CD -> CS	0.290	0.072	4.008	0.000	Supported	1998)

Moreover, there was a positive and significant association between customer demand and customer satisfaction (β=0.290, t=4.008, $p<0.05$) as shown in Figure 2. In the present study, exogenous latent variables (i.e. SOCCSR and ENVCSR) explained 54.8% and 38.7% variance of the endogenous latent variables i.e., customer demand (CD) and customer satisfaction (CS) respectively, which were moderate in proportion to Chin (1998) and substantial in accordance with Cohen (1988).

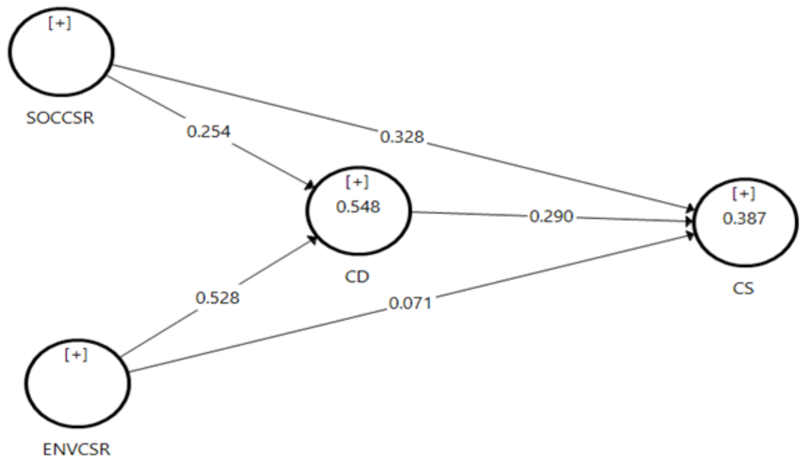

Figure 2. Path Analysis of the Conceptual Framework

RESULTS, DISCUSSIONS

Based on the findings, it has revealed that both the social CSR (SOCCSR) and environmental CSR (ENVCSR) are positively and significantly associated with customer demand (CD) and symbolised the ongoing demand of customers regarding socially and environmentally responsible hotel. Several prior studies have also emphasised about customer demand towards hotel CSR practices. For example, Bohdanowicz (2005) found customer demand as one of the key influential motivations for hotels to execute socially and environmentally friendly practices. The author also mentioned that owing to augmented customers' consciousness, hoteliers are becoming more responsive to their social and environmental, including eco-friendly products, services, and purchasing (Bohdanowicz, 2005). By the same token, Lindgreen et al. (2009) also emphasised on the customer demand towards responsible business practices in their study. According to them, as common group stakeholders, consumers are continuously creating pressures or increasing demands on the business firms when they are not behaving in a socially and environmentally responsible way.

The authors believe that if a firm's activities fail to influence consumers' moral values, firms may lose their prospective customers and business to other rivals. Moreover, if the hotels are not able to adopt socially and environmentally responsible practices, hoteliers might lose their prospective customers to other green operators (Butler, 2008). Equally, Delmas and Toffel (2004) and Le et al. (2006) found parallel outcomes where the authors have disclosed that customer demand has positive association on the responsible business practices of the organisation, particularly, environmental practices of the organization. On the other hand, social CSR has a significant positive association with customer satisfaction, while environmental CSR has an insignificant association with customer satisfaction.

A number of previous studies such as Chung et al., (2015), Senthikumar et al. (2011), and Basu and Palazzo (2008) found an analogous relationship that customer satisfaction and organization's CSR activities are positively related to each other. Regarding customer satisfaction, Senthikumar et al. (2011), pointed out that CSR practices provide positive effects on the aspects of organizational performance where the satisfaction of customers is one of them. Cherapanukorn and Focken (2014) claimed that due to the adoption of effective CSR practices, the hotel industry is achieving various substantial business-related benefits, including customer satisfaction for their eco-friendly services. Since in our study, only social CSR has a positive relationship with customer satisfaction, the environmental CSR has no significant association with customer satisfaction. Hence the study finding is comparable to Kasim (2004).

The author said that majority of customers choose a hotel based on price, quality of service, and physical attractiveness rather than environmental attributes. The customer preferred some non-green attributes such as individual soap cakes, fresh towels, and air conditioning, compared to the environmentally friendly alternatives. Moreover, in the Bangladesh context, due to the low level of education and awareness of the members of the society towards the environment and the shortage of promotion of CSR (Haque and Azmat, 2015; Aminuzzaman, 2010), the local tourists are not well-informed about the hotel CSR activities. And the concerns, as mentioned earlier, may also be the reason for not showing the significant relationship between environmental CSR (ENVCSR) and customer satisfaction (CS). This study also found a positive and significant association among customer demand (CD) and customer satisfaction (CS). Several earlier studies also explored similar pieces of evidence where Galbreath (2010) and Lee et al. (2012) said that organizations' CSR activates due to customer demand causing a higher degree of customer satisfaction. Equally, Liat et al. (2014) stated that hoteliers should focus on customer needs and requirements and integrate the hotel services that affect customer satisfaction, as their satisfaction plays a unique role in the firm's image.

CONCLUSION

The objective of this study is to assess the customer demand as well as customer satisfaction through social and environmental CSR practices based on tourist's' perception in the hotel sector of Bangladesh. Findings of the study reveal that customer demand is significantly associated with both the social and environmental CSR practices. This association indicates the continuing demand of customers concerning socially and environmentally responsible activities performed by the hotel sector. Besides, the study outcomes also establish the customer demand as one of the key influential motivations for hotels to execute socially and environmentally friendly practices. Likewise, the consequences of the study further explore the positive linkage between social CSR practice and customer satisfaction, though environmental CSR practice has an insignificant relationship with customer satisfaction. This study has also found a positive and significant association among customer demand and customer satisfaction. In this circumstance, the hoteliers should be more conscious about their customers' satisfaction as effective CSR activities can help the hoteliers attain the customers' satisfaction by fulfilling their expectations or demands. Organizations that operate in a socially and environmentally responsible manner and have a fame of fulfilling their responsibilities to various stakeholders create favourable image or reputation in the society.

Thus, the hotel managers should be aware of their internal and external CSR activities because these activities will create a better company image in the community. If hoteliers can fulfil their guests' expectations through their environmentally friendly services and activities, their satisfaction level will be proportionately high. If they are satisfied, they will revisit, and in return, the financial performance of the hotel will thrive. Moreover, in line with prior studies, since customer satisfaction and hotel CSR activities are positively related to each other it is believed that managers will be encouraged to employ more concern on their socially and environmentally friendly services in order to further their customers' satisfaction. Thus, satisfied customers will naturally keep revisiting the hotels in future. So hoteliers should focus on strengthening customer satisfaction which plays a unique role in company's image.

Eventually, like other studies, this study has a few limitations. The study puts overarching focus on the 4 & 5-star hotels from the hotel sector of Bangladesh and exclusively covers three cities from two divisions, namely Dhaka and Chittagong, out of eight divisions. As a result, the study may not represent the whole scenario of CSR practices in Bangladeshi hotel sector. Thus, future research can be conducted covering more cities to produce more generalized results. To gather survey data, the study surveys only the domestic tourists. Thus, future research may include foreign tourists to explore their level of satisfaction and demand. Besides, this study has considered the social and environmental bottom line from Elkington's (1998) triple bottom line (TBL) approach. Hence, subsequent research may also consider the economic bottom line alongside the social and environmental bottom line.

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AN EMPIRICAL ANALYSIS OF TOURIST SATISFACTION: A CASE-STUDY OF ZLIN-ZOO IN THE CZECH REPUBLIC

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Abstract: This paper aims to assess the mediating role of tourist satisfaction based on certain antecedents and consequences for the famous zoo of the Moravian region in the Czech Republic. Relatively, the overlooked segment of the hospitality sector, particularly, the recreation segment is addressed by taking the case of the aforementioned zoo to analyze the antecedents and consequences of tourist satisfaction from visitors' viewpoints. Hence, the assessment of the mediating role of tourist satisfaction by taking the case of Zoo in the recreation segment is the novel aspect, due to its thorough investigation about the role of significant antecedents and consequences. Based on the primary data and application of the PLS-SEM, results indicated direct and indirect effects, the construct 'emotion' significantly affects tourist satisfaction as a direct effect. Tourist satisfaction also predicts the recommendation/WoM and corporate image significantly while only 'emotion' is significant with respect to indirect effects. The study concludes that 'emotion' is an important antecedent for consideration, whilst recommendation/WoM, and corporate image are significant constructs of consequences related to tourist satisfaction. The study implications and limitations are considered whilst future research directions have been suggested in the end part of the paper.

Key words: Tourism, Tourist satisfaction, Recreation segment, Hospitality sector, Antecedents, Consequences, PLS-SEM, Zlin-Zoo, Czech Republic

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INTRODUCTION

Travel and Tourism have emerged as a backbone of the service industry and are putting impacts on individuals' lives, society and economy in significant ways. With the passage of time, the growing number of tourists is evidence of such importance, as international tourist arrivals reached up to 1.4 million and international tourism receipts hit the recorded level of US$ 1451 billion, in the year 2018 (World Tourism Organization, 2019). Tourism also accelerates economic growth and provides an avenue for unique opportunities in less developed countries (Crotti and Misrahi, 2017). From the previous three decades, the sustainability and competitiveness of the tourism industry are much debated issue. However, according to Eraqi (2006), the mere focus on prices and promotion for competitiveness is not enough, therefore, a novel approach with quality-oriented policies should be adopted. In this vein, the needs of the tourists should be catered and satisfaction should be enhanced due to their primary role in the tourism sector, and many researchers have raised this issue and bracketed enhanced tourist satisfaction with the success of tourism industry (Neal and Gursoy, 2008; Wu, 2007; Stevens et al., 1995).

Truong and Foster (2006) described that tourist satisfaction is the conformity between tourists' expectations and destinations' characteristics. According to this point of view, tourist satisfaction can be figured out by subjective factors (emotions and needs of tourists) and objective factors (features of the product and service). While literature indicates that there is no consensus and homogeneity regarding the concept of tourist satisfaction (Sanchez-Rebull et al., 2018). In light of this, the higher level of tourist satisfaction plays its role in the successfulness of a tourist destination and the same has been argued repeatedly that the satisfaction of tourists leads the tourists to revisit and make recommendations to friends and family (Chen and Chen, 2010; Lee et al., 2011). The revisit and make recommendations to others refer to the tourist loyalty and this loyalty according to Yuksel et al., (2010) can be effective, cognitive or conative in nature. In this study, tourist satisfaction denotes the positive emotions, feelings, and expectations expressed by tourists with respect to tourist visitation (Gallarza and Saura, 2006; Chi and Qu, 2008). Furthermore, the emotional enjoyment, the perception and image of destination as well as quality of provided services also contributes to tourist satisfaction (De Rojas and Camarero, 2008; Bigne et al., 2001; Chen and Tsai, 2007; Chen and Chen, 2010). Consequently, it can be regarded that tourist satisfaction is the combination of the features of a tourist destination and the perceptions of tourists (Hui et al., 2007). Despite the extensive literature on tourism and tourist satisfaction, the consensus about the antecedents of tourist satisfaction and the resulting consequences is lacking. This study will peep into the matter and put effort to fill this lacuna by doing an analysis of important antecedents and consequences of tourist satisfaction.

However, the available research on the antecedents of tourist satisfaction and consequences has been carried out extensively on hotels, travel & tourism, and food & beverages whilst the recreation segment is somehow overlooked and even in some cases non-existent. Specifically, the investigation about the recreational zoos in terms of tourist satisfaction is very rare and this gap creates a need to do thorough analysis by contributing towards theory and practice. In view of this, the present study considers the case of Zlin-Zoo in the Moravian region of the Czech Republic due to its popularity and higher inflow of diverse tourists. From a theoretical perspective, this study will discover the consistencies of research construct related to the theme of this research under study. Whilst the managerial contribution will be beneficial to policymakers and

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management of Zoos to take inspiration from the proposed model as well as the found results that could help to boost the sector from the medium to long term sustainability. The rest of the paper has been organized as follows. The second section deals with the theoretical background of the precursors (drivers) as well as the resultant consequences of tourist satisfaction. The third section represents the development of a conceptual framework and research propositions. The fourth section gives the methodological part exploited in the present study. The fifth section provides the study implications to theory and practice. Finally, the sixth section recapitulates the study with the conclusion, limitations, and suggestions for future research directions.

PRECURSORS AND CONSEQUENCES OF TOURIST SATISFACTION

Precursors:

Emotions

Emotions in the literature are positive or negative thoughts or feelings that individuals or person exhibit. One of the most important and widely discussed drivers in the literature is emotions or positive emotions which have a direct relationship with the tourist satisfaction (Sanchez-Rebull et al., 2018). Abubakar and Mavondo (2014) used the driver, emotions, to analyze and isolate the factors which contribute to satisfaction and recommendation. Brunner-Sperdin et al., (2012) measured tourist satisfaction related to the emotions. Similarly; Chang (2008), Faullant et al. (2008), Gountas and Gountas (2007), Magnini et al. (2011), Mason and Paggiaro (2012), Moon et al. (2016), Richard and Zhang (2012), and William and Soutar (2009) also used emotions for analysis as the main driver of tourist satisfaction. In view of the strong impact of emotions on tourist satisfaction, we hypothesize that:

H1: Positive emotions/feelings at a tourist destination directly predict tourist satisfaction.

Service Quality

Service quality arises when comparing expected performance and perceived performance or actual performance of service delivery as a difference. It is regarded as one of the important drivers of tourist satisfaction (Sanchez-Rebull et al., 2018). Usually, service quality is measured by a multi-dimensional scale in which different factors exist. In the tourism and hospitality sector, service quality is basically based on tangible and intangible dimensions (Faullant et al., 2008; Choi and Chu, 2001; Gupta et al., 2007; Radojevic et al., 2015). Service quality exhibits a positive relationship with tourist satisfaction, that’s why Chen et al., (2011) recommended the improvement of the service quality for enhancing tourist satisfaction. This prima-facie relation leads us to hypothesize that:

H2: Perceived service quality at a tourist destination directly predicts tourist satisfaction.

Safety

Safety and feelings of being safe and secure represent another driver of tourist satisfaction. Some authors also pointed out the same fact in their work, like Buckley et al., (2014) highlighted safety as a driver to analyze the particularities of Chinese tourist satisfaction. Further, Lee et al., (2010) also focused on the importance of safety to assess different satisfaction levels in Korea and Yuksel (2001) used the driver, safety as well among others. Another study by Imbeah et al., (2020) also highlighted the tourists’ perceptions of safety and provided evidence about the increasing level of safety expectations among tourists. In view of this, we propose that:

H3: Adequate safety measures at the destination predicts tourist satisfaction

Consequences:

Customer loyalty

Customer loyalty in tourism is the most prevalent and analyzed in the tourist satisfaction perspective which is normally based on several dimensions (Sanchez-Rebull et al., 2018). Among these studied dimensions in the earlier research work, include customer revisit, customer recommendation, and positive word of mouth among visitors, etc. (Bigne et al., 2008; Campo-Martinez and Garau-Vadell, 2010; Lu et al., 2015).

Customer revisit

Customer revisit may refer to the repetition or repurchase intention of a particular product/service during recurrent visits. In light of this, tourist satisfaction at some tourist attraction or destination entices the customer to revisit. Customer revisit is an important consequence of the higher level of tourist satisfaction. Chen et al. (2011) found that customer revisits enhance destinations competitiveness. Depending upon the perceived value and satisfaction, revisits intentions are more in food tourists (Kim et al., 2011). Some more authors also highlighted the same consequence of tourist satisfaction to revisit or repurchase the product or service in the tourism sector (Su et al., 2016; Tanford et al., 2012; Tiru et al., 2010; Wan and Cheng, 2011; Yuksel, 2001). However, the previous visit to a tourist attraction also entices to revisit and make recommendations to friends and family, depending upon their feelings and opinions. Alegre and Cladera (2009) used the previous visit as a driver to distinguish drivers of tourist intentions. Castañeda et al. (2007) analyzed the previous visit to see the effect on customer satisfaction. On the parallel line, Chitty et al. (2007), Garcia-Crespo et al. (2011), Guiry and Scott (2013), Tsiotsou (2006), used the previous visit as a driver of tourist satisfaction. A recent study by Carvache-Franco et al. (2019) also pointed out the motivational and intentional factors playing the role for re-visitation and recommending to others in the geographical region of Costa Rica.

Recommendation and positive Word-of-Mouth (WoM)

A customer recommendation is a situation where a customer seeks to express positive expression about a product or service to a potential customer or buyer. This recommendation arises from the previous customer experience. Whist word-of-mouth signifies information given by some acquaintance or some other trusted source about the usefulness of a product or service (Nevada Small Business, 2019). Recommendations and positive word-of-mouth can be created by providing some free samples and consultations as well as delivering the promised and claimed quality. Previous studies also highlight the same as an important consequence of tourist satisfaction (Chen et al., 2011; Hultman et al., 2015; Lu et al., 2015; Tanford et al., 2012). Furthermore, WoM in the literature denotes the spread of verbal and non-verbal conversation. The conversation spreads from one person to another and so on so forth. Tourist destinations are equally vulnerable towards WoM when services and expectations from these destinations are met by potential or experienced visitors. We, therefore, hypothesize that:

H4: Tourist satisfaction positively and directly predicts customer loyalty (recommendation/WoM).

Corporate goodwill

The corporate goodwill is an intangible asset for tourism businesses which improves with the higher level of tourist satisfaction. Previous studies indicate the same along with the importance of corporate goodwill and image to the business. Mohamed (2007) carried a study about customer satisfaction and corporate image to analyze the influence of customer satisfaction on corporate goodwill and image and came out with the conclusion of a significant relationship. Very little research has been conducted on this relationship, and further is needed to explore this overlooked aspect in the zoo sector. To this end, we propose that:

H5: Tourist satisfaction positively and directly predicts corporate image.

With regard to the above analogy from the literature, we hypothesize the following indirect statements to capture the indirect impact of the underlying research constructs, and these propositions are stated below:

H6: Positive emotions/feelings have a significant indirect effect on recommendation/WoM and corporate image through tourist satisfaction.

H7: Perceived service quality has a significant indirect effect on recommendation/WoM and corporate image through tourist satisfaction.

H8: Adequate safety measures have a significant indirect effect on recommendation/WoM and corporate image through tourist satisfaction.

Having reviewed, the relevant literature of the abovementioned theme, the present study, therefore, proposes a research model (see figure 1) carved from previous related articles so as to discover the drivers (precursors) and consequences of tourist satisfaction depending upon visitors' experiences from the visitation of a particular destination. Also, adding to this model is the summary of research constructs and their respective literature sourced (Table 1).

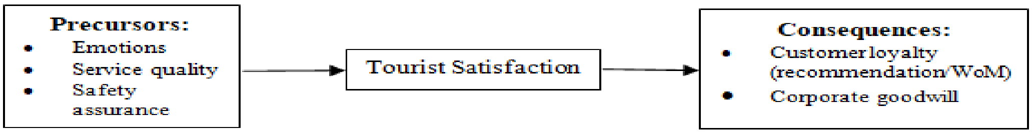

Figure 1. A proposed research framework from the literature

Table 1. Summary of research construct and literature sourced

Construct	Operationalization (Scale)	Literature sourced
Emotions	1. I felt excited, while visiting the Zlin-Zoo and experiencing their services. 2. I think, I became happy after visiting Zlin-Zoo and experiencing their services. 3. I think, I enjoyed the visit of Zlin-Zoo whilst seeing the nature around.	Chang (2008), Faullant et al. (2008), Gountas and Gountas (2007), Magnini et al. (2011), Mason and Paggiaro (2012), Moon et al. (2016), Richard and Zhang (2012) and William and Soutar (2009)
Service quality	1. I think, the visit of Zlin-Zoo fulfilled my expectations in terms of service quality. 2. I think, the physical appearance and apparent behavior of staff was good in terms of service quality/delivery. 3. I think, the provided guided tour is beneficial towards my sight-seeing in Zlin-Zoo. 4. I think, the fee paid for the visit of Zlin-Zoo is quite appropriate for the provided service.	Faullant et al., 2008; Choi and Chu, 2001; Gupta et al., 2007; Radojevic et al. (2015)
Safety	1. I think the provided safety measures to protect tourists from wild animals is sufficient in the Zlin-Zoo. 2. I think the taken measures and provided guidelines for the safety of kids are quite appropriate. 3. I think, the horse-riding is safe for kids due to the provided safety and precautionary measures.	Buckley et al., (2014); Lee et al., (2010); Yuksel (2001)
Tourist satisfaction	1. I think, I will revisit Zlin-Zoo anytime depending upon my free schedule. 2. My last visit to Zlin-Zoo keeps me in a good memory for visiting again. 3. In my opinion, the revisit of Zlin-Zoo is worthwhile and providing sufficient motivation for revisiting.	Sanchez-Rebull et al., 2018; Richard and Zhang (2012) and William and Soutar (2009), Su et al. 2016; Tanford et al. 2012; Tiru et al. 2010; Wan and Cheng, 2011; Yuksel, 2001).
Customer loyalty (Recommendation, and positive WoM)	4. I think, I am willing to recommend the Zlin-Zoo to others, including family and friends. 5. I think, I will say positive things about Zlin-Zoo to other people.	Su et al., 2016; Tanford et al., 2012; Tiru et al., 2010; Wan and Cheng, 2011; Yuksel, 2001).
Corporate goodwill	1. I think; the Zlin-Zoo is popular in the Zlin region. 2. I think, the Zlin-Zoo has very good reception capacity for tourists and guests. 3. I think, the Zlin-Zoo has a better image than other Zoos in the Czech Republic.	Mohamed (2007)

RESEARCH METHODOLOGY

Study Area and its brief description

The study areas is Zlin-Zoo which is a famous recreational and zoological garden situated by the Lešná castle, is almost 10 Kilometers away from downtown of Zlin. There are several interesting factors which make it worthwhile to visit. More importantly, Zlin-Zoo is the second largest zoo in the Czech Republic in terms of the number of visitors. The historical factor of the zoo also grabs attention of the visitors as the zoo was established in the year 1804. However, it was nationalized after the second world war and opened for the general public in the year 1948 (Municipal Information and Tourist Center, 2020).

The total area of the zoo is 74 hectares. Every year, more than 600,000 visitors visit the zoo and in the year 2018, the number of visitors were 648,375. The zoo is having about 1200 different animals from 226 species. The conservation program of zoo for rare species of animals in terms of reproduction and care is also worth-mentioning (Zlin-Zoo website, 2020). In addition, a botanical garden in the area is having 13000 kinds of plants. The newly built exhibition hall was opened in the year 2007, presents very rare species of almost 250 plants from tropical Yucatán. Again, as the Lešná castle is situated within the area of the Zlin-Zoo, it increases its importance as an attraction from visitation point of view. This Lešná castle is a historical mansion, displays rare collection of paintings, trophies and porcelain from the late nineteenth century (Municipal Information and Tourist Center, 2020). NB: Lešná (in Czech) translate to mean a 'forest' in English langauge.

Data

This research study exploited the quantitative research approach to analyze and assess tourist satisfaction in the case of Zlin-Zoo, which is a popular zoo in the Moravia region of the Czech Republic. For this purpose, a self-administered questionnaire has been developed and a survey has been carried out to gather data from the students and staff of Tomas Bata University in Zlin, Czech Republic. The structured self-administered questionnaire and online survey have been exploited to collect data and 170 questionnaires were distributed to students and staff of the university. Out of the 170 distributed questionnaires, 138 were valid and useable to proceed towards the analysis of data, representing 81 percent. By extension, these students composed of both local and international students who have visited the aforementioned zoo as at the time the data was collected. The aforementioned respondents have been selected through a non-probability sampling method, precisely the snowball sampling method. In this type of non-random sampling method, the respondents also refer and include their acquaintances to participate in the study. This method was suitable and convenient for the research due to accessibility, willingness to participate, proximity, participants' accessibility to the researcher, and cost-effectiveness, as these criteria among others, as suggested by Etikan et al., (2016). To execute the snowball sampling technique, initially, the questionnaire was sent to students and staff of the Tomas Bata University who subsequently forwarded to others to participate in this research.

Figure 2. An international tourist visiting Zlin-Zoo

Figure 3. Tourists at Zlin-Zoo

Figure 4. Tourists viewing animals

Figure 5. Precious specie Zebras at Zlin-Zoo

Table 2: Demographic profile of the respondents

Variable	**Details**	**Frequency**	**Percentage**
Gender	Male	53	38.4
	Female	85	61.6
Age (years)	15-25	96	69.6
	26-35	37	26.8
	36-45	3	2.2
	46 & above	2	1.4
Educational Level	Bachelor diploma	80	58.0
	Master diploma	28	20.3
	PhD	9	6.5
	Others	21	15.2
Occupational Status	Student	104	75.4
	Private employed	18	13.0
	Government employed	9	6.5
	Others	7	5.1
Category of Respondents	Locals/Domestic tourists	89	64.5
	Foreign tourist	49	35.5
Marital Status	Single	118	85.5
	Married	19	13.8
	Divorced	1	0.7
Total (n)		**138**	**100**

Table 2 below shows a summary of the demographic characteristics of the respondents included in the analysis for this research study. The demographic profile includes characteristics like gender, age, educational level, occupational status, category of respondents, and marital status of respondents. We acknowledge and emphasize that this research is the extension of the earlier work/article presented in the 3rd International Conference of Tourism Research (Javed et al., 2020) at the Universidad Europea de Valencia (UEV), in Valencia, Spain.

Measures

Apart from the demographic characteristics, all the remaining scales and measures have been adopted from the previous studies, published in reputable journals. In this regard, the measures of the constructs, emotion, service quality, safety, tourist satisfaction, and customer loyalty have been taken from the literature (Table 1). Further, it is important to mention that the opinions and responses were recorded through a five-point Likert scale, anchored with strongly agree = 5, agree = 4, natural = 3, disagree = 2, and strongly disagree = 1.

Analytical methods used

A partial least squares Structural Equation Modeling (PLS-SEM) has been selected to apply for the statistical analysis and response evaluation. All the main constructs have also been tested for reliability and validity. The Structural Equation Modeling (SEM) is appropriate in such situations where opinions and perceptions are involved, and this same has been used by well-known researchers and has been recommended to apply in such situations (see Hair Jr et al., 2014; Reinartz et al., 2009). In addition, the applied PLS-SEM is also considered preferable when the nature of data is unknown in terms of common factor or composite base, and focus on the maximization of explained variances among research constructs.

EMPIRICAL RESULTS

The empirical results of PLS-SEM have been obtained by using ADANCO Version 2.1. We used PLS-SEM because of its advantage over CB-SEM of not requiring the condition of normally distributed data. However, there is no contradiction between the results from these two methods (Goodhue et al., 2012); hence, we used the PLS-SEM.

Test of model fit (validity and reliability)

As eminent scholars, like Hair et al. (2017) asserted to analyze and test the model for constructs reliability and internal consistency, so executed by Dijkstra-Henseler's rho along with Cronbach's alpha coefficients, respectively. Table 3 shows the satisfactory level of constructs' reliability as all the values are above the suggested threshold of 0.5 (Bagozzi and Yi, 1988; Hair et al., 2019). The analysis also fulfilled the requirements of composite reliability (CR) measured by Dijkstra-Henseler's rho and Joreskog's rho with the threshold levels of 0.8 and 0.7, respectively.

Table 3: Construct Reliability and Validity Source: Authors' processing from ADANCO 2.1 Version

Constructs	Dijkstra-Henseler's rho (ρA)	Jöreskog's rho (ρc)	Average variance extracted (AVE)	Cronbach's alpha(α)
Tourist Satisfaction	0.8345	0.8915	0.7329	0.8190
Emotions	0.8269	0.8950	0.7397	0.8241
Service Quality	0.7343	0.7903	0.4914	0.6534
Safety	0.7685	0.7859	0.5624	0.6159
Recommendations/WoM	0.8527	0.9291	0.8676	0.8477
Corporate Image	0.7245	0.8445	0.6443	0.7236

With respect to factor loadings of the latent construct, all the items have been loaded sufficiently above the threshold level. Bagozzi and Yi, (1988), reiterated that a factor loading above the threshold level of 0.6 is considered an adequate level of correlation coefficient (Table 4). In addition, the discriminant validity has been assessed through Fornell-Lacker's (1981) criterion, which ensures that a construct measure is unique and it represents the phenomenon of interest that other measures do not capture (Hair et al., 2005; Henseler et al., 2015). The results show that as per Fornell-Lacker's criterion both basic and stringent assumptions are satisfied and discriminant validity has been established. It is worthwhile to note that the diagonal values (in bold) of the Fornell-Lucker's table (Table 5) signify the AVE's and each measured construct must have the value of AVE greater than 0.5. As well as, the value of each construct's coefficient should be higher at both column and row position to establish the discriminant validity (Bagozzi and Yi, 1988; Fornell-Lacker, 1981; Henseler et al., 2015).

Table 4. Factor Loadings Source: Authors' processing from ADANCO 2.1 Version

Indicators	Tourist Satisfaction	Emotion	Service Quality	Safety	Recommendation/WoM	Corporate Image
EMO1		0.8587				
EMO2		0.8797				
EMO3		0.8414				
ServQual1			0.8625			
ServQual2			0.7163			
ServQual3			0.5863			
ServQual4			0.6041			
TSat1	0.8154					
TSat2	0.8705					
TSat3	0.8809					
Saf1				0.8992		
Saf2				0.7869		
Saf3				0.5093		
Recom/WoM1					0.9379	
Recom/WoM2					0.9249	
Corp1						0.8253
Corp2						0.8040
Corp3						0.7781

Table 5. Test of Discriminant Validity – Fornell-Lacker criterion (Data source: Authors' processing from ADANCO 2.1 Version)

Constructs	Tourist Satisfaction	Emotions	Service Quality	Safety	Recommendation/WoM	Corporate Image
Tourist Satisfaction	**0.7329**					
Emotions	0.5202	**0.7397**				
Service Quality	0.2542	0.4311	**0.4914**			
Safety	0.1250	0.1823	0.1853	**0.5624**		
Recommendation/WoM	0.4950	0.4254	0.2248	0.1640	**0.8676**	
Corporate Image	0.3205	0.2862	0.2468	0.1237	0.3306	**0.6443**

Structural Model-Hypotheses Testing

The goodness of model fit can proceed with path analysis of the structural model. This analysis is quite relevant to identify and establish the causal-effects or relationships of the constructs of the underlying research prepositions and hypotheses. As a matter of fact, the specific direct and indirect effects related to tourist satisfaction can be discussed as below:

Direct effect

The results provide insights about the behavior of tourists with respect to service satisfaction of the famous Zlin-Zoo in the Moravian region of the Czech Republic. In this regard, the construct emotion (an antecedent of tourist satisfaction) has a significant impact on tourist satisfaction, shown by the values *(β = 0.6758, t-value = 8.5120)*, so, H1 hypothesis is supported, as shown in Table 6. However, some constructs like service quality and safety (antecedents of tourist satisfaction) are impacting tourist satisfaction positively but insignificantly, the corresponding values showing the same (β = 0.0435, t-value = 0.4796; β = 0.0395, t-value = 0.5903), so, H2 and H3 hypotheses are not supported in this study. Whilst the remaining constructs; recommendation/WoM and corporate image (as consequences of tourist satisfaction) are significant among the tourists visiting Zlin-Zoo, as the regression coefficient and test-statistic values showing, respectively; *(β = 0.7039, t-value = 13.0201; β = 0.5665, t-value = 10.2614)*, showing that H4 and H5 hypotheses are supported. The relationships with significant impacts and supporting the respective hypothesis are 'bold' and represented "Supported" in the empirical remarks column (see Table 6). Furthermore, Table 6 also shows Cohen's f^2 which measures the effect size and tells about the strength of the relationships falling in the direct effect category. According to Cohen's (1988, 1992, 2013) guidelines that the value of Cohen's f^2 could be categorized as small, medium, or large according to the value (Selya et al., 2012). According to this criteria, three direct relationships of our hypotheses fall in the large effect size category, due to the Cohen's f^2 value greater than 0.35 (f^2 = 0.9802, f^2 = 0.4716, f^2 = 0.5175).

Table 6. Path analysis: Direct and Indirect Effects (Data source: Authors' processing from ADANCO 2.1 Version)

Direct Effects + Indirect Effects	Original Coefficients (β)	Mean value	t-value	Cohens's f^2	Empirical Remarks
Tourist Satisfaction -> Recommendation/WoM	**0.7039**	0.7053	**13.0201**	0.9802	**Supported**
Tourist Satisfaction -> Corporate Image	**0.5665**	0.5784	**10.2614**	0.4716	**Supported**
Emotions -> Tourist Satisfaction	**0.6758**	0.6705	**8.5120**	0.5175	**Supported**
Emotions -> Recommendation/WoM	**0.4757**	0.4748	**6.0093**		**Supported**
Emotion -> Corporate Image	**0.3829**	0.3878	**6.5269**		**Supported**
Service Quality -> Tourist Satisfaction	0.0435	0.0628	0.4796	0.0019	Not Supported
Service Quality -> Recommendation/WoM	0.0306	0.0438	0.4815		Not Supported
Service Quality -> Corporate Image	0.0247	0.0376	0.4586		Not Supported
Safety -> Tourist Satisfaction	0.0395	0.0345	0.5903	0.0038	Not Supported
Safety -> Recommendation/WoM	0.0278	0.0243	0.5904		Not Supported
Safety -> Corporate Image	0.0224	0.0196	0.5791		Not Supported

Indirect Effect

The indirect effects are also an important part of the structural model, showing how variables are getting affected indirectly. Table 6 shows that the construct emotion has an indirect and significant impact on both constructs, i.e., recommendation/WoM and corporate image *(β = 0.4757, t-value = 6.00; β = 0.3829, t-value = 6.52, respectively).* Whilst the indirect effect of constructs; service quality and safety are insignificant, as t-values indicate that constructs showing relationships, like service quality to recommendation/WoM, service quality to corporate image, safety to recommendation and safety to the corporate image are all insignificant (Table 6).

Coefficient of determination (r)

The coefficient of determination has been assessed to analyze the predictive power of the studied constructs. The value of the coefficient of determination can be interpreted as the percentage of the variation in the dependent variable that has been explained by the independent variable (Miles, 2014). The coefficient of determination values shown in table 7 is explaining adequate variability (see also figure 6). However, some researchers like Colton and Bower (2002), are of the view that a high number of variables included in the model will lead to overfitting of the model, so researchers should be cautious, however, our case is different and goodness of fit is adequate. Therefore, R^2 of tourist satisfaction (0.5235) shows 52% of the total variation in the construct has been explained by the independent constructs (emotion, service quality and safety). Table 7 depicts R^2 of recommendation/WoM (0.4955) which shows approximately 50% of the variability in the construct has been explained by tourist satisfaction (independent construct), whilst the R^2 of the corporate image (0.3210) shows 32% of the variation in the construct has been explained by tourist satisfaction (independent construct).

Table 7. Coefficient of Determination (Predictive Power of Constructs)

Constructs	**Coefficient of Determination (R^2)**	**Adjusted R^2**
Tourist Satisfaction	0.5235	0.5122
Recommendation/WoM	0.4955	0.4915
Corporate Image	0.3210	0.3157

DISCUSSION AND STUDY IMPLICATIONS

The current research focused to explore the antecedents and consequences of tourist satisfaction of guests visiting the Zlin-Zoo of the Moravian region of the Czech Republic. The study came up with interesting results and insights. The construct; emotion as an important antecedent of tourist satisfaction has a significant impact on tourist satisfaction, this finding is quite in line with the work of other researchers (see Abubakar and Mavondo, 2014; Chang, 2008; Faullant et al., 2008). In this vein, Abubakar and Mavondo (2014) found the same by isolating the factors contributing to customer satisfaction in tourism. Chang (2008) pointed out the same role of emotions towards customer satisfaction. Again, the study conducted by Faullant et al., (2008) is somehow exhaustive as they recognized and acknowledged the role of emotions towards customer satisfaction in tourism and they explored the role of emotions to influence satisfaction by taking data of 67 cities in Alpine ski resorts. Moon et al., (2016) also highlighted the significant role of customer emotions and level of tourist satisfaction. Therefore; the assessment of emotion construct as an antecedent of tourist satisfaction is compatible with the results of previous studies (Abubakar and Mavondo, 2014; Chang, 2008; Faullant et al., 2008). The current study also found that some other constructs, like service quality and safety, are having an insignificant impact on tourist satisfaction in the zoo sub-sector, however, safety has a direct and indirect positive but weak relationship with tourist satisfaction, recommendation/WoM, as well as corporate image. In this regard, previous works are with mixed results. The study of Ali (2016) analyzed that the quality of the hotel website could impact considerably on the satisfaction of customers and purchase intentions, however, this finding does not contradict with this study because the current study is dealing with the service quality at Zlin-Zoo which is different than in hotels. Buckley et al., (2014) also found and suggested that safety measures and good safety equipment would increase the satisfaction of tourists for raft tours, whilst the relationship of safety and tourist satisfaction is different than safety measures in adventurous tourism. In addition, the assessed consequences of tourist satisfaction, recommendation/WoM, and corporate image have been significantly impacted by the tourist satisfaction. On the parallel lines, Chen et al. (2011), explored the role of customer satisfaction towards the recommendation, revisit increase, and competitiveness in 17 cities of Taiwan and found that a higher level of tourist satisfaction will lead to a recommendation. Mohamed (2007) investigated the influences of customer satisfaction on the corporate images by taking a sample of 3 cities in Egypt and reported a significant impact on corporate image. The aforementioned studies support well that tourist satisfaction puts a significant impact on recommendation/WoM and corporate image (Chen et al., 2011; Mohamed, 2007).

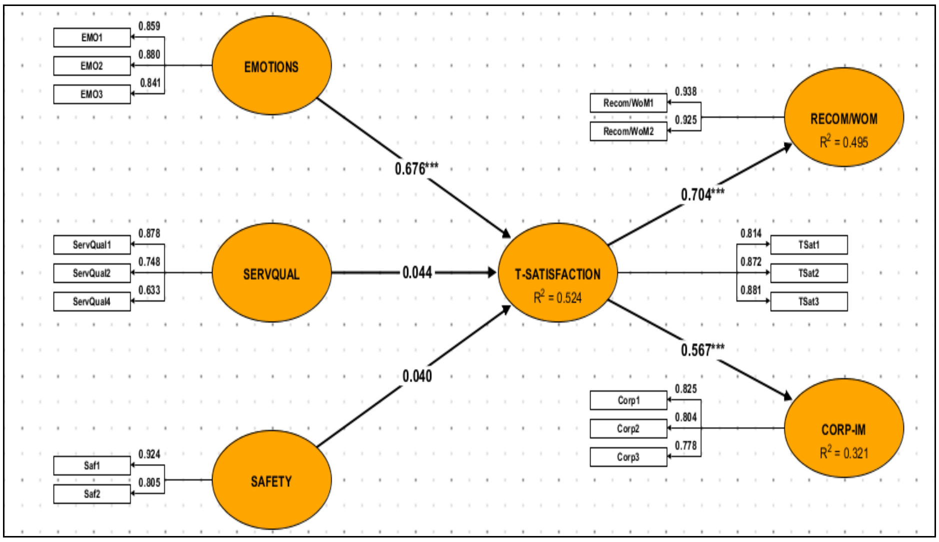

Figure 6. Estimated research model (Source: Authors' processing from ADANCO 2.1 Version)

This study also has important theoretical and practical relevance. In the theoretical vein, this study highlighted some important and prevalent precursors/drivers as well as consequences of tourist satisfaction. More importantly, the offered conceptual model is quiet helpful for better understanding the relationships and invites other interested researchers to peep in the matter and investigate the reliability and validity of the proposed model. Further, the reviewed and analyzed precursors and consequences draw the attention of the scholars interested in the tourist satisfaction regarding the relevant constructs and items found in the existing literature. The chosen and assessed precursors and consequences have important managerial implications for the selected case of Zlin-Zoo. It is important to note that the antecedent construct; emotion has a positive and significant effect on tourist satisfaction. This suggests that managers of Zlin-Zoo, as well as other domestic zoos, should do more to make visitors feel better at their first sight since their first-time experience gives them the impression to know whether to go for a revisit. In addition, tourist satisfaction also impacts on the other two constructs of consequences; recommendation/WoM and corporate image. Therefore, the managers of the Zoo should put every effort to enhance the level of tourist satisfaction in order to get more recommendations and improved corporate image so as to make the zoo business more competitive and sustainable with a higher level of long-term growth.

CONCLUSION, LIMITATIONS AND FUTURE DIRECTIONS

The main goal of this study was to assess the satisfaction of the tourists visiting the famous Zlin-Zoo of Moravian region in the Czech Republic. In this regard, some important constructs related to the antecedents and consequences have been identified from the literature. Using the quantitative method, a structured questionnaire has been used to carry out the survey for collecting data from the students and staff of Tomas Bata University in Zlin, the Czech Republic who had a regular visit to the said zoo. Partial Least Squares-Structural Equation Modeling (PLS-SEM) has been applied to analyze the collected data and results reveal interesting insights about the antecedents and consequences of tourist satisfaction. With respect to mediation analysis; emotion came as a construct putting indirect significant impact on recommendation/WoM and corporate image through tourist satisfaction and supported hypotheses H6, H7, and H8. However, service quality and safety are insignificant to tourist satisfaction so hypothesis 2 and hypothesis 3 are not supported in this study. The consequences of tourist satisfaction are also shedding light on important perspectives. The Hypotheses 4 and 5 related to consequences are also supported in this study i.e., tourist satisfaction positively and significantly impacts recommendations/WoM and corporate image, respectively.

Like every study, some limitations are worthwhile to highlight for readers to better understand the scope of the study and also for future research endeavors. Firstly, the results and findings should also be validated and verified for other zoos to cover a wider spectrum. Secondly, this research study used a relatively small sample size and the included respondents are only the students and staff of Tomas Bata University in Zlin, so, the results cannot be generalized. Therefore, future researchers should include more respondents of diverse nature (cross-section) with a probability sampling technique to generalize the findings. Thirdly, during the analysis of tourist satisfaction, only the viewpoint and perspective of the visitors have been included while the viewpoint of zoo administration/management has been overlooked; therefore, the authors acknowledge this limitation and suggest future researchers adopt a mixed-method approach for thorough investigation and consideration of the viewpoint of the managers and administrators of the zoo.

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IS THERE A DIFFERENCE BETWEEN THE CAPABILITIES OF FOREIGN AND DOMESTIC MANAGERS? A CASE STUDY AT FIVE AND FOUR STAR HOTELS IN AQABA - JORDAN

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Abstract: The study investigated the actual practices dealing with foreign department managers' duties, and the possibility of employing these practices to support the domestic department managers in order to manage departments in the four and five star hotels in Aqaba-Jordan and the other Arab Countries. The study indicated that both of foreign and domestic managers have efficiency in their duties and skills. This study presented that there is no statistically significant differences between foreign and domestic manager in behavior, efficiency, and skills. The study recommended that the factors identify the right criteria in dealings adopted by foreign managers and their staff regarding the possibility of hiring these criteria to support the domestic managers to manage in the four and five star hotels in Aqaba -Jordan and the other Arab Countries.

Key words: Expatriate Managers, Domestic Managers, Behaviors, Capabilities, Hotels

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INTRODUCTION

The process of development at the present time faces a stage of fundamental transformation in which human capital has become a source of services rather than a source of material productive capacities, and the years after the Second World War witnessed the beginning of this transformation in economically developed countries (Baum, 2019), that's left an impact on the structure of manpower, the results of this transformation have been enormous changes in the sectors that use manpower in the production process, as they require different types and levels of skills that are different from the above (Zaheer and Subramani, 2009). As the world rapidly turns towards civil society, which is accompanied by the escalation, growth and diversification of human needs, it requires a transformation into a knowledge-based economy, with which it is necessary to expand the base of high-level technology services, Xu et al., (2018) explained that this transformation in the process of building economic growth and development requires a different human workforce, in terms of the level of education, training and experience in the fields of specialization.Globalization has played a big role that entry the multinational organization in the Jordanian Hotel industry. The most of international hotels chains are managed by expatriate managers in Jordan. The Hashemite Kingdom of Jordan is located in center of Middle East, with population around ten millions, with insufficient supplies of water, oil, and other natural resources. Other economic challenges include high rates of unemployment and underemployment, budget deficits, and government debt.

The Jordanian economy depends basically on service industry and the revenue of immigrant Jordanian workers in the Gulf area and other oil countries in the region. The hotel industry in Jordan is one of the most three important industries that constitute the driving force for the national economy. These industries are (communications industry, information technology industry, and tourism industry) and because of tourism industry importance in Jordan as one of the developing countries to develop its economy, competition has intensified to attract more tourists and increase its market share of the global tourism, as the tourism industry is unique as the fastest, most developed and the most developed among these industries, as the trained domestic competencies have the greatest impact through the efforts made in this field to achieve the tourism renaissance that is commensurate with the constituents of tourists Natural and human tourist attractions in Jordan.

Therefore Hospitality industry is considered one of the main resources for the Jordanian economy. In Aqaba, there are (55) hotels as a total of all classifications from (1 to 5 stars), (8) five stars hotels and (5) four stars hotels with total capacity (3685 Rooms) and the number of employees is (1899). In Jordan approximately (20951) employees are working in Hotel sector according to the official statistics in year 2019 (Ministry of Tourism & Antiquities, 2019). Consequently, the purpose of this study was to examine the differences between the performance, skill, efficiency, effectiveness and work ethics of foreign and domestic managers, specifically, the study was directed by the following objectives:

1- Demonstrates that there are no differences between the performance, skills and work ethics of foreign and domestic managers.

2- Presents the efficiency and effectiveness of domestic managers of four and five star hotels at Aqaba City.

3- Addresses some of the reluctances of domestic managers that make foreign managers better and more favorable than them.

Literature review and questions development

According to Dunning and Lundan (2008) conducted study in the quality of hospitality in five star hotels under a management of foreign managers, that argued the positive impact of foreign managers on the hotels and the quality of their services. They found the significance of using foreign managers to improve the performance of domestic managers, therefore domestic managers will gain new knowledge and experience from them. The TeVelde and Morrissey (2002) study was conducted in South Africa and aimed to investigate the level of standards for hotel services which provide them the opportunity to be trained by foreign managers of the expertise and high skills and the extent of the effect of those on the local employee. The study showed the extent of benefit from transfer of knowledge, experience and training of the hotel management patterns which in turn have led to raise the standards of service quality of the hotel.

Ashley and Roe (2002) argued that the employment of foreigners in the top management such as GM, Executive chef and other top management positions and how they transfer their knowledge to the domestic mangers. The study found that with chronological progress the foreign top management has been replaced with domestic management in the hotels; reducing the operational cost. Moreover, the study was conducted in Kenya and Tanzania. According to Gooze (1991), Jumaily (2010) the efficiency in work means in the capability of workers to

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complete their job within the standard time to achieve the desired objectives. Sweilem (1991); Hashim (1989) define job skills as the basic information that every employee must be familiar with performing it efficiently and effectively. The job behavior is one of the most important things that management is looking for. Moreover, it includes many personal motivational skills to succeed at work. The employees' need to have a strong character, leadership, capability of innovation and self-reliance, furthermore, the management looks for employees who are trusted to create job opportunities, develop work system and have capabilities to communicate with colleagues and clients (Alaak, 1999; Deisler, 1993; Werther, 1996; Hujaz, 2004; Bloom and Van Reenen, 2010; Ferraris et al., 2017). Many researchers debate that the managers must have many skills to do their job effectively and efficiently as the following (Rumi et al., 2006; Torrigton, 2002; Woods, 1995; Murthy, 2003; Denisi, 2005; Naschold, 2017; Fang et al., 2010; Kale, 2020):

- The effectiveness of Job: This includes the dimension of skills that promote the manager culture about the world of work and its field and job skills.
- The informational effectiveness: This dimension contains competencies that develop the capacity of manager in the use of technological development, the acquisition of positive trends and take advantage of them to get informational system.
- The effective personal: This dimension includes the competencies relating to some personal and social aspects of the manager, which represents his behavior and trends and assist in the completion of career growth; to deal with the work atmosphere positively.

The problem of the study is summarized by this question: Are the domestic managers in five and four star hotels having the capability to manage the departments as foreign managers?

There is a focuses paucity that necessity of employing domestic managers to manage four and five star hotels at Aqaba City in Hashemite Kingdom of Jordan. Moreover, the study was conducted to show the proper basis that foreign managers follow and how these bases could be used to support and improve the domestic managers and their ability to manage four and five star hotels.

Arab countries have sought during the past decades to achieve economic development through foreign investments in the tourism and hotel sector, to rely on solid international companies in creating tourism investments, especially in the hotel sector, and to start relying on foreign labor in managing these hotels in order to make investments successful and achieve a return on the investment which is proportional to the size of those investments. Manoharan et al. (2019) said these investments were distinguished by the large use of foreign labor, especially in the top and some middle departments, in addition to labors in the field of food and beverage services, in particular the bar department. Haendel (2019) see the foreign employment has created challenges faced by Arab societies, represented by the high number of foreign labors in the hotel sector and the difficulty of replacing domestic labor in managing hotel departments, especially operational ones. After it was relied almost completely on understanding the tourism and hotel market and setting plans and strategies to develop work and raise the rates of occupancy in hotels. Baum (2019) said that after the expansion of the unemployment space among the members of the Arab countries and the deteriorating economic conditions of the Arab countries and the insistence of the governments to provide employment opportunities for the members of the domestic community for those countries, the urgent need emerged to study the possibility of replacing the domestic labor with foreign labors in managing the various hotel departments in order to achieve the following:

Unemployment Treatment:

Despite the great development that the Arab countries have enjoyed in recent decades, Baert and Verhaest (2019) said that most studies indicate that there is an unemployment phenomenon among the domestic labors of these countries as a negative phenomenon as a result of dependence on foreign labor. In contrast domestic labor prefers to work in the government sector because of its job security and greater job privileges. Baert and Verhaest (2019) explain that after monitoring the subsequent callback, they find evidence of a larger stigma effect of unemployment than over education. The stigma effect of over education is found to occur for permanent contract jobs but not for temporary ones. Abo-Murad and Abdullah (2019) said that foreign employment has led to a multiplication of the economic problems experienced by the Arab countries, as the presence of unemployment as a result of employing foreign labor has led to an increase in the manifestations of fear and anxiety of the future among Arab governments and Arab youth who are on the seats of study in universities, as an excuse for not Providing job opportunities for them after they graduate. In light of the foregoing it became the Arab youth aspires to work outside the borders of their country in order to ensure employment opportunities, especially in the hotel and tourism sector, as the number of expatriates from the young Jordanian workers reached outside Jordan borders around (786.000) and this number constitutes 10.5 % of total Jordanians labors, according to what was published in the Jordanian newspaper Al-Rai dated 4/7/2018 . Therefore, Arab governments have endeavored to study the impact of foreign labor and try to replace domestic labor in order to strive seriously to achieve the following:

1- Making full use of the domestic human capabilities.
2- Dispense with foreign labors to avoid the size of external financial transfers.

The presence of 680 thousand migrant workers out of a million who do not have work permits, in Jordan, working in an illegal manner. Those with work permits among migrants reached 320 thousand, which caused an imbalance in the Jordanian labor market despite recent correction campaigns, indicating, that there are between 280 thousand and 300 thousand unemployed in Jordan, and that the total workforce reached 1.6 Million, while the unemployment rate in Jordan was 18.5%.

Hence the importance of this study revolves around the preparation in advance for the replacement of domestic labors in the place of foreign labors, taking in their account the difference of skills and experiences for foreign labors, and whether the domestic employment in the case of substitution will enjoy the same skills and capabilities that can be done in the hotel sector?

Reducing financial transfers to foreign labors:

One of the most serious economic problems facing Arab countries is Remittances of foreign labors, and this may be due to two main remembers:

1-The increase of financial transfers.
2-The increase of foreign labors annually.

This indicates the urgent need for a rational economic policy in the labor market, that is not limited only to the question of replacing foreign labors with domestic labors, but also extends to the structure of the labor market in terms of wages, the nature of occupations, and methods of employment, especially in the private sector, and the impact of these policies on the volume of labor demands Foreign (Zaheer and Subramani, 2009). And the numbers of expatriate workers "raise the alarm bell on Jordan in terms of security, economic and social, while the unemployment rate among Jordanians is increasing," and these numbers confirm the existence of lack of organization and coordination between the relevant authorities in this regard. It is necessary to gradually have a national strategy to replace foreign with domestic labors. And the value of remittances from foreign labors transferred outside Jordan amounted to 1.8 billion dinars (Chairman of the Labor, Social Development and Population Committee of Jordan, 2018).

Reorganizing the economic structure:

Dyer and Batnitzky (2010) saw that the increase in volume of foreign labor has led to a misallocation of the domestic labor force on the aspects of economic activity on the one hand, and on the labor market on the other hand, as it is easy to notice the fragmentation of labor markets in Arab countries into markets for domestic labors, and markets for foreign labors, mostly in the private sector , and each of these markets as Hoffman, (2019) says has working rules, levels of wages and benefits related to each market separately, which reflected negatively on the desire of the Jordanian domestic labors to work within the private hotel sector due to the work policy of the owners of the private hotel sector regarding the rate of wages, salaries, working hours and the rest of the concession T and other not only in the government sector are available.

Involving women in the tourism and hotel sector:

Khaleefah et al. (2018) said that the tourist awareness in Arab countries recedes on the concept of customs, traditions, religion and some inherited beliefs that Arab societies do not want women to engage in tourism and hotel work, due to several considerations related to society. The tourist awareness in Arab countries recedes on the concept of customs, traditions, religion and some inherited beliefs that Arab societies do not want women to engage in tourism and hotel work, due to several considerations related to society.

Richards and Martin (1983) explained that the customs and traditions come from religion, and this explains the correlation between them, as well as gender and religion; where some of community members reject working in hotels, due to mixing between the two genders at work, which may be forbidden by Islam, and there is a relationship between gender, customs and traditions, which imposes that the society looks lowly at women who work in the hotel field. The community, in terms of family, does not encourage engagement in hotel work. The families refuse to be sexually harassed by visitors and guests at the hotel. Linehan (2019) say "The family refuses that their members (especially females) work at hotels, because work may require staying outside their home", where this does not encourage the family to promote its members (especially females) to work at hotels, perhaps due to lack of cultural awareness, the customs and traditions, religion, and gender.

Khaleefah et al. (2018) suggested that the Arab governments should raise the awareness of the domestic community regarding many issues related to hotel work, such as the nature of hotel work and its sections, the fields of hotel work, especially for females, employment opportunities provided by this industry to the members of society, through various media, especially visual, workshops supported by the success stories of male and female labors in hotels, who have achieved success in the various fields of work (economic, career path and Social fields), demonstrating the economic importance of the tourism industry in general and hotels in particular, and the importance of hotels in terms of job size available in the next few years, through organizing events, conferences, workshops and seminars on a continuous basis, to include as many as possible members of the community, Moreover, enhancing the role of educational institutes through the Ministry of Higher Education via encouraging the students to study tourism and hospitality management and under studying the role of tourism industry in the economic in order to create awareness between the students about the importance of this industry and confront taboo culture through workshops for the high school students.

Reducing government financial burdens:

Arab governments will take additional financial responsibility that may contribute to putting pressure on the country's economy, including health, education, infrastructure, security, trade and agriculture due to the increasing number of foreign labors and their expatriate families, as well as an increase in food imports and consumer goods and services that will increase demand in the future due to the increase in foreign labor (Patunru and Uddarojat, 2015).

Study Questions

The study answers the following questions:

1. Primary Questions

a-Is a foreign manager more efficient and skilled than a domestic manager?

b-Is it possible to come up with a training program that is based on skills and work ethics? Is there a chance to reflect or apply these skills to domestic managers?

2. Secondary Questions

First. How much positive behavior do domestic managers have?
Second. How much efficiency do domestic managers have?
Third. How many skills do domestic managers have?
Fourth. How much positive behavior do foreign managers have?
Fifth. How much efficiency do foreign managers have?
Sixth. How many skills do foreign managers have?
Seventh. Are there any statistically significant differences between the behavior of domestic and foreign managers?
Eighth. Are there any statistically significant differences between the skills of domestic and foreign managers?
Ninth. Are there any statistically significant differences between the efficiency of domestic and foreign managers?

MATERIALS AND METHODS

1. Data Collection

Data was collected from the employees who work in the operational departments in the four and five star hotels at Aqaba City - Jordan. The samples consist of supervisors and executive managers of operational departments of four and five star hotels, who are experienced, and have worked under the supervision of foreign managers and domestic manager. This sample works under the supervision of international hotel chains in all Arab countries, and may be governed by the same working environment, customs and traditions in those countries.

2. Questionnaire Development

Capabilities of foreign and domestic managers was measured according to Xu et al., (2018), and positive behavior of foreign managers were measured according to Palthe (2004), Zaheer and Subramani (2009) model. On the other hand, efficiency was measured by using items adopted from Fu et al. (2012), Baum (2019) and Manoharan et al. (2019).

3. Descriptive Analysis

According to (Table 1), 58% of the respondents were males and the 42% were females. Moreover, 64% of the respondents had bachelor degrees, 20% had diplomas, 8% had no high school diplomas, 4% had high educations, and 4% had high school diplomas. In addition, 56% of the samples were executive administrator and 44% were supervisors.

Table 1. Number of Candidates and percentages for the Gender, Job Title and Education level

Gender	**Number of Candidates**	**Percentages%**
Males	29	58%
Females	21	42%
Job Title	**Number of Candidates**	**Percentages**
Supervisor	22	%44
Executive Manager	28	% 56
Education Level	**Number of Candidates**	**Percentages%**
No High School Diploma	4	8 %
College Diploma	10	20 %
Bachelor Degree	32	64 %
High School Diploma	2	4 %
Higher Education	2	4 %

RESULTS DISCUSSIONS

First Question: How much positive behavior do domestic managers have?

According to table (2), it is clear that questions No. 1, 4, 8, 9, 15, 17, 18, 23, 25 and 29 had a mean that is above 2.5 and had a level of accuracy that is less than 0.05, which means it is statistically significant and present in the domestic managers. From questions number 7, 14, 19 and 29, they had a mean that is above 2.5 but they had a level of accuracy that is above 0.05 which means it is not statistically significant and there is no significance level on the strategy of the manager being your boss during working hours and your friend outside of work. In addition, it demonstrates that the domestic manager does not reflect his/her personal problems on his/her way of treating his/her employees.

Lastly, for the other columns the mean was 2.84 and a level of accuracy that was 0.00. This level is less than 0.05 therefore it has a significance level and the domestic managers have positive behavior.

Table 2. Mean, standard deviation, t-value and accuracy level of behavior in domestic managers

Question Number	Question	Mean	Standard Deviation	T-Value	Level of Accuracy
1	A domestic manager treats his/her employees equally	2.8800	0.71	3.741	0.00
4	Language is not a barrier between domestic managers and employees	3.0000	0.85	4.125	0.00
7	Domestic manager is your manager while working, not more	2.7600	0.95	1.916	0.061

Second Question: How much efficiency do domestic managers have?

According to the table number 3: Mean, standard deviation, t-value and accuracy level of efficiency in domestic manager. It appears that all of the questions had a mean that is above 2.5, and a level of accuracy that is less than 0.05, which means that all of these columns are statistically significant and are present in the domestic managers. The total of the columns had a mean of 2.93 and level of accuracy that is 0.00. This level is less than 0.05 therefore it has a significance level and the domestic managers are efficient.

Table 3. Mean, standard deviation, t-value and accuracy level of efficiency in domestic managers

Question Number	Question	Mean	Standard Deviation	T-Value	Level of Accuracy
3	Domestic manager knows the details of the work of his employees.	3.0400	0.72	5.250	0.00
5	Domestic manager is able to make the correct decisions at the right time	2.9600	0.78	4.163	0.00
11	Domestic manager is able to come up with new ideas and discuss them with its employees	2.9600	0.78	4.163	0.00
13	A domestic manager improves the employees by always training them	2.8800	0.59	4.525	0.00
20	A domestic manager supports any employees in need of financial or emotional support	2.8400	0.88	2.705	0.009
21	A domestic manager helps to develop the ideas of employees	2.7600		2.236	0.03
24	Effective leadership of employees to achieve the goals of hotel	2.8400	0.82	2.856	0.006
26	A domestic manager makes predictions about future	3.2400	0.84	8.852	0.00
27	Domestic manager knows the bases and concepts of quality in the hotel he/she manages	2.9200	0.59	4.272	0.00
28	If a problem happened between you and your domestic manager, he/she would try to solve it wisely and gently	2.8800	0.69	3.081	0.003
	Total	2.9320	0.87	5.244	0.00

Third Question: How many skills do domestic managers have?

In table number 4, it appears that all of the questions had a mean that is above 2.5 and a level of accuracy that is less than 0.05, which means that all of these questions are statistically significant, and are present in the domestic managers. The total of the columns had a mean of 3.15 and level of accuracy that was 0.00. This level is less than 0.05 therefore it has a significance level and the domestic managers are skilled.

Table 4. Mean, standard deviation, t-value and accuracy level of skills in domestic managers

Question Number	Question	Mean Question	Standard Deviation	T-Value	Accuracy Level
2	Domestic manager is able to deal with its employees directly	2.8000	0.63	3.320	0.002
6	Domestic manager takes the opinions and ideas of employees seriously	2.8400	0.68	3.531	0.001
10	Domestic manger respects the customs and traditions of domestic employees	3.2400	0.59	8.852	0.00
12	A domestic management keeps up with technology and opens new opportunities associated with the new technology	2.8800	0.71	3.741	0.00
16	A domestic manager encourages employees to advance academically	3.0800	0.63	6.471	0.00
22	A domestic manager manages his/her time wisely and he able to cope with stress	3.4800	0.71	1.604	0.00
	Total	3.1533	0.58	4.156	0.00

Fourth Question: How much positive behavior do foreign managers have?

According to table number 5, it appears that all of the columns had a mean that is above 2.5 and a level of accuracy that is less than 0.05, except for column (question) 4. This means that all of these columns are statistically significant and are present in foreign managers. Question 4, however, had a mean that is above 2.5, but its level of accuracy was above 0.05 which means it is not statistically significant and there is no significance level about language and it being a big barrier between the foreign managers and domestic employees. The total of the columns had a mean of 2.89 and a level of accuracy that was 0.00. This level is less than 0.05 therefore it has a significance level and foreign managers have positive behavior.

Table 5. Mean, standard deviation, t-value and accuracy level of behavior in foreign managers

Question Number	Question	Mean	Standard Deviation	T-Value	Accuracy Level
1	A foreign manager treats his/her employees equally	3.0800	0.69	5.900	0.00
4	Language is not a barrier between foreign managers and domestic employees	2.6600	1.02	1.107	0.274
7	Foreign manager is your boss during working hours and your friend outside of work.	3.0800	0.75	5.457	0.00
8	The employer is able to meet his/her foreign manager easily	3.0600	0.81	4.838	0.00
9	Foreign manager involves his/her employees in planning and developing the hotel	3.0600	0.76	5.163	0.00
14	A foreign manager does not reflect his/her personal problems on his/her way of treating his/her employees	2.9200	0.85	3.480	0.001
15	A foreign manager uses some methods to break the daily routine and entertain the employees	2.9400	0.93	3.328	0.002
17	A foreign manager encourages the successful and effective employees	3.0000	0.75	4.677	0.00
18	The foreign manager seeks to develop entertainment programs for employees	2.9600	0.53	6.103	0.00
19	Work cyclicity low in the foreign rates manager	2.5600	0.90	0.468	0.642
23	A foreign manager encourages effective participation	2.8800	0.65	4.077	0.00
25	A foreign manager views employees positively	3.0800	0.63	6.471	0.00
29	I prefer working with a foreign manager	2.4200	0.90	0.625	0.535
	Total	2.8954	0.53	5.213	0.00

Fifth Question: How much efficiency do foreign managers have?

According to table number 6, it appears that all of the questions had a mean that is above 2.5 and a level of accuracy that is less than 0.05, except for column (question) 28. This means that all of these columns are statistically significant and are present in foreign managers. Column 28, however, had a mean that is above 2.5 but its level of accuracy was above 0.05, which means it is not statistically significant, and there is no significance level about the fact that if a problem happened between you and your foreign manager, your foreign manager would try to solve it wisely and gently. The total of the columns had a mean of 2.98 and a level of accuracy that was 0.00. This level is less than 0.05 therefore foreign managers are efficient.

Table 6. Mean, standard deviation, t-value and accuracy level of efficiency in foreign managers

Question Number	Question	Mean	Standard Deviation	T- Value	Accuracy Level
3	Foreign manager knows the details of the work of his employees.	2.9600	0.87	3.697	0.001
5	Foreign manager is able to make the correct decisions at the right time	2.9400	0.68	4.559	0.00
11	Foreign manager is able to come up with new ideas and discuss them with its employees	3.0800	0.69	5.900	0.00
13	A foreign manager improves the employees always by training them	3.0800	0.80	5.101	0.00
20	A foreign manager supports any employees in need of financial or emotional support	2.8200	0.84	2.663	0.01
21	A foreign manager helps to develop the ideas of employees	3.1200	0.71	6.104	0.00
24	Effective leadership make the employees achieve the goals of hotel	3.0400	0.78	4.886	0.00
26	A foreign manager makes predictions about future	2.9600	0.72	4.472	0.00
27	Foreign manager knows the bases and concepts of quality in the hotel he/she manage	3.0800	0.75	5.457	0.00
28	If a problem happened between you and your foreign manager, he/she would try to solve it wisely and gently	2.7400	0.96	1.759	0.085
	Total	2.9820	0.56	6.019	0.00

Sixth Question: How many skills do foreign managers have?

According to table number 7, it appears that all of the columns had a mean that is above 2.5 and a level of accuracy that is less than 0.05. This means that all of these columns are statistically significant and are present in foreign managers. The total of the columns had a mean of 3.01 and a level of accuracy that was 0.00. This level is less than 0.05 therefore foreign managers are skilled.

Table 7. Mean, standard deviation, t-value and accuracy level of skills in foreign managers

Question Number	Question	Mean	Standard Deviation	T- Value	Accuracy Level
2	A foreign manager is able to deal with its employees directly	2.7200	0.92	1.679	0.00
6	A foreign manager takes the opinions and ideas of employees seriously	3.1200	0.68	6.854	0.00
10	A foreign manger respects the customs and traditions of domestic employees	3.1600	0.61	7.550	0.00
12	A foreign management keeps up with technology and opens new opportunities associated with the new technology	3.0600	0.76	5.163	0.00
16	A foreign manager encourages employees to advance academically	2.9400	0.68	4.559	0.00
22	A foreign manager manages his/her time wisely and is able to cope with stress	3.0400	0.60	6.314	0.00
	Total	3.01	0.50	6.019	0.00

Seventh Question: Are there any statistically significant differences between the behavior of domestic and foreign managers?

According to table number 8, it is clear that the difference between the behavior of domestic and foreign managers is 0.055, and that foreign managers have better behavior than the locals. However, this difference is not statistically significant because the level of accuracy has reached 0.56 and it is above 0.05. Therefore, there are no statistically significant differences between the behavior of domestic and foreign managers.

Eighth Question: Are there any statistically significant differences between the skills of domestic and foreign managers?

Depending on table number 8, the statistically significant difference between the skills of domestic and foreign managers is 0.050 and that foreign managers have better skills than the domestics. However, this difference is not statistically significant because the level of accuracy has reached 0.65 and it is above 0.05. Therefore, there are no statistically significant differences between the skills of domestic and foreign managers.

Ninth Question: Are there any statistically significant differences between the efficiency of domestic and foreign managers?

Depending on table 8 again, the difference between the efficiency of domestic and foreign managers was 0.14 and that domestic managers are more efficient than foreign managers. However, this difference is not statistically significant because the level of accuracy has reached 0.412 and it is above 0.05. Therefore, there are no statistically significant differences between the efficiency of domestic and foreign managers.

Table 8. Examining the difference between the behavior, efficiency and skills of domestic and foreign managers

Behaviour of Foreign			**Efficiency of Foreign**		**Skills of Foreign**	
Statistically Significant		Difference	Statistically Significant	Difference	Statistically Significant	Difference
Behaviour of domestics	0.56	-0.055				
Efficiency of Domestics			0.65	-0.050		
Skills of Domestics					0.412	+ 0.140

*Difference= vertical - horizontal

CONCLUSION

This paper focuses on behavior, skills, efficiency, and the differences between foreign and domestic managers in five and four star hotels in Jordan. According to the results there is no big difference between the number of males and females in the hotels of the study sample. This indicates that females are knowledgeable and well aware of tourism and that is what motivated them to work in the hospitality sector. Most of the respondents had bachelor degrees and this is evidence that their responses were realistic and accurate. The behavior of the domestic managers is positive. Moreover, the domestic managers have efficiencies, management skills and the abilities to accomplish and achieve success. The foreign language is a barrier between employees and managers because foreign managers rarely speak Arabic. Thus, this is a very serious indication about whether or not the employees understand and follow the instructions and guidelines of their managers. However, there is no statistically significant difference between the behavior, skills, and efficiency of domestic and foreign managers.

Finally, there is no difference between foreign and domestic managers to manage the operational departments in five and four star hotels. Therefore, the authorities must adopt a training program suitable for all groups in the hotel departments in order to prepare for the replacement of domestic workers with the place of the foreigner in managing the departments in order to avoid all the challenges that have been mentioned by: Baert and Verhaest (2019); Abo-Murad and Abdullah (2019); Dyer and Batnitzky (2010); Khaleefah et al. (2018); Patunru and Uddarojat (2015).

RECOMMENDATIONS

The findings of this study suggest that Hotel management needs to address the deficient management of the domestic managers of their personal problems and the effects of them being reflected on his/her job and treatment of employees. This deficient management may cause the employees to become unsatisfied and disappointed and it could reflect on their performance in their jobs. The manager should be aware of the significance of social communications and its effect on the behavior and attitude of his/her employees. For this purpose (Vance and Paik, 2015) said; he/she should treat the employees in a friendly and welcoming manner and stay away from arrogance and conceit; especially outside of working hours, this would make the employees respect and admire their manager and it would reflect positively on their jobs. Another issue that needs to be studied in an independent study is to not favor the study sample of employees to work with the domestic manager because this would imply the presence of obstacles between excepting to work with the domestic manager. Therefore, this rejection should be analyzed by taking a look at its causes and motivations as soon as possible. Hotel management should be aware of the significance of clear understanding of the foreign management, therefore, employees face difficulties in understanding exactly what the foreign management wants and usually the foreign management is ignorant of the internal and external environments of the country despite its studies and analyses. This includes customs and traditions of the country requirements, and behaviors' of the domestic employees and customers, governmental laws, etc. The researchers recommend tourism ministry, labor office, national centre for human resources development and hotel associations to organize trainings for the domestic managers with deep knowledge and experience inside and outside of the country to make them qualified to manage hotels and work to international levels. The researchers suggest that the five and four star hotels managers to give the opportunities for departments managements' to Jordanians managers to establish their selves as being skilled, efficient and talented and that other sectors of Jordan to conduct researches like this research to find the strong and weak spots of the local employees in comparison to the foreign employees. Also, try to work on the weak spots of the local employees and try to fix them; so that the local employees would take over the job positions of the foreign management and employees.

IMPLICATIONS

This study has practical implications for decision-makers and owners of tourism companies in the Arab world, especially hotels, thereof the results of the study recommend that there is no difference in the capabilities of the domestic manager for the foreign manager in managing work for five and four-star hotels and the reasons have been mentioned, and most of which it was positive by virtue of the rapprochement between the customs and traditions of the domestic manager and the rest of the domestic hotel staff. As it is possible to understand the needs and desires of employees by the domestic manager more than other foreigners.

Here the problem lies in the inability of the parties (domestic staff and the foreign manager) to understand each other due to differences (language, customs, traditions, discipline, religion, etc.), it is not reasonable to seek the assistance of foreign competencies that manage the work according to the policies of foreign countries and are not able to deal and contact with staffs need and desire in order to manage work and enhance the success for the hotel. There are some simple things that the domestic manager understands because he is from the same employee community, and he deals with it according to the facts of the societal reality in which he lives, this understanding of these matters creates bridges of communication and respect between theme, while it is difficult for the foreign manager to understand the Arab community and its customs and traditions Accurately and correctly.

As for management capabilities and skills, the local manager can be developed and prepared within training and development plans that enable him to achieve knowledge, skills, and attitude (KSA), so that he is able to create a twinning in behavioral interaction with employees on the one hand and getting managing hotel work success within the requirements of successful management on the other. This is what (Fang et al., 2010; Abo-Murad and Abdullah, 2019; Baum, 2019; Kale, 2020) focused on.

RESEARCH LIMITATIONS AND FUTURE DIRECTIONS

Some of the results of this study may represent slightly biased views in favor of the domestic manager, which leads us to develop proposals for future research related to measuring the views of foreign managers during their service and experience working in hotels within the Arab world, and determine challenges (work, society, employees, a clear understanding of customs, Religion, and human relationships, etc.) that encountered theme while working to study them broadly and individually.

The questionnaire was designed by drawing on the previous literature with a focus on the most important variables related to the current study, and researchers can study variables and other factors related to the study and from different dimensions of foreign employment, including the economic dimension, security dimension, societal dimension, knowledge dimension, and others, and the application of these variables to hotels and other different sectors.

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COLLABORATIVE MANAGEMENT MODEL TANJUNG LESUNG TOURISM IN PANDEGLANG DISTRICT, BANTEN PROVINCE, INDONESIA

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Abstract: Community welfare, developing social potential, and environmental conservation are indicators of the success of The improving tourism management. Collaboration between the government, the private sector and the community is an important concept in tourism management. This study tries to explore the phenomenon of collaborative tourism management in Tanjung Lesung, Pandeglang, Banten Province of Indonesia. This study uses a qualitative method. Informants are 40 stakeholders representing government, private and community elements. In addition to interviews, data collection also uses observation and focus group discussions. The results showed that stakeholders were not yet mapped and tended to play a very dominant role in government and the private sector. While the community lacks a good role. The collaboration process faces obstacles due to differences in the capacity of each organization so that communication and coordination are hampered. This model is expected to be a solution to improve the collaboration process and collaboration performance in Tanjung Lesung tourism management.

Keywords: New approach of collaborative models, Management Tourism, Tanjung Lesung Indonesia

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INTRODUCTION

The Tanjung Lesung Tourism was determined by the government through PP No 26/2012. The presence of Tanjung Lesung Tourism SEZ which is located in the Pandeglang Regency is part of the central government's strategy in order to develop the domestic economy. With an area of 1,500 ha, Tanjung Lesung SEZ relies on the maritime-based tourism sector to support its business activities. Attractions available in the Tanjung Lesung SEZ include Ujung Kulon, Krakatau Mountain, ethnic Baduy, Panaitan Island, and Peucang Island.

Tourism has several benefits to the pro-poor economy, because: (1) consumers come to their destination, thus providing opportunities to sell goods and services, such as eyewear, (2) tourism providing opportunities to diversify the local community's economy, (3)) tourism offers more intensive employment opportunities (Ashley, 2006; Sudiarta and Suardana, 2016). This is supported by the findings of the World Tourism Organization (2015) that show that tourism as an industry plays a role in creating both direct and indirect employment. Ashley (2006) further states that Pro Poor Tourism is a positive impact of tourism for the poor. Pro Poor Tourism is not a product but an approach to industry, where tourism is expected to increase participation in various sectors of tourism. Pro Poor Tourism aims to improve the economy of the community, increase the social benefits of tourism, and reduce the negative impact of tourism. Tourism management that cares for poverty in line with the mandate of the Republic of Indonesia's Law No. 10, 2009, that tourism aims to improve the economy of the people, the workforce and reduce poverty. Tanjung Lesung's tourism development policy explicitly flows from the central government through the RPJMN, the Master Plan Program for the Acceleration and Expansion of Indonesian Economic Development (MP3EI), RPJMD Banten Province, as well as being part of the vision and mission of Pandeglang Regency. Tanjung Lesung Tourism Special Economic Zone is one of the mainstays of national tourism which will contribute to the welfare of the community so that it can boost the human development index.

The existence of Tanjung Lesung tourism has a strategic significance for the Pandeglang district which is the empirical basis in this research, namely:

First, one of Pandeglang's vision is to become the center of tourism activities. It means, that Pandeglang Regency makes tourism a supporting sector to improve the regional economy. The government and all stakeholders will optimize the use of natural and cultural resources as tourism destinations, through the development of tourist attraction objects, promotion, and marketing, tourism services supported by the necessary infrastructure, guaranteed tourism regulations which are oriented to increase tourist visits and public welfare.

Second, stakeholders in the management of Tanjung Lesung tourism from government elements consist of the Central Government, Banten Provincial Government, and Pandeglang Regency Government. At the central government level, the Special Economic Zone (SEZ) Council is formed. The SEZ National Council is chaired by the Coordinating Minister for the Economy and consists of ministers or leaders of Non-Ministerial Government Institutions that are in charge of Local Government, Finance, Industry, Public Works, Trade, Labor, and others. The National Council subsequently forms the National Council secretariat which functions to determine general policies and strategic steps to develop SEZs and resolve strategic problems in the implementation, management, and development of SEZs.

Third, the Pandeglang Regency Government cooperates with the management of the Tanjung Lesung Special Economic Zone (KEK) to PT. Banten West Java (BWJ) Tourism Development. Fill out the agreement between the local government and PT. BWJ includes the rights and obligations of both parties as well as financing the implementation of the development of the Tanjung Lesung tourist area. The cost of implementing the SEZ development is the responsibility of PT BWJ Tourism Development. PT. BWJ as the manager has cooperated with domestic and foreign investors to accelerate the development process of the Tanjung Lesung SEZ. Within this SEZ development zone, locations for small and medium scale businesses must be prepared.

Fourth, Pandeglang Regency is one of the regencies in the Banten Province region that falls into the underdeveloped category. Several

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criteria make Pandeglang Regency lag behind aspects of the human development index, poverty level, level of economic development, and others (The Pandeglang Statistic of Office, 2015).

The description above, illustrates briefly, that tourism has good prospects for the welfare of people's lives. Tanjung Lesung tourism management involves a variety of stakeholders both government and private as well as different levels and sectorial communities.

Recognizing the synergistic tourism-landscape interaction is important because tourism generates income and employment opportunities that depend on the landscape, despite the simultaneous impact of tourism on the surrounding landscape (Heslinga et al., 2019; Buckley, 2012; Saarinen, 2006) and the community (King et al., 1993; Mc Combes et al, 2015; Snyman, 2016; Kanwal et al., 2020). Tourism is also an opportunity for nature protection because tourism plays a role in creating awareness, public support and in generating funds for nature protection (Libosada, 2009; McCool and Spenceley, 2014). To achieve natural protection and socio-economic development, we consider it important that synergistic interactions between tourism and protected areas are recognized and stimulated (Qiu et al., 2018).

Collaborative governance, which is at the root of the concept of "governance" (Stoker, 1998), arises after decades of debate about whether traditional government-based arrangements are able to solve the problems of contemporary society. The concept of collaborative governance has many interpretations when applied to the field of tourism (Bramwell and Sharman, 1999; Bramwell and Lane, 2011; Hall, 2011; Jamal and Getz, 1995; Scheyvens, 2011; Sharpley, 2010; Vernon et al., 2005; Zapata and Hall, 2012), rural studies (Jones and Little, 2000; Murdoch and Abram, 1998), and public administration (Emerson et al., 2012; Howlett and Ramesh, 2014).

However, in this study, collaborative governance refers to cooperation between state and non-state actors to regulate society efficiently and fairly (Keyim, 2016). State actors also referred to herein as "government" or "public sector," include publicly funded municipal, regional and supranational authorities, while the term private actor refers to members of the "non-government" or "private" sector. The underlying belief is that the socio-economic function of society can be more efficiently regulated through cohesive collaboration between the state and non-state actors rather than directed by the state alone.

Tourism management collaboration does not only involve public and private coordination but more often involves coordination between various public institutions that have jurisdiction in influencing the tourism sector. A good level of coordination between public institutions provides a better environment for developing collaboration with the public sector and civil society institutions and vice versa.

Most research on collaborative tourism management is related to tourism planning and policy (Bramwell and Sharman, 1999; Ladkin and Bertramini, 2002), public-public partnerships (Hall, 1998; Zapata and Hall, 2012), and sustainable tourism development (Waligo et al., 2013; Farmaki, 2015). The results of the study indicate that the tourism sector is increasingly networked and interdependent, there is a need to formally bring together various stakeholders to interact and achieve sustainable tourism development and contribute to poverty reduction.Based on the above description, it can be summarized that tourism management is in the domain of collaboration between government, the private sector, and the community. Thus the sustainability of tourism development and the contribution of the tourism sector in improving the welfare of the community/public becomes the responsibility of the three pillars of government that cross administrative and political boundaries and levels.Identification of problems can be identified as follow: first, many stakeholders are involved, have different functions and interests in Tanjung Lesung tourism management. This condition results in a non-integrated management that is fragmentation, sectoral, and has the potential for conflict between stakeholders; second, the collaborative process between organizations involved in Tanjung Lesung tourism management still has obstacles; third, Tanjung Lesung tourism management model has not been developed yet which can be used as a reference for the work of the stakeholders.

LITERATUR REVIEW

Stakeholders and Collaborative Governance

The position of this study is trying to present a collaboration model between tourism stakeholders. Relations between stakeholders are at the organizational level and different boundaries have taken place in tourism management activities. Some important dimensions that will be examined in this study include stakeholder relations, collaboration processes, collaboration activities, supporting and inhibiting factors, and recommended collaboration models. This study tries to broaden aspects of communication as part of the collaboration process so that it fills in the gaps in the importance of communication in the collaboration process. Stakeholder mapping was also conceived as an essential matter before collaborating. The study so far has been mapping stakeholders by using the same assumption that each stakeholder has a contribution. However, using mapping, stakeholders will be grouped with more appropriate criteria.

Conceptually, collaboration can be interpreted as variations. First, collaboration is a complex government job. Activities are carried out on a continuum and in gradations starting from collaboration, coordination, and collaboration (Emerson and Gerlak, 2014; Keast and Mandell, 2014). Second, collaboration is seen as a government strategy to solve very complex public problems (Ansell, 2016; Kekez et al., 2018). Third, collaboration is in the context of the mechanism and achievement of the collaboration itself (Fung, 2006; Ansell, 2016; Emerson and Nabatchi, 2015; Bryson et al., 2017; Nabatchi, 2017; Lahat and Hadar, 2019).

Collaboration theory refers to several experts namely Gray (1989), Mattessich et al. (2001), Agranoff and McGuire (2003), Bryson et al., (2006), Ansell and Gash, (2008), Vange and Huxham (2010), Doherty (2015). Based on this collaboration theory, researchers use relations between stakeholders to identify stakeholders, power, legitimacy, urgency (Ondee and Pannarunothai, 2008; Roussell et al., 2008; Todd et al., 2017; Pulido-Fernandez and Merinero-Rodríguez, 2018; Pujiyono et al., 2019).

Stakeholders in tourism management include individuals or groups who have power, influence, and interests. Stakeholders can influence each other in policy making (Waligo et al., 2013). Stakeholders have activities that refer to the tourism industry, environmental support, and the local community Pavlovich, 2003; Heitmann, 2010; Anuar et al., 2012; Turker et al., 2016). They consist of government, tourists, community, tourism business, media, and academics (Swarbrooke, 1999; Turker et al., 2016; Pujiyono et al., 2019).

Meanwhile, supporting factors and inhibitors of collaborative governance refer to the theory of linking organizational goals, comprehensive assessment, organizational value, administrative commitment, knowledge, and support (Reed and Cedja, 1987; Vange and Huxham, 2010); trust, shared believe, commitment (Agranoff, 2006), organizational, technical, and political constraints (Vaz and Silvia, 2003).

Collaboration Process

Raharja (2008) states that collaboration is a process carried out by involving many parties who carry out collective activities. Collaborative efforts as a primary method for short and long term ideas in order to achieve goals that cannot be achieved through work entities independently. Collaboration is a dynamic process. Collaboration occurs when an autonomous stakeholder group manages issues in an interactive process, uses the division of rules, structures, and norms, implements or decides on relevant issues (Vange and Huxham, 2010; Ansell and Gash, 2008). Collaborative activities consist of three stages as stated by Bradshaw, (1997) including problem sets, direction setting, and structuring. At the problem setting stage, the stakeholders realize that complex problems and interdependence of the organization must be overcome through joint efforts. At the direction setting stage, stakeholders work together to gather information and develop strategic planning. The plan that has been prepared is then carried out the distribution of power to all stakeholders so that it will influence the collaborative decision. At the structuration stage, the structure and process are determined to complement the shared goals within a framework that can guarantee the linkages of funding, communication, environmental mapping, and sustainable adaptation. The success of collaboration occurs incrementally, meaning that the success of the implementation of the collaboration agreement is very dependent on the collective ability of the stakeholders to manage change continuously.

As a dynamic concept, collaboration is an incremental process through several stages, namely the development of a collaborative vision that explains the common interests, the equalization, and understanding of collective experience, tools for achieving the best ways of working include finding the best, the vision that must be produced, the design of proposals that are feasible and can be applied.

Collaborative Model Theory

Weber et al. (2005) suggests that successful collaboration emphasizes the integration of various functions. This integration includes the function of the bureaucracy, across the policy arena and the level of government and involving citizens, communities and non-governmental organizations in problem solving and implementation processes.

There are three dimensions that he put forward: vertical dimension, horizontal dimension, and partnership linkage dimension. The vertical dimension reflects the relationship between government institutions and institutions, citizens and other non-governmental organizations in top-down relations. The horizontal dimension reflects the relations between equal organizations. Partnership linkage is described as blending (concoction) vertical-horizontal relations so as to produce an effective arrangement.

Agranof and Mc Guire (2003) introduce Jurisdiction-Based Model. This jurisdiction-based model is characterized by active collaborative activities on the vertical dimension. Meanwhile, the opportunistic collaboration strategy is on the horizontal dimension. The vertical dimension is the interaction of the activities and behavior of the actors who assume that interaction with other actors is part of their work, but the activity follows an external pattern. In this model bargaining and negotiation become important instruments. Haggling results in unilateral concessions and mutually beneficial solutions. The horizontal dimension explains that the process of policy making and governance (governance). In this realm no one has the power to determine the strategies of other actors because each has policies, strategies and operations that are specific to the conditions of the organization.

Based on the literature search, a collaborative governance formula was found which was introduced by collaboration experts. Anshell and Gash (2008) introduce the concept of collaborative governance which includes several factors, namely preconditions, institutional design, collaboration processes, facilitative leadership and results. These factors show the relationship to the collaboration process which will further influence the success of collaboration between organizations. Bryson et al. (2006) introduce the concept of collaborative governance including the general conditions of the organization, structure and governance, the process of collaboration, accountability, supporting and inhibiting factors and outcomes. Agranoff and Mc Guire (2003) introduced the concept of collaborative governance including collaboration activities, collaboration strategies, leadership, and collaboration models. Meanwhile, Gray (1989) introduced the concept of collaboration including four important things, namely the pre-condition of an organization, the process of collaboration, supporting and inhibiting factors as well as the interaction between collaboration actors.

The combination of the above theories becomes the conceptual basis of researchers to create a collaborative model in tourism management. The collaboration model will be developed based on conseptual and empirical data.

Sustainable Tourism Management

Research on collaborative governance in tourism is related to tourism planning and policy (Bramwell and Sharman, 1999; Ladkin and Bertramini, 2002; Nicolaides, 2014, 2015; Nicolaides and de Witt, 2015), public-public partnerships (Hall, 1998; Nicolaides, 2015; Zapata and Hall, 2012) and the development of sustainable tourism shows that the tourism sector is increasingly networked and interdependent (Farmaki, 2015). There is a need to formally bring together various stakeholders to interact and achieve sustainable tourism development and contribute to poverty reduction. Tourism has three important aspects that are needed, namely economic, social, and environment. They must be avoided from exploitation so that it does not have a negative impact. Exploitation of tourism based on natural resources causes environmental damage and damage the ecosystem in it. This damage will automatically negatively affect the economic and social aspects of tourism culture.

The idea of managing sustainable tourism is very important in order to overcome the negative impacts of tourism, by overcoming the problems of resource maintenance, ecosystem conservation, and physical capacity. Tourism must pay attention to environmental aspects (Wondirad et al., 2020; Gössling, 2002; Hunt, 2005). The concept of ecotourism as an alternative form of tourism is a continuity in tourism (Oriade and Evans, 2011). Tourism orientation has shifted from ecological to cultural tourism as seen from an economic and managerial perspective (Wondirad et al., 2020; Brown and Hall, 2008; Ko, 2005; Neto, 2003; Tyrrell and Johnston, 2008; Jayawardena et al., 2008).

Sustainable tourism is in a complex and dynamic space. Tourism must provide the needs of tourists, the tourism industry, without having to ignore the needs of future generations. Tourism sustainability requires firm policies and always prioritizes economic, social and environmental sustainability as important aspects (Scheyvens, 2011; Waligo et al., 2013; Farmaki, 2015).

Tourism development planning must meet economic, social, and environmental aspects as requirements that must be obeyed and implemented. This is very important in order to provide planned and sustainable tourism, in conventional and alternative forms that are based on economic, social and environmental sustainability principles (Farmaki, 2015; Berno and Bricker, 2001; Ruhanen, 2013). Sustainable tourism is a process of change that requires a balance between resource exploitation, investment direction and institutional change, sustainable development in tourism is inherently linked to the concept of governance. For example, Bramwell (2011) argues that effective governance can improve sustainable tourism goals in two ways. First, the inclusion of various stakeholders in decision making can strengthen democratic processes and responsibilities related to sustainable development. Second, tourism development can achieve economic, social and environmental goals of sustainability through effective governance if appropriate institutional arrangements and instruments are adopted.

MATERALS AND METHOD

Research using qualitative methods that reveal phenomena, actors, actions, and context refer to Creswell (2014). The research was conducted at the Tanjung Lesung tourism location, Pandeglang Regency, offered Indonesia. The research period is 6 months starting from the middle to the end of 2019. The focus of the research is on stakeholders, the collaborative process that takes place, as well as the resulting collaboration model based on empirical experience. Stakeholder mapping uses the dimensions of interests, influence and power of Onde, 2008; Ruson, 2008; Pujiyono et al., 2019). This mapping produces stakeholder groups in accordance with the optimal roles and functions in collaboration. The collaboration process is carried out by learning the empirical experiences of each institution involved in collaboration.

The collaborative process is carried out by studying the phenomena and facts from the stages of initiation, development, and management of Tanjung Lesung tourism. Collaborative models are built by developing existing models (Anshell, 2007; Anshell and Gash, 2008) enriched through empirical data generated from the results of data collection. Data collection was carried out using in-depth interview techniques, filling in questionnaires from informants. The resource person was determined purposively and had direct involvement in the management of Tanjung Lesung tourism.Research sources included 40 stakeholders representing government, private and community elements. The research instrument uses direct observation techniques and structured interviews. Data processing is done in stages. In The first stage, get a tourism stakeholder mapping. The second stage reveals the process of collaboration between stakeholders. The third stage describes the tourism management model to build an ideal model based on data from the field.

RESULT AND DISCUSSION

Collaboration on Tanjung Lesung Tourism Management

After describing the data related to the management of Tanjung Lesung tourism, it is then summarized several important things which are the basis for the formation of the existing model. This existing model is based on a description of the implementation of management which includes who the stakeholders are, interactions between stakeholders, activities carried out, the collaborative process that occurs, as well as supporting and inhibiting factors. Tanjung Lesung tourism management involves stakeholders from government, private, and community elements. The government consists of the center, Banten Province, and Pandeglang Regency. The manager of Tanjung Lesung, namely PT. Banten West Java Development. The community consists of culinary entrepreneurs, lodging entrepreneurs, community leaders, religious leaders, NGOs, academics, mass media, batik craftsmen, village heads around, and Tanjung Lesung tourism connoisseurs. Each stakeholder has duties and functions in accordance with their respective roles in tourism management. The government provides infrastructure, provides facilitation in the development and management of amenities for the community. PT. BWJ develops and manages attractions for tourists and helps provide amenities and accessibility. The community's role is to support tourism activities in providing attractions and amenities. The involvement of the three stakeholder elements in the development and management of Tanjung Lesung tourism varies greatly, however, cooperation, communication, and coordination also develop at a still-low level. Relations between stakeholders occur vertically, horizontally, and diagonally. Internal relations between government organizations both central and local are vertical. Relations between the government and the private sector are carried out horizontally. The relationship between the government, the private sector, and the community is diagonal. These three types of relations are cross-sectoral and these characteristics have an impact on the collaboration process.

The collaboration process between stakeholders starts from the stages of initiation, development, to operationalization. The collaboration process is carried out through friendship, face-to-face activities, communication, building trust, establishing work plans, and socializing to the community. Forms of the agreement as a result of the collaboration between the government, private sector, and the community in the form of action plans agreed by stakeholders of the three elements.In the second stage of the collaboration process, and institutional communication activity was carried out. Communication that occurs in communication between groups or institutions represented by individuals. Individuals represent institutional interests. In this communication activity, a dialogue between stakeholders is established.

In this dialogue related to where the dialogue takes place, what role will be carried out in the dialogue, as well as how the dialogue process is managed. Collaborative processes between stakeholders in the development of Tanjung Lesung tourism are carried out through cooperation, coordination and communication activities. Coordination and communication were facilitated more by the Pandeglang district-level government and Banten Province. In this process, the dialogue is conducted openly for the participants of the dialogue in the hope that they can formulate together about the management of Tanjung Lesung tourism. Frequently, dialogue between stakeholders at different levels of the organization is rarely held. The district government has initiated more dialogue. Meanwhile, the private sector is more focused on finding investors who will be brought into the Tanjung Lesung area.Building collaboration in managing Tanjung Lesung tourism can be done through several steps including (1) Building the common view of collaborating with stakeholders, (2) Building strong collaborative institutions including memorandums of understanding and collaborative work agreements of all parties involved, (3) Building a conducive collaboration climate, (4) Presenting parties who are able to become initiators in guarding the collaboration process.

The role of community involvement in supporting the Special Economic Zone of Tanjung Lesung Tourism in tourism activities is still low, the community is not involved in making decisions about tourism activity planning. Communities around the Tanjung Lesung area are involved in tourism activities based on the potential of available resources but have not been coordinated in a programmed manner to support and benefit from the development of the Tanjung Lesung economic area. quality of cooperation that is built is very dependent on the capabilities of the coordinator in conducting facilitation and moderation. The authority for policymaking by the coordinator is limited to the administrative aspects of collaborative/secretarial management. The explanation above confirms that the aspect of 'institutional structure' in the framework of cooperation between agencies needs serious attention. The pattern of collaboration is determined by the choice between agencies to choose between hierarchical or networked. Both are based on how the decision-making process according to the aims and objectives of management will be built and implemented. Understanding of unequal and equal collaborative cooperation, related to aspects of coordination and communication. This means that the form of coordination in a hierarchical institutional structure with un-equal collaborative patterns of cooperation is ensured of a coordinative directive pattern. Furthermore, the form of communication in a hierarchical structure, aspects of cooperation are carried out through formal procedures.

The obstacle factor in collaborative management is due to the location disparity between stakeholders. Part of the stakeholders is at the center of the Pandeglang district government. Meanwhile, the community and managers are in the tourist location of Tanjung Lesung which is around 120 km. Barriers to stakeholder meetings to follow up on agreed action plans are limited in their frequency and intensity. Even though there are SEZ Administration in the region, limited capacity is also an obstacle when making decisions regarding the implementation of the action plan that has been made. Sustainability of communication between stakeholders is repeated when the government initiates activities that are located around Tanjung Lesung such as the Tanjung Lesung festival and socialization for the buffer community. In these activities, carried out communication with other stakeholders. Other obstacles, conflicts arise and enlarge when collaboration activities take place. This conflict became an obstacle so that several locations were still disputed so that the development of tourism destination facilities was disrupted. Efforts to resolve land dispute problems involve the government, managers, and the community concerned.

Supporting factors in this collaboration are that stakeholders have the same goal in managing tourism to improve people's lives. The common goal is to strengthen cooperation, communication, and coordination. The ability of the government to collaborate with government agencies at the top level supports the implementation of this collaboration. Collaboration with the community for the government is easy because the government plays a role in providing guidance to the community, especially in the field of tourism development.

In such collaboration conditions, the contribution of Tanjung Lesung tourism has not met expectations in terms of output. But in the context of public involvement to solve public problems together, appreciation needs to be given. The government, the private sector and the community have contributed to the development and management of Tanjung Lesung tourism. The description above is in line with the opinions of the speakers as follows:

"By involving all selected tourism stakeholders, then discussing tourism management issues can be done with supervision, the interests of each stakeholder can be clearly detected, and consensus can be made, working in collaboration is very important because it can achieve interests despite competing with each other. Therefore, transparent, participatory and comprehensive discussion and formulation of win-win situations, competing / conflicting interests can be harmonized, and effective stakeholder collaboration can be realized" (informan, Cikadu Vilage).

Description Collaboration Model

Collaborative management has relative advantages. First, tourism management is based on multi-stakeholder shared interests. Second, collaborative management utilizes the knowledge, capability of resources, and capacity of each stakeholder so that there is an exchange of capacities for better management. Third, the fulfillment of equality and democracy aspects because the people's aspirations are heard and taken into account in decision making. Fourth, the possibility of fulfilling stakeholder desires in the concept of a win-win solution.

To guarantee the success of collaborative management, institutional support is needed. First, there is the support of social values that support cooperation. Second, the integration of community, private and government institutions. Third, administrative support and making rules regarding community rights. Fourth, financial support by the government and reduction of potential conflicts due to overlapping in management. Weber et al. (2005) argue that successful collaboration emphasizes the integration of various functions. This integration includes the function of the bureaucracy, across the policy arena and the level of government and involving citizens, communities and non-governmental organizations in problem-solving and implementation processes.

There are three dimensions that he puts forward: vertical dimension, horizontal dimension, and partnership linkage dimension. The vertical dimension reflects the relationship between government institutions and institutions, citizens and other non-governmental organizations in top-down relations. The horizontal dimension reflects the relations between equal organizations. Partnership linkage is described as blending (concoction) vertical-horizontal relations so as to produce an effective arrangement.

In the vertical dimension, it can be seen that among stakeholders, the government involves the government from the central, provincial and district levels. The coordinating relationship between government agencies is, of course, hierarchical in nature. In implementing Tanjung Lesung tourism policy and management, each institution has a multilevel action plan. Thus, decision making related to the program or activity carried out must be based on direction and policy. That is, the implementation of management is based on a legal umbrella starting from the law, government regulations, ministerial regulations, governor regulations, and regent regulations.

On the horizontal dimension, relations between stakeholders occur in an unbalanced condition. Structurally, the degree of organization varies greatly between stakeholders. This varied condition is actually in the context of a collaboration known as multilevel collaboration. This condition faces difficulties in coordination because larger institutions are not yet open to other smaller organizations. Coordination takes place in a manner preceded by coordination with similar agencies in conflict, which can then be coordinated equally with other institutions.

On the environmental dimension, a collaboration between stakeholders has been established in a collaborative relationship, although within a small limit. According to the data collected collaboration took place in the preparation of an annual program for tourist attraction, the formation of the Tanjung Lesung FTKP as well as the licensing arrangement for the private sector that will invest in the Tanjung Lesung tourist area. Finally, this research proposes a new and holistic collaboration framework that integrates stakeholder theory and collaboration with management principles to develop sustainable tourism in developing countries.

This framework can serve as a blueprint for tourism stakeholders to consider environmental, social and economic elements as a shared agenda in their decision making, regardless of individual interests. Referring to the concept of collaborative governance and the results of field data analysis, the researcher will then describe the collaboration model. This conceptual collaboration management model for tourism is indeed not identical, but researchers acknowledge that the model offered is based on a combination of collaborative governance concepts Anshell and Gash (2008) and Bryson et al. (2006). Stakeholder mapping by Ondee and Pannarunothai (2008) was added to complement the existing Collaboration model. The model created by researchers can be seen in Figure 1.

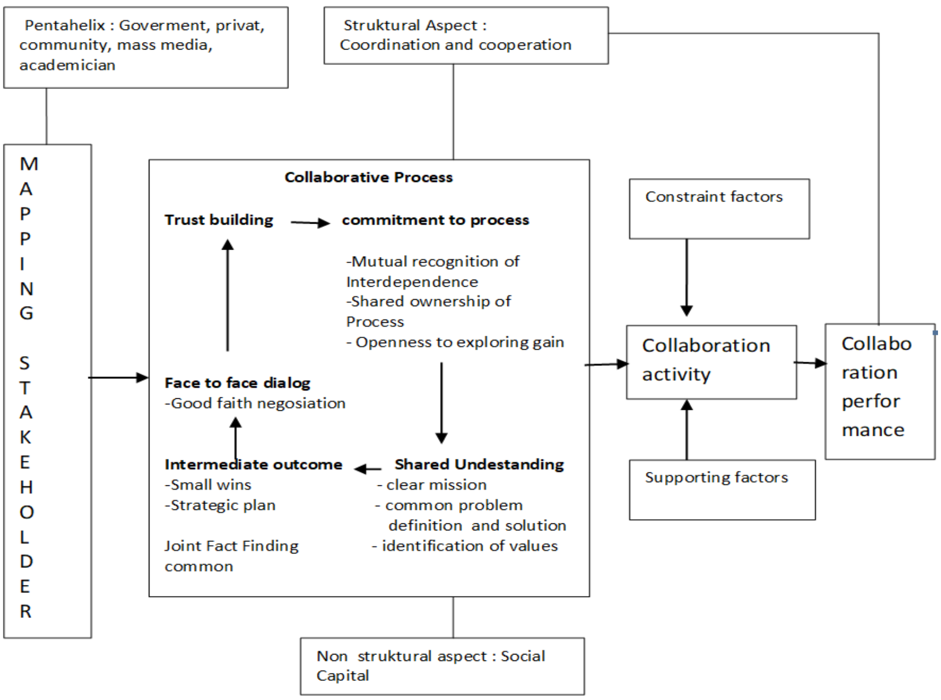

Figure 1. Management collaborative model on tourism

CONCLUSION

Tanjung Lesung tourism management involves many stakeholders. Each stakeholder can directly carry out its role and function as an organization. Each organization has different interests that have an impact on the emergence of conflicts of interest. Tanjung Lesung tourism management is included in the type of collaboration but is at the lower level with characteristics still ego sectoral, there is no full openness between stakeholders, communication is not intense and dominance in activities is still happening.

The process of collaboration between organizations that have different levels of organizational capacity, in their implementation uses a coordination system. The process of collaboration, in general, has been carried out, although not yet ideal. Coordination is carried out in order to establish communication so that collaboration between stakeholders in the management of Tanjung Lesung tourism can proceed. The collaboration process takes place in the type of coordination in the equal organization. The collaboration process is helped by the existence of information, technology and communication infrastructure. Some factors that influence the collaboration of Tanjung Lesung tourism management include supporting factors and inhibiting factors. Supporting factors in this collaboration are more visible in the value of benefits felt by small institutions in the Tanjung Lesung tourism support community and the existence of the Tanjung Lesung Tourism SEZ government policy as a legal basis for collaborative management. Meanwhile, inhibiting factors include limited access to locations, organizational capacity, budget diversion and the ownership background of the Tanjung Lesung tourism area.

RECOMMENDATIONS

The government needs to change the way it collaborates with the private sector because it has different organizational capacities. Collaboration must be escorted by higher-level institutions so that they can become leading in collaboration and create interdependence. Every stakeholder must realize that collaboration must release ego sectoral so that collaboration can be realized. Openness, mutual trust, legitimacy, and sustainability of communication can be realized if stakeholders are willing to blend in the context of togetherness and interdependence.

Implications Of Theory

Theoretically, there are three theoretical implications obtained from this study, namely: first, describing the dynamics of tourism management that involves various stakeholders of different levels and across sectors both from government, private, and community elements; secondly, describing the importance of stakeholder analysis in collaborative management, thirdly describing comprehensive collaborative activities ranging from stakeholder mapping, collaboration processes, activities carried out up to determining supporting factors and inhibiting collaboration.

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ASSESSMENT OF THE TOURIST RECREATION CAPACITY OF LAKE ALAKOL BASIN

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Abstract: This article proposes criteria for a component-wise integrated assessment of the recreational attractiveness of the landscapes of the Alakol Lake basin. This methodology is based on a component-wise landscape assessment, which consists of the main indicators that make up the landscape: topography, climate, water bodies, and soil and vegetation cover. A comprehensive assessment of the functional suitability of landscapes was carried out. It is in determining the "attractiveness coefficient" for various types of recreational activities. Three types of territories with different degree of recreational attractiveness and functional suitability of landscapes for the further development of recreational activities in the basin of Alakol Lake were identified.

Key words: tourism, recreation, landscape, recreational potential, basin, Lake Alakol

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INTRODUCTION

Tourism and recreation have a pronounced orientation to the use of natural resources, and recreational activities do not cover individual components of nature, but the entire natural complex (landscape) as a whole. The significance of the regions for recreational purposes depends on the availability of knowledge of recreational resources: natural, historical, socio-cultural objects that can satisfy the spiritual and other needs of tourists. Identifying tourism attractiveness is not an easy task. Today, there are many methods for assessing the natural recreational potential of a territory. There are methods for assessing tourism attractiveness of regions, which are discussed in studies by Chudy-Hyski (2009), Lisiak et al. (2016), Ziernicka-Wojtaszek and Lisiak (2020), Kerimbay et al. (2020). This article analyzes the state and differential recreational assessment of the landscape components of the Alakol Lake basin.

The basin is an integral natural and economic geosystem, since it is an arena of interaction between nature and society, where natural, economic and socio-demographic processes are interconnected, so it is rational to use the principles of the geosystem-basin concept when solving territorial planning problems (Dzhanaleeva, 2008; Korytny, 2001; Ramazanova et al., 2019). In this way, it is ideal for research and evaluation of the tourist and recreational potential of the selected region. Geographically, the territory of the Alakol Lake basin is located in the south-eastern part of the Republic of Kazakhstan. In the orographic sense, the territory of the basin is represented by the Tarbagatai ridge in the north, by the ridge of Zhetysu (Dzhungarsky) Alatau in the south, by the Barlyk ridge in the east and the southeast. The total area of the Alakol Lake basin is 68,700 km^2, the bulk of which (48,600 km^2) is located within Kazakhstan, the rest (30%) - in the border regions of China (Ivashchenko, 2006). The landscapes of the Alakol Lake basin act as an object for recreational attractiveness assessment. The basis for a landscape map compiling for the region under study was the materials of field studies using existing component maps and literature sources (Medeu, 2010). On the territory of the basin of Lake Alakol, we have identified 68 species of landscapes.

MATERIALS AND METHODS

Based on the methods proposed by (Sevastyanova, 2008; Kolotova, 1999) we proposed criteria for a component-wise integral assessment of the recreational potential of landscapes. This methodology is based on a component-wise landscape assessment, which is composed of the main landscape components (topography, climate, water bodies, and soil and vegetation cover). The main assessment criterion is the degree of favorableness of landscape components and its functional suitability. There are various methods for assessing natural recreational resources. In our opinion, the most appropriate comprehensive recreational analysis of the territory is to assess the degree of favorability of certain parameters for the recreational use of landscapes. It is optimal to use a three-point system, since it allows you to compare the terrain, climate, water, and soil and vegetation assessment of the territory and obtain a comprehensive characteristic. When assessing the recreational potential of the landscape is the main factor that affects the development of tourism, as well as the aesthetics of the territory.

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Landscape research focuses on holistic approaches, in which landscape is understood as “an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors” (Burgi et al., 2017, p. 1372). Landscape determines the aesthetic value-the suitability of space, and as a set of specific properties that determine the development potential of a particular type of recreational activity. From the point of view of landscape diversity, the number of landscapes forming elements (terrain, reservoirs, vegetation), their proportionality, mosaic contours, contrast borders are important. From the point of view of landscape diversity, the number of landscapes forming elements (terrain, reservoirs, vegetation), their proportionality, mosaic contours, contrast borders are important. This article offers a method of component-by-component integral assessment of the recreational potential of the landscapes of the Alakol lake basin. Natural recreational resources were evaluated using a three-point system. The following assessment criteria were used for their characteristics: 3-2,5 points the most favorable resource, 2.4-1.5 favorable resource, 1.4-1 relatively favorable resource.

The assessment was carried out in the following ways:

1. Factor-by-factor evaluation of each parameter separately.
2. Integral-calculation of the average arithmetic score.

The article defines the final estimates for each component of landscapes: topography, climate, water bodies and land cover. The final score was the sum of the scores of the indicators that were used to evaluate it. Assessment of the relief favorability for recreation was carried out in accordance with the scale of recreational assessment of the relief compiled by us based on the materials of Nefedova et al. (1973) and Bredikhin (2004) (Table 1).

Table 1. The assessment scale of the favorable geomorphological indicators

Relief Description	True Altitude	Surface tilting angle	point	Relief Category
Mountain, foothill; crossed: hilly-ridged, ridged-hilly and erosion-dissected	>1000	>12	3-2.5	the most favorable
Ridged, stepwise crossed, erosion-dissected, wavy, slightly crossed	500–1000	6–12	2.4-1.5	favorable
Flat wavy, flat and mountainous (hard-to-reach surfaces)	0–500	0–6	1.4-1.0	relatively favorable

Bredikhin (2004), considers the relief (in the aspect of recreational geomorphology) as a recreational resource that provides rest, i.e. a means of maintaining and restoring ability to work, people’s health, satisfying their cultural and aesthetic needs. The relationship between types of recreation and geomorphologic indicators manifests itself in different ways. For example, the presence of mountain systems of different heights with sufficiently high angles of the surface inclination makes it possible to carry out tourist routes of various categories, and the terrain with slight increases is the most suitable for arrangement of therapeutic and recreational vacations. However, for those and other types of recreation cross country is aesthetically most favorable (Garms et al., 2013). For assessing the climatic component of the studied region, we used a scale for the climatic component assessment, which takes into account three main parameters: the duration of a favorable summer recreational period in days, the height of the snow cover, and the sum of air temperatures above + 10°C (Table 2).

Table 2. The assessment scale of the climatic component of the territory

Duration of a favorable summer recreational period	Scoring	Quality assessment
Less than 70 days	1.4-1.0	relatively favorable
70-80 days	2.4-1.5	favorable
More than 80 days	3-2.5	most favorable
Snow cover height		
10 cm	1.4-1.0	relatively favorable
25 cm	2.4-1.5	favorable
More than 25 cm	3-2.5	most favorable
The sum of temperatures above 10°C		
Less than 2400	1.4-1.0	relatively favorable
2400-2500	2.4-1.5	favorable
More than 2500	3-2.5	most favorable

When assessing hydrography, we proceeded from the abundance and diversity of water bodies that determine the possibility of recreational activities arrangement. Territories with a moderately and poorly developed river network have limited opportunities for recreational activities arrangement. Areas with low river density and waterless areas have even greater restrictions.

Assessment of the recreational value of water resources of the Alakol basin was carried out according to the following characteristics: diversity and scale of water bodies, average annual runoff. The scale for the water component assessment for the territory was carried out according to the method proposed by Drozdov (2002) (Table 3).

Table 3. The Criterion for the water bodies assessment

Characteristics of water bodies	Points
Absent, either shallow rivers or shallow lakes (1 component)	1.4-1.0
Rivers and small ponds, rivers and small lakes, etc. (2 components)	2.4-1.5
Rivers, reservoirs, lakes, etc. (3 components or more)	3-2.5
The scale of water bodies	
Absent, either shallow rivers, drying streams of upper rivers	1.4-1.0
Medium-sized rivers, ponds, small natural lakes	2.4-1.5
Large ones within the region of the river, reservoirs, large lakes	3-2.5
The average annual runoff, mm	
Less than 100	1.4-1.0
100–140	2.4-1.5
More than 140	3-2.5

We propose to evaluate the land cover of the territories of the Alakol Lake basin using the following parameters: natural zone, forest cover, boggy, and plowed territory. Bogging and tilledness reduces the attractiveness of the area, since it creates additional difficulties in organizing routes. We compiled the land cover assessment scale based on the estimates proposed by Drozdov (2002). The plain part of the Lake Alakol basin is predominantly occupied by a desert and semi-desert natural zone, and high-altitude zones are developed in mountainous regions. Subject to the limited organization of various types of recreational activities, we evaluated semi-desert and desert natural zones as relatively favorable, the steppe zone as favorable and forest, forest-steppe natural zones, as the most favorable for recreational use (Table 4).

Table 4. The scale of assessment of land cover (Vedenin et al., 1969)

Parameter	Soil and vegetation cover		
	the most favorable	favorable	relatively favorable
Natural area	forest and forest-steppe zone	steppe zone	desert and semi-desert zone
Amount of forests %	more than 15	10–15	less than 10
Bogginess %	1–3	3–5	5
Tilledness %	20	20–30	30

The integral component score is the sum of the points of those indicators that were used to evaluate it. Ranking was carried out for this amount, and the final assessment of the component was revealed. The integrated assessment of recreational attractiveness is the total value of the above parameters and was calculated by the formula (1) (Kotlyarov, 1978; Kuskov and Golubeva, 2005):

$$RA=TA+CAK+WCA+LCA/4 \quad (1)$$

where: RA - recreational attractiveness; TA-terrain assessment; CA - climate assessment; WCA - water component assessment; LCA - land cover assessment; 4-the total value of the landscape components (RA, TA, CA, WCA). Then, the average values of the recreational attractiveness value for each landscape were found. Based on the data obtained, a corresponding diagrammatic map was compiled. According to the results of the value assessment, three types of territories with different degrees of recreational attractiveness were identified.

Along with assessment of recreational attractiveness, it is important to know the functional suitability of landscapes. A comprehensive assessment of the functional suitability of landscapes is in determining the “coefficient of attractiveness” of landscapes for various types of recreational activities. Functional suitability is the ability of the landscape to provide vacationers with the opportunity to use various types of recreational activities. In identifying the “attractiveness coefficient” of landscapes, we focused on data from literary sources (Kotlyarov, 1978; Kuskov and Golubeva, 2005). The source material for the recreational assessment is a landscape map, and the sum of the possible recreational functions of the studied landscape. The coefficient of functional suitability was determined by us according to the following formula (2) (Kotlyarov, 1978; Kuskov and Golubeva, 2005):

$$C_{sf} = S_{lf} / S_{fr} \quad (2)$$

where: S_{lf} – the sum of landscape features;
S_{fr} – the sum of the functions of the region (the Alakol Lake basin as a whole);
C_{sf} – suitability factor.

The maximum degree of functional fitness of the landscape is 1. As a result of a comprehensive assessment of the functional suitability of landscapes for each landscape, the number of types of recreational activities was calculated, i.e. number of recreational functions. We have identified 24 possible functions throughout the Alakol Lake basin (Table 5).

Table 5. Types and functions of recreational activities

Types and functions of recreational activities	
Scientific and cognitive function	geological – geomorphological objects; hydrogeological; botanical and zoological; archaeological and historical-ethnographic
Healing and treatment function	climatotherapy; balneotherapy; mud therapy; koumiss treatment
Sports function	hunting & fishing; picking mushrooms, berries and medicinal herbs; boat and jet skiing; paraplane (parasailing); windsurfing; kitesurfing; rowing; rafting; equestrian tourism; hiking (trekking) cycling; caravanning (jipping); mountain climbing
Wellness function	bathing and beach; sun baths; health resort (treatment with mud, hydromineral springs, honey, berries, herbs)

RESULTS DISCUSSIONS

According to the results of a component-wise integrated assessment of the territory, three types of territories with different degrees of attractiveness for recreational activities were identified in the studied region: the most favorable, favorable territories, relatively favorable. The compiled map shows the spatial distribution of landscapes and helps to identify areas with the most favorable conditions.

The map analysis showed that the most attractive recreational resources are concentrated on the northern slope of Zhetysu Alatau and the southern slope of the Western Tarbagatai ridge (Figure 1). The mountain natural conditions differ in comparison with the plains by it great diversity. This is reflected in the landscape mosaic, and, consequently, in landscape diversity. The northern slope of the Zhetysu ridge is characterized by a sufficiently rugged relief and the predominance of spruce forests and is sufficiently provided with water bodies. Therefore, these territories are the most favorable for all forms of nature-oriented and active types of recreation. The most favorable territories in Zhetysu Alatau are mainly within the middle mountains, and also partially in the low-mountain and high-mountain zones and occupy 30.6% of the territory. The most attractive landscapes are in the valleys of the rivers Tentek, Tastau, Koksuat and the forested slopes of Zhetysu Alatau. Favorable territories include the southern slope of the Tarbagatai ridge, hilly-ridged loessial foothills of Tarbagatai and Barlyk, alluvial-proluvial foothill inclined plains of Zhetysu Alatau, the Barlyk, Miley and Tarbagatai ridges, alluvial and lake-alluvial plains. Barlyk-Arasan piedmont region - occupies semi-desert and desert natural zones. The area is favorable for the development of health tourism. The relief characteristic of the adjacent territory to the Barlyk-Arasan sanatorium is favorable for laying all types of terrain paths. The intermountain lake-alluvial plains adjacent to the water areas of Lake Alakol are characterized by a high level of recreational potential and are favorable for the development of various types of recreation and tourism. Tourist and recreational potential is favorable for beach recreation, many types of water tourism are developed.

Relatively favorable territories are desert and semi-desert landscapes located in the western part of the Alakol Lake basin, as well as the territories of ridged-tuberous sands, which occupy 26% of the total area. Desert and semi-desert landscapes of plains have the least aesthetic value. Also, along with an assessment of recreational attractiveness, the coefficients of functional suitability of the landscapes of the Alakol Lake basin were identified. The results of the recreational assessment of the obtained parameters were entered into the general summary table as the sum of the landscape functions and subsequently the functional suitability coefficient was derived by the formula (2). The calculations allowed us to draw the following conclusions:

1. Areas where the fitness factor is up to 0.1 are the least suitable for recreation. These areas are semi-desert and desert landscapes of the western part of the Alakol Lake basin. The landscape attractiveness of this territory is low and has the least aesthetic value. Due to the vastness of the territory, insignificant horizontal dissection of the relief and the lack of water bodies, the most acceptable type of recreational activity is auto-tourism (caravanning).

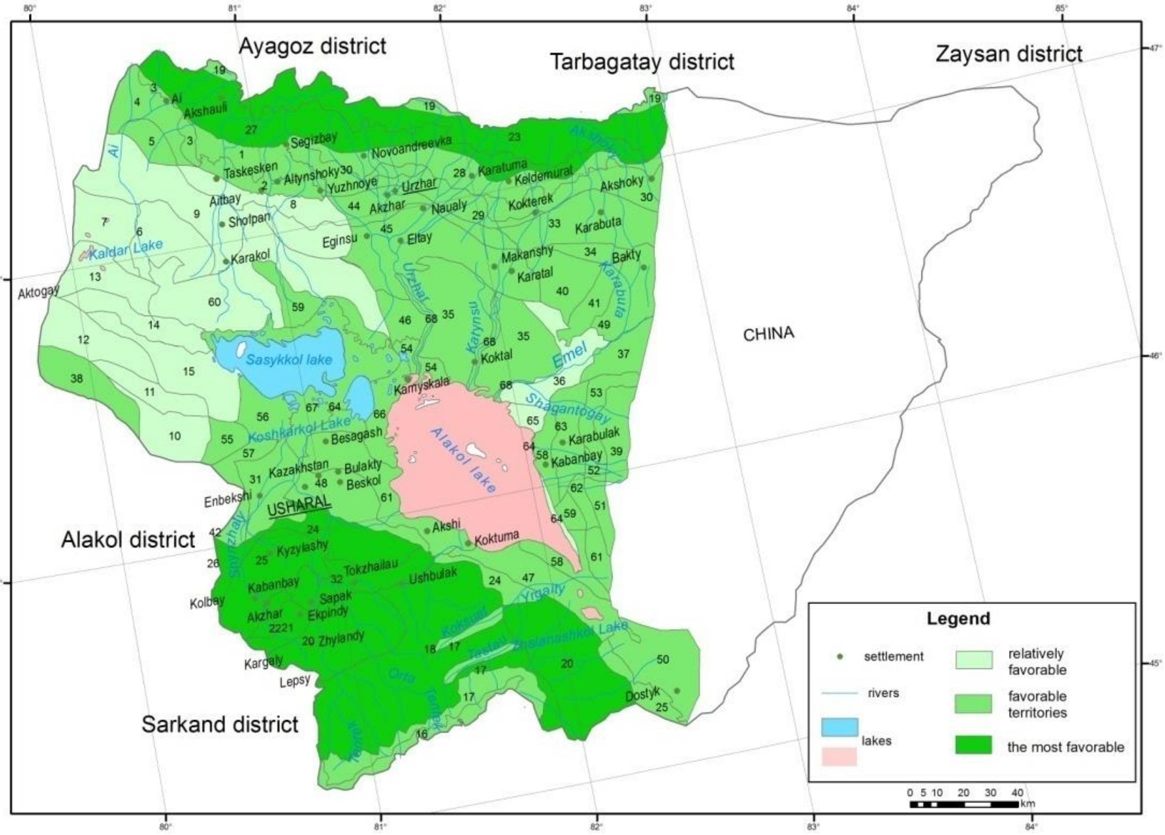

Figure 1. Map of the tourist and recreational potential of the Alakol Lake basin (Source: Mukayev, T.Zh.)

2. Areas suitable for recreation with a coefficient from 0.1 to 0.5: Mountain and foothill landscapes of Zhetysu Alatau and Tarbagatai. Mountain and foothill landscapes are characterized by a variety of recreational functions. Here you can see the change of high-altitude landscape zones: semi-desert, mountain-steppe, mountain-forest, alpine. Along with a variety of nature-oriented functions in mountain landscapes, it is possible to develop such types of sports functions as: close watching of rare animals and birds, picking mushrooms, berries and medicinal plants, hiking (trekking), cycling (mountain biking), mountain climbing, etc.

3. The most suitable landscapes with a coefficient above 0.5. These are intermountain lake – alluvial plains adjacent to Alakol Lake (Kabanbay, Akshi, Koktuma, Koktal). The territories adjacent to Alakol Lake are favorable for the further development of beach and bathing vacations. To reduce the load on existing beaches, it is advisable to organize additional necessary infrastructure for beach and bathing vacations, such as clearing water approaches, equipping beaches with umbrellas and changing cabins, opening new rental points for sports equipment.

Along with a beach-bathing holiday, a high coefficient of landscape suitability is affected by the presence of hydromineral springs in the Barlyk-Arasan sanatorium complex in the vicinity of Alakol Lake and therapeutic mud in the coastal zone of the lake. The use of therapeutic mud of Alakol Lake is of great interest. It is used in the treatment of various diseases of the joints, radiculitis, skin ailments, and recovery from injuries. Monuments of the early Iron Age are located in the area: Aksha burial grounds and monuments of the Middle Ages - the ancient settlements of Usharal and Koktuma, which are of significant importance. There are also favorable conditions for the development of nature excursions to the unique lakes of the Alakol-Sasykkol group, to nesting sites for waterfowl, figure 2. As a result of analyzing factors and conditions that contribute to the development of recreation, we have assessed the degree of favorability and functional suitability of landscapes in the Alakol lake basin. As a result, a significant number of areas were identified that are suitable for various types of recreational activities. Landscapes depending on the terrain, climate, water bodies, soil and vegetation cover, as well as the suitability of the landscape for recreational activities were combined into recreational zones. There are 3 recreational zones on the territory under study. 1. Intermountain lake-alluvial recreational zone. 2. Zhetysu and Tarbagataiskaya mountain recreation area. 3. Western lowland recreation area.

CONCLUSION

Analysis of drawn cards and the data on usefulness and suitability of landscape study of the region allow to draw the following conclusions: the most suitable for tourism and recreation, are intermontane lacustrine–alluvial plains adjacent to the lake Alakol relate to the favorable areas, which have the greatest functional suitability for various types of recreational activities. The recreational potential of the Lake Alakol is of interest for the development of therapeutic, recreational and sports activities (bathing, beach, spa, therapeutic, sports) due to favorable climatic conditions. Most vacationers at the Lake Alakol prefer a bathing and beach holiday. Here, vacationers can receive a wide variety of types of health and sports recreation: bathing, sunbathing, balneotherapy, jet skiing, paragliders walk along the shore etc.

The most favorable territories are concentrated on the northern slope of Zhetysu Alatau and the southern slope of the Western Tarbagatai ridge. According to the functional suitability of the landscapes, the middle mountains of Zhetysu-Alatau and Tarbagatai are assigned to favorable areas that create the potential for various types of recreational activities: tourist-excursion, ecological, scientific and educational, mountain tourism, mountain climbing. In the mountains of Zhetysu Alatau there are a sufficient number of mountain rivers Tentek, Koksu, which are recreationally attractive objects for rafting and for sports functions.

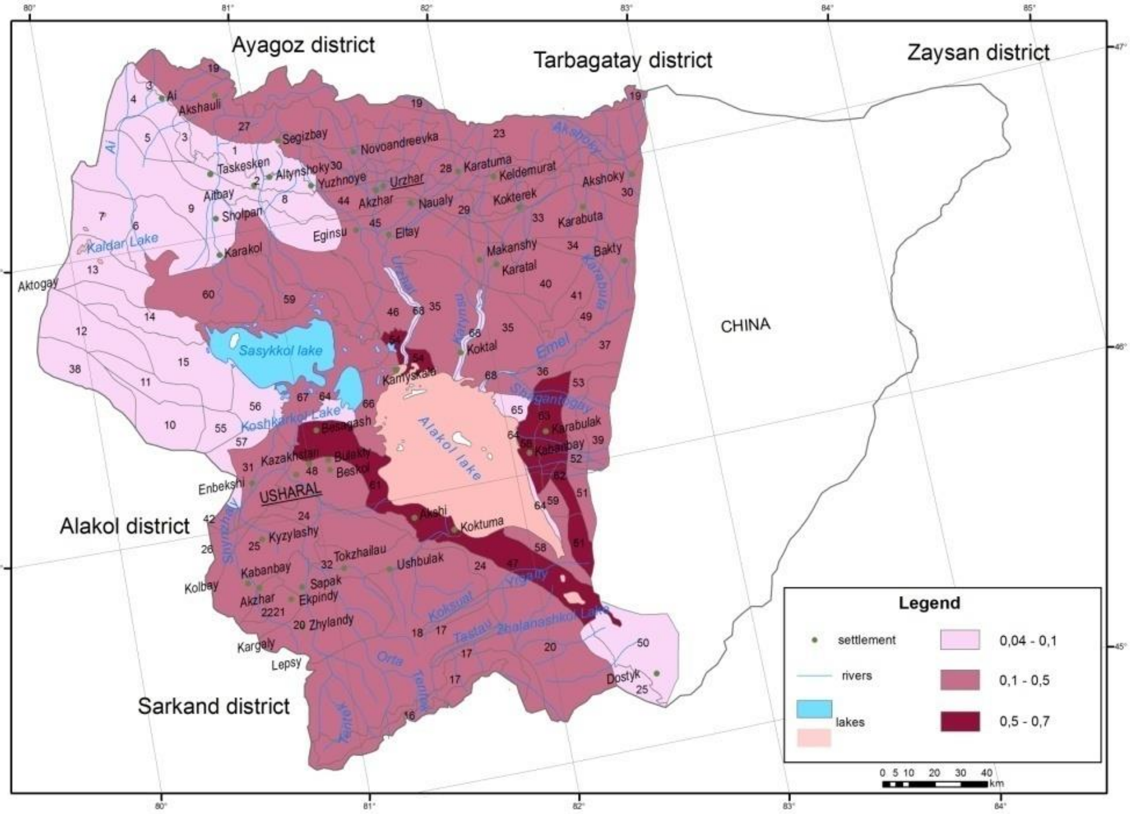

Figure 2. Map of the functional suitability of Alakol Lake basin (Source: Mukayev, T.Zh.)

Relatively favorable territories include desert and semi-desert landscapes located in the western part of the Alakol Lake basin. Landscapes are less favorable due to the weaker ruggedness of the surface. Along with relatively favorable indicators, there are the lowest indicators of functional suitability in desert and semi-desert landscapes of the western part of the Alakol Lake basin. Considering the peculiarities of this region, the most acceptable type of recreational activity is auto-tourism (caravanning). Natural and climatic conditions do not contribute to the development of recreational activities and are more suitable for agricultural use.

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THE IMPACT OF EASTERN UKRAINIAN ARMED CONFLICT ON TOURISM IN UKRAINE

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Abstract: This study deals with Ukraine, a European country that in the last years became the scene of sanguinary demonstrations, transition of power and military acts. The armed conflict that evolved in Ukraine in late 2013 and early 2014 spread like wildfire all over the world. International mass elucidated the theme on a daily basis. These events caused a mass of senseless fatalities, this problem is practically unresolved to date, and as a result, the country fell into a deep economic recession. This shook the country population's sense of security and immediately did away with inbound tourist traffic. This study shows the concrete or secondary influence of the Ukrainian "hybrid war" and the events that followed it on the country's tourism. This paper shows the changes that occurred in the field of tourism based on the available statistical data. I specifically compared the 2013 statistical data prior to the armed conflict with those of 2017 characterized by stagnation of the conflict intensity; in some cases I present even more recent data.

Key words: tourism, security, Ukraine, armed conflict, hybrid war

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INTRODUCTION

After officially breaking its ties with the Soviet Union in 1991 Ukraine became an independent state. After the deep economic recession following its declaration of independence the country's social and economic situation was characterized by numerous problems (Dancs, 2009). After the change of the regime, Ukraine's borders opened for the west. As a result, Ukraine's abyss-like economic, political, cultural, and social lagging behind its neighbouring countries became apparent. It took almost a decade for the country to start developing slowly (Dancs, 2009; Berghauer, 2012). One of the keys to solve economic problems in some territories of the country was seen in tourism. The discovery of the opportunity gave rise to the formation and development of tourist services based on attractive natural and cultural conditions to boost economy and overcome livelihood problems. Even so, tourism has not become the key sector in Ukraine due to the numerous problems the country is struggling with: political instability, negative country image, underutilization of tourist attractions, lack of prominence at the international level, low level of services, long border crossing, corruption, non-observation of ecological regulations, low level of public security, transport and other infrastructure, insufficient development of street lighting and sewage disposal, low qualification of the human resources, language barriers, etc. (Sass, 2008). The enumerated facts have not shown radical change since becoming independent, the problems still persist – as other researchers of tourism have also pointed out – (Riashchenko et al., 2015; Kolosinska et al., 2018), the country still bears the striking features of Eastern European and post-socialist states, as well as the problems of a newly established and assembled from pieces country (Sass, 2017). The above-mentioned situation was further aggravated by the 2014 – "hybrid war" as the specialists also call it – armed conflict in eastern Ukraine, the "new" Ukrainian crisis.

LITERATURE REVIEW

Security is one of the fundamental human needs all over the world. After creating the conditions for existence, this is our most important need according to the accepted human norms (Maslow, 1943). Nowadays tourism as well is becoming more and more controlled and influenced by security considerations. Travellers consider it important that the chosen destination, the target country or area, the road leading there, as well as the means of travelling be secure. It is not surprising in the light of recent years' criminal chronicle. Although tourism security issue is not a new social challenge for tourism has always presupposed some kind of risk factor (Michalkó, 2004; Bujdosó and Györki, 2011), nowadays terrorist acts and armed conflicts have increased in frequency, thus it is an issue of utmost significance to be solved on a daily basis both in developed or former socialist and in countries of the so-called third world. Nowadays, communication means enable one to immediately send and receive news of this kind, they usually evoke fear, anxiety, indetermination not only among the local population but also among a much wider audience.

After the tragic terrorist actions of 9/11 a group of researchers began to study the problems of safety and security; moreover, these problems have become a special area of research and field study in tourism (Kővári and Zimányi, 2011, p. 60). Several articles have examined the impact of terrorism on tourism (Dávid et al., 2007; Varga and Bagdi, 2011; Gaydukevich, 2017) in the past 10-20 years.

Gaydukevich (2017) claims these events have an extremely negative impact both on the affected countries' economy and the tourist industry in the whole world. However, besides the terrorist attacks numerous other events can be mentioned that influence travellers' behaviour, tourism organizations' risks and expenses (Dávid et al., 2007). These include natural disasters that evolved suddenly (earthquake, flood, tsunami), various diseases, fresh attacks of known (measles) and not experienced until now new epidemics (zika, various types of SARS), climate change, and global pollution of the environment. This list should also include the subject matter of the present research –wars, civil wars, political, geopolitical conflicts whose impact on the tourism of various countries evoked the interest of many researchers (Currie et al., 2004; Harb, 2016; Pokharel et al., 2018). Determining and analysis of the impact exercised on tourism is impeded by the fact that it is influenced by numerous other factors (Dávid et al., 2007), thus one can draw parallels between the impacts the above-mentioned events exercise on tourism. However, in my opinion, each case is unique. The following factors make events unique: the country where the terrorist attack occurred, the political, geopolitical conflict or war lasting for years, and, perhaps, the spread of the latter within the country. The events presupposing security risks evoke an immediate reaction from the travellers because the majority of tourists on the territory decide to return home and that can cause a wave of cancelled reserved trips (Dávid et al., 2007). The achievement of minimal damage to the tourism industry depends on how quickly

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the country's leadership can restore, maintain and steadily ensure order, security in the country, how quickly they can regain people's and potential tourists' trust. This, however, is largely influenced by the country's natural and cultural conditions, the intensity of the tourist attractions, the quality and quantity of services rendered, infrastructural and technical environment, economic, social and political attitude to tourism, i.e. how attractive the country is for tourists, as well as how important the functioning of this branch is for the country.

Aubert (2011), however, claims that the increase in the number of terror attacks, incalculableness of the international political situation, intensification of international conflicts only temporarily decrease tourist traffic. Varga and Bagdi (2011) came to this conclusion as well after studying the influence of occurring attacks in various countries. Despite the fact that the above-mentioned events exercise a negative influence on the country's tourist traffic and, consequently, on the formation of its economic indices for a particular period of time, it is certain that this fact has to be dealt with from the point of view of tourism demand and supply as well. That is why my research aims at studying the impact of eastern Ukrainian war on the country's tourism.

A SHORT INTRODUCTION INTO THE UKRAINIAN EVENTS

Ukraine borders on seven countries (Figure 1), thus possessing a special geopolitical position between the western world and Russia. However, it could never entirely fulfil the historically and geopolitically ideal role of "the bridge" and gain true economic advantage out of it.

Ukraine's existence and development as an independent country has never been seamless. With its 603.700 km² territory, 42.0 million (2018) population (IMF, 2019) the country is a potential good market for any global economy. Since 1991 both West (the USA, Western Europe) and East (Russia) attempt to keep it under its control and by 2014 Ukraine has become a confrontation zone.

Figure 1. Ukraine's geographical position and the influence of hybrid war on the country's territorial unity (Source: author's own editing)

Opposition of the Yanukovych government to Eurointegration caused the November 2013 Independence Square demonstrations and led to the change of government. In March 2014 Russia annexed the Crimean Peninsula, in April Luhansk and Donetsk People's Republics were proclaimed (Csernicskó, 2016) (Figure 1) and as a result the Anti-Terrorist Operation (ATO) started to get back the territories causing fierce fights. Western Europe, with Germany acting as an intermediary, made numerous attempts to reconcile the parties. The peace-negotiations were held in Minsk (the most important agreement on ceasefire was concluded in 2015) and lately the talks were reopened in Paris at the end of 2019. Ceasefire in Western Ukraine has never been observed completely and the fight is going on ever since with lesser and/or greater intervals. Furthermore, currently COVID-19 pandemic reached the country. No one knows the extent the latest incidence will afflict the world and, in particular, Ukraine's population and economy. However, the impact of the events that have been going on ever since 2014 can be presented in concrete numbers. For instance, it is important from the point of view of the population that over 1 million people escaped from eastern Ukraine, and over 13 thousand people have died in the fighting so far. As to the economy, in 2014 the domestic demand in Ukraine dropped, weak foreign demand led to the decline of real GDP by 6.8%, the national currency was quickly depreciated, thus aggravating the situation. In 2015 recession progressed further and as a result Ukraine's GDP decreased by 14.6% compared to the first half of the same year (Millennium Development Goals, 2015).

Side by side with the unresolved issues, since 2017 the Ukrainian government has adopted numerous laws, decrees (The Continuous Restriction of Language Rights in Ukraine, 2019) that restrict and infringe minorities' educational, language, etc. rights, thus causing tension on territories populated by the minorities, for instance in Transcarpathia. As a result, Ukraine fell into a political disagreement with all its neighbouring countries causing frequent extremist manifestations that keep the minority population in fear. Since the outbreak of the conflict there have been numerous cases when the situation in the country became critical (for example, annexation of the Crimean Autonomous Republic, Ilovaisk events, "Debaltsevo cauldron", etc.), however, none of them was considered reason enough by the then Prime Minister P. Poroshenko and the National Security Council to introduce the state of war. It happened in November 2018, as a result of a sea incident between Russia and Ukraine. At the time a state of war was announced in 10 regions for a month.

In recent years events in Ukraine evoked the interest of many researchers who started analysing the situation in the country from various points of view. Some researchers pointed out the possible causes and solutions of problems, as well as revealed their consequences (Karácsonyi et al., 2014; Erőss et al., 2016; Tátrai et al., 2016; Smoor, 2017; Mykhnenko, 2020). Others studied the developmental problems and competitiveness of the tourism market in Ukraine (Riashchenko et al., 2015; Nezdoyminov and Shykina, 2016; Kolosinska et al., 2018). In response to the 2013-14 events in Ukraine numerous countries, including Hungary's Ministry of Foreign Affairs classified Ukraine from the point of view of travelling and stay into *"II Enhanced security risk countries and territories"* which is still valid (Figure 2).

All these factors do not improve the country's economic situation, and do nothing to develop tourism. Though Taleb Rifai (Secretary-General, UNWTO) claims "Tourism is one of the most resilient and fastest-growing economic sectors but it is also very sensitive to risks, both actual and perceived." He also reminded that "misunderstanding often exaggerates and misrepresents real critical situations, thus causing serious challenges for the destinations concerned, while at the global level tourist demand remains strong" (Magyar Turisztikai Ügynökség, 2016, p. 1). Ukraine had to face the challenges as well and I will present these results here.

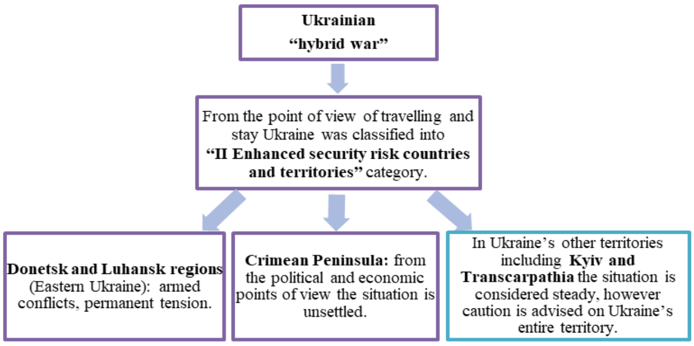

Figure 2. Ukraine's international listing from the point of view of travelling and stay
(Source: author's own editing based on Hungarian Consular Services, 2019)

METHODOLOGY

The 2014 Ukrainian hybrid war resulted in various political, social, and economic changes in the country that influenced its tourism industry. In this study I would like to demonstrate the relation between the changes occurring in the country's tourism industry influenced by the armed conflict on the basis of available statistical data. Taking this into account, the chosen research methods include processing international (UNWTO 2015, 2017, 2018a, 2018b, 2020; WTTC 2014, 2018) and home (State Statistics Service of Ukraine 2014, 2018a, 2018b, 2019a, 2019b) statistical data. For the statistical analysis I have chosen to compare the 2013 pre-conflict statistical data and the 2017 data when the conflict intensity was stagnating. Depending on the availability of data, in some cases 2018 data will also be published. However, more recent, i.e. 2019 statistical data on tourism are not yet available in Ukraine.

The primary aim of the study is to make a comparative analysis based on the statistical data on tourism in the chosen years, to elucidate the degree of negative or positive changes, as well as the cause-and-effect relationship. In the course of the analysis I studied, inter alia, the formation of Ukraine's tourist traffic, the economic indices of tourism, some of the main components of the tourism sector, the number of tourism organizations and collective accommodation facilities, as well as the country's tourist traffic.

RESULTS DISCUSSIONS

On a world scale, from the point of view of international tourism, 2017 set a record because the number of international tourist arrivals showed continuous over 4% increase for eight successive years. The global number of international tourist arrivals reached 1,326 million people, i.e. 7.0% (86 million international tourist arrivals) more than in 2016 (UNWTO, 2018a). In 2017 travelling and tourism as a branch of economy amounted to 10.4% of the global GDP and 9.9% (313 million jobs) of the total employment, thus it can be regarded as one of the largest and most dynamically developing branches of economy (WTTC, 2018). This fact is further substantiated by the increase of the 2018 and 2019 index-numbers. 2019 was the tenth consecutive year of sustained growth since 2009 (UNWTO, 2020, p.3). As far as 2017 is more significant for the present research, I will not analyse these data in detail.

In 2017 671.1 million people arrived in Europe amounting to half (50.7%) of the world's international tourist arrivals. 19.8% (133.0 million people) travelled to Central and Eastern Europe. This means a 4.5% increase compared to the previous year. In 2017 the above-mentioned European region had a 10.1% share in the world's tourist arrivals. Statistically, Ukraine belongs to Central and Eastern Europe territory. In 2017 the country totalled 1.1% of the world's international tourist arrivals, 2.1% of the European ones, and 10.7% share in East-Central Europe (UNWTO, 2018b). From the point of view of inbound tourism, these rates mean a huge decline for Ukraine compared to late 2000s and early 2010s.

According to Ukraine's State Customs Service Administration data published by State Statistics Service of Ukraine, 40 667 055 people were registered at border crossing points in 2017. They included 26 437 413 Ukrainian citizens travelling abroad and 14 229 642 foreigners entering the country (Figure 3). These data include both inbound and outbound tourist traffic. Although we know that the Ukrainian statistical service data series are not fully compatible with the European data series (Gyuricza, 2017), in the "International tourist arrivals" table UNWTO shows Ukraine's frontier traffic data. However, frontier traffic data also include one-day visitors (www.ukrstat.gov.ua), who do not necessarily cross the border for tourist reasons. Some of them cultivate family and friendly relations with people living on both sides of the border or travel for shopping. Others (and probably the majority) look for business and subsistence opportunities in the neighbouring countries. At the Hungarian-, Slovak-, Polish-Ukrainian borders "contraband tourism" is still flourishing (Berghauer, 2012; Gyuricza, 2017). A new issue is the obligatory clearance of foreign vehicles brought to Ukraine out of the country every 5 days, thus significantly increasing the number of border crossings.

Figure 3 shows a continuous, dynamic, annual average 19.2% growth of international tourist arrivals from 2000 to 2008 in Ukraine. As a result of the global economic recession it was followed by a sudden 18.2% fallback by 2009. This crisis could be felt all over the world. It took four years for the Ukrainian inbound tourism to come close to the 2008 level, i.e. 24.7 million tourists were registered by 2013. In the course of the four years the previous growing demand period was followed by a slow, average 4.4% increasing tendency. In 2014 came an unexpected and drastic downturn: the inbound traffic dropped by 48.5%, followed by a further 2.2% decrease in 2015, thus coming close to the 2003 low level of inbound tourism. Although there is an annual average 7% increase since 2015, the 2008 record of 25.4 million inbound tourists is still a long way to go. For the sake of accurate interpretation of data, it should be mentioned that since 2014 State Statistics Service of Ukraine does not publish data on the Crimean Autonomous Republic, the city of Sevastopol, as well as part of Donetsk and Luhansk regions (www.ukrstat.gov.ua). The substantial decline in the number of inbound tourists is explained, firstly, by the loss of tourist traffic to the above-mentioned territories, secondly, tourists stayed away due to fear of the warlike situation.

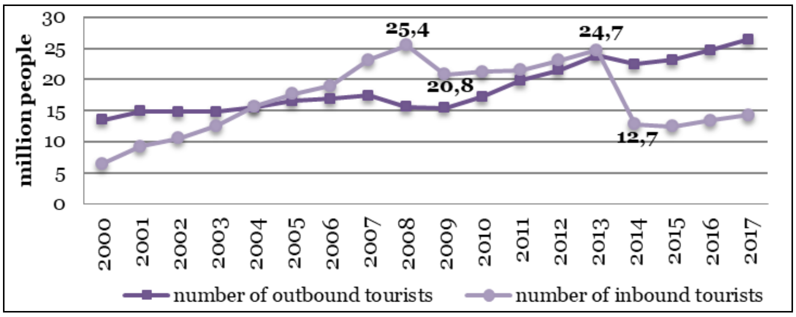

Figure 3. The number of outbound and inbound people in Ukraine in 2000-2017 (Source: author's own editing based on www.ukrstat. gov.ua)

The number of Ukrainian outbound tourists (Figure 3) shows a slow increase in tourism (annual 3.8% in average) between 2000-2007. In the period 2007-2009 it fell back by 11.7%, while nowadays – except 2014 – it is followed by another annual average 9% growth.

Compared to 2013, in 2017 the inbound traffic dropped by 42.3%, while the outbound traffic increased by 11.3%, i.e. the number of outbound tourists is much higher than the number of inbound ones.

The change of structure in the sphere of tourist flow can be attributed to the war situation in the country. Kolosinska et al. (2018, p.250) also states that the political and economic instability that exists in Ukraine hinders the development of internal and inbound tourist flows. The outbreak of the Russian-Ukrainian conflict caused recession in Ukraine’s economy and, as a consequence, decrease in the population’s standard of living as well. The difficult economic situation and fear of the war made the working population look for employment abroad. However, statistics cannot keep a proper record of the labour turnover due to its significant illegal character (Tátrai et al., 2018), and it is highly probable that a great part of these people crossed the border with a tourist visa (before 2017), were registered as tourists at border crossing points. Outbound traffic was further increased by the loss of the favourite part of the country for inland tourism the Crimean Peninsula, as well as by visa-free border crossing between Ukraine and the European Union since 11 June 2017.

In 2017 the majority of people travelled from Ukraine to neighbouring countries; travellers to Poland, Russia and Hungary amounted to more than a half (66.1%) of the outbound traffic. The 10 favourite destinations amount to 92.7% of travelling abroad. In 2013 the destination countries were the same. The only changes were in their order and their turnover share (Table 1). Compared to 2013, in 2017 the greatest fall in demand was for Russia, Moldova and Belarus, a smaller fall for Germany, the rest of the top 10 countries increased interest towards their countries. The main reason for the significant decrease in the number of travellers to Russia (-1.8 million) is the Russian-Ukrainian conflict and security risk, however, due to visiting relatives along the Russian-Ukrainian border, as well as guest work that has been going on for decades, the decrease is only 28.7%. However, the number of Ukrainian tourists travelling to Egypt and Turkey doubled. It happened despite the fact that in recent years terrorist attacks in Turkey (2016, 2017) and Egypt (2014, 2015) became more frequent.

Table 1. The number of outbound people and its change grouped into countries (TOP 10)
(Data source: author's own editing based on www.ukrstat.gov.ua)

Rank		**Target countries**	**The number of outbound people**		**Change in the number of outbound people (%)**
'17	**'13**		**2017**	**2013**	**17/13**
1.	1.	Poland	9,990,978	6,991,778	42.9
2.	2.	Russia	4,376,423	6,140,406	**-28.7**
3.	4.	Hungary	3,118,758	1,900,469	64.1
4.	3.	Moldova	1,680,353	2,395,258	**-29.8**
5.	5.	Belarus	1,186,466	1,738,907	**-31.8**
6.	7.	Turkey	1,185,051	573,840	106.5
7.	6.	Romania	1,045,424	791,845	32.0
8.	8.	Slovakia	854,657	571,266	49.6
9.	10.	Egypt	733,597	336,173	118.2
10.	9.	Germany	344,150	376,316	-8.5
Total			**24,515,857**	**21,816,258**	

Table 2. The number of inbound people and its change- grouped into countries (TOP 10)
(Data source: author's own editing based on www.ukrstat.gov.ua)

Rank		**Countries of dispatch**	**The number of inbound people**		**Change in the number of inbound people (%)**
'17	**'13**		**2017**	**2013**	**17/13**
1.	2.	Moldova	4,435,664	5,417,966	-18.1
2.	3.	Belarus	2,727,645	3,353,652	-18.7
3.	1.	Russia	1,464,764	10,284,782	**-85.8**
4.	4.	Poland	1,144,249	1,259,209	-9.1
5.	6.	Hungary	1,058,970	771,038	37.3
6.	5.	Romania	791,116	877,234	-9.8
7.	7.	Slovakia	366,249	424,306	-13.7
8.	10.	Turkey	270,695	151,706	78.4
9.	12.	Israel	261,486	120,913	116.3
10.	8.	Germany	209,447	253,318	-17.3
Total			**12,730,285**	**22,914,124**	

Like in many European countries, the most powerful is the tourist flow between the neighbouring states. Moreover, the neighbouring countries provide tourist traffic of same day visitors, particularly transit tourists (Riashchenko et al., 2015). 2017 was no exception – the majority of inbound tourists came from countries Ukraine borders on (Table 2) because the seven neighbouring states comprise 84.3% of the inbound traffic. Compared to 2013, in 2017 the top 10 countries of dispatch were characterized by a drop in the number of travellers. The greatest drop (-85.8%), which is not surprising, was in the case of Russia, amounting to 8.8 million people.

The non-arrival rate of Russian tourists in Ukraine is much higher than the non-arrival rate of Ukrainian tourists in Russia. As it has already been mentioned, in 2014 Crimea disappeared from Ukrainian statistics, however it appeared in the Russian one. Consequently, the Russians were registered as domestic tourists within Russia, not as Ukraine's foreign ones. In the pre-annexation years three fourths of the approximately 2 million foreign tourists were Russians (Gyuricza, 2017).

1. Economic indices of tourism in Ukraine

The fact that Ukraine lost its attractiveness as a result of another recent Ukrainian crisis can be best illustrated by the following information – while in 1995 it was 32nd in the world tourist destination rankings, by 2005 it reached the distinguished 13th position (UNWTO, 2007; Sass, 2008), while in 2013 it was 14th (UNWTO, 2015). However, by 2017 it fell back to the 27th place (Table 3) and this tendency develops further in 2018 when the country is positioned as 30th (UNWTO, 2020).

Table 3. The correlation of international tourist arrivals and tourism receipts
in Ukraine and other countries (2013; 2017) (Data source: author's editing based on UNWTO, 2015, 2017, 2020)

		Country	International tourist arrivals (mn people)			International tourism receipts (USD bn)
2013 rank	9.	Russia	28.4	**2013 rank**	27.	12.0
	13.	Austria	24.8		14.	20.2
	14.	**Ukraine**	**24.7**		*****	**5.1**
	15.	Mexico	24.2		22.	13.9
	26.	Hungary	10.7		45.	5.4
2017 rank	24.	Hungary	15.8	**2017 rank**	45.	6.2
	26.	India	15.5		13.	27.3
	27.	**Ukraine**	**14.4**		*****	**1.3**
	28.	Singapore	13.9		19.	19.7
	39.	Bulgaria	8.9		*	4.0

(* - the country is not in the first 50 ranking list in tourism receipts)

In accord with the tourist destination rank, i.e. the number of international tourist arrivals, there was a growing interest towards Ukraine; more and more people visited this once closed and therefore unknown destination. However, behind the high international tourist arrivals there are low international tourism receipts, e.g. in 2013 Ukraine being 14th on the world ranking list (24.7 million inbound people) could not surpass Hungary in revenue that was 25th (10.7 million inbound people. By 2017 the situation deteriorated even more for Ukraine fell back to the 27th place and made three times less profit than Bulgaria that was 39th. What concerns immediate competitors in the rank, it cannot compete with them at all (Table 3).

Table 4 shows the extent tourism contributed to the development of Ukraine's economy, creation of jobs before and "after" the conflict. Therefore, the gross added value of branches of tourism was 3.8 billion USD (2013: world average was 18.0 billion USD) in 2013 amounting to 2.3% (2013: European average was 3.1%, world average was 2.9%) direct contribution to GDP, while entire contribution was 8.6% (2013: European average was 8.7%, world average was 9.5%) (WTTC, 2014). The values of direct and indirect contributions in dollars are far below average indices of other countries of the world and Europe. GDP share of tourism in per cent is closer to other countries' average, however it is achieved from low gross domestic product. In 2013 Ukraine's GDP was 179.57 billion USD, by 2017 it dropped to 112.13 billion USD (Statista, 2020). The 2017 economic indices of tourism are even worse for both direct and indirect contribution indices dropped more than a half compared to 2013 (Table 4). However, compared to the 2016 values – except employment – a minimal increase could be observed in 2017.

In 2013 the number of people employed in tourism was 416 thousand, thus tourism directly generated 2.0% of jobs. Summarizing the direct and indirect impacts, it amounted to 7.7% of national economy employment (WTTC, 2014). These proportions fell back to 1.4% and 5.1% by 2017 (WTTC, 2018). Moreover, visitor export and capital investment decreased by more than a half in the period under analysis.

Table 4. The contribution of tourism into Ukrainian economy (2013; 2017)
(Data source: author's own editing based on WTTC, 2014, 2018)

	2013	2017	2013	2017
GDP: direct contribution	3.8 (USD bn)	1.5 (USD bn)	2.3% of total GDP	1.5% of total GDP
GDP: total contribution	14.3 (USD bn)	5.5 (USD bn)	8.6% of GDP	5.7% of GDP
Employment: direct contribution	416 000 workplaces	228 000 workplaces	2.0% of total employment	1.4% of total employment
Employment: total contribution	1 570 000 workplaces	855 800 workplaces	7.7% of total employment	5.1% of total employment
Visitor exports	5.8 (USD bn)	1.6 (USD bn)	7.1% of total exports	3.3% of total exports
Investment	0.7 (USD bn)	0.3 (USD bn)	2.2% of total investment	1.9% of total investment

2. Change in Ukraine's tourism sector in the period under analysis

In addition to casualties, the biggest victims of terrorist attacks, military conflicts, civil wars, various coups d'état are economy actors, viz., tourism market actors, e.g. airline companies, tour operator and mediator sector, as well as hotels (Aubert, 2011), thus the study of the above-mentioned research areas is indispensable from the point of view of analysing Ukraine's tourism trend.

Transport is part of basic infrastructure together with public utilities and communications. As far as tourism includes land, air and water transport use (passenger planes, luxury ocean liners, tour buses, trains, private or rented cars) (Varga and Bagdi, 2011), the decrease in the number of tourists can cause or intensify the decline of traffic of the above-mentioned means of transport.

State Statistics Service of Ukraine (2019b) data testify to the fact that railway and road traffic dominate in Ukraine's passenger traffic. Having analysed passenger traffic from the point of view of various means of transport, we can see that the traffic of bus, sea and river means showed a decreasing tendency before the conflict with Russia (before 2014), while air traffic was on the increase. Following the annexation of the Crimean Autonomous Republic maritime passenger traffic was completely discontinued. Significant decrease of bus passenger traffic continued, while during the crisis (2014 and 2015) railway passenger traffic decreased minimally (by 8.8%) (Figure 4a). Even a low percent change of those means of travelling (in this case trains and buses) that play a decisive role in the population's everyday conveyance means several million passengers. River passenger traffic reached the lowest point in 2013, but it showed growth by 2014 (Figure 4b).

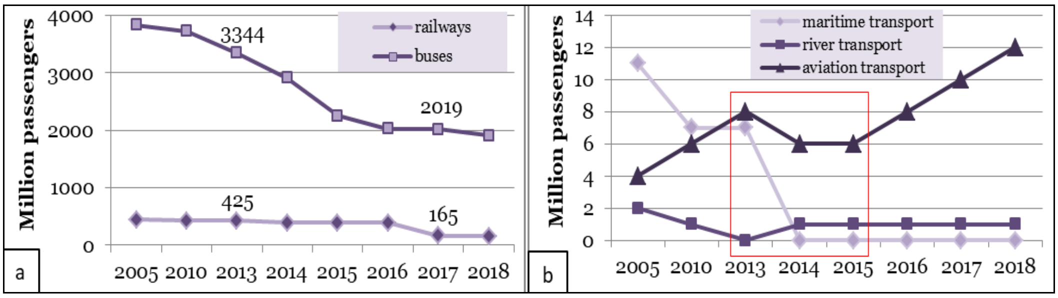

Figure 4. Change in the number of passengers per means of transport (Source: State Statistics Service of Ukraine, 2019b)

The most interesting changes in passenger traffic can be observed in air passenger transport. In 2018 Ukrainian passengers preferred travelling by plane showing high growth rates (25.8%) for the third year in a row, followed by the recovery of the market after the decline of air traffic in 2014 and 2015 (the two years showed a total decline of 22.8%). By 2016 airline passenger traffic regained the volume of the years before 2014. The number of enplaned passengers in 2017 increased by 27.5% in comparison to 2016. The dynamic increase in the number of airline passengers can be attributed to the development of international airline traffic (AASISTS, 2018).

Analysing the composition of airline passenger traffic, we can see that the proportion of international tourists is much higher than that of inland ones (Figure 5). While in 2013 the proportion amounted to 14.9%, by 2018 it did not reach 10.0%.

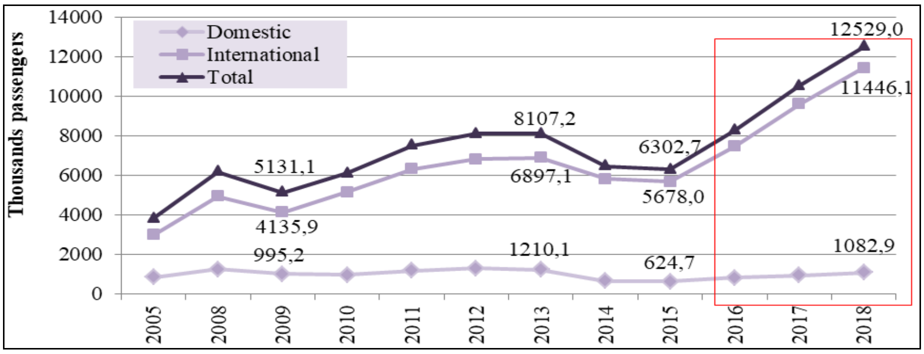

Figure 5. Change in the number of passengers in Ukraine (thousand) (2005-2018) (Source: State Statistics Service of Ukraine, 2019b)

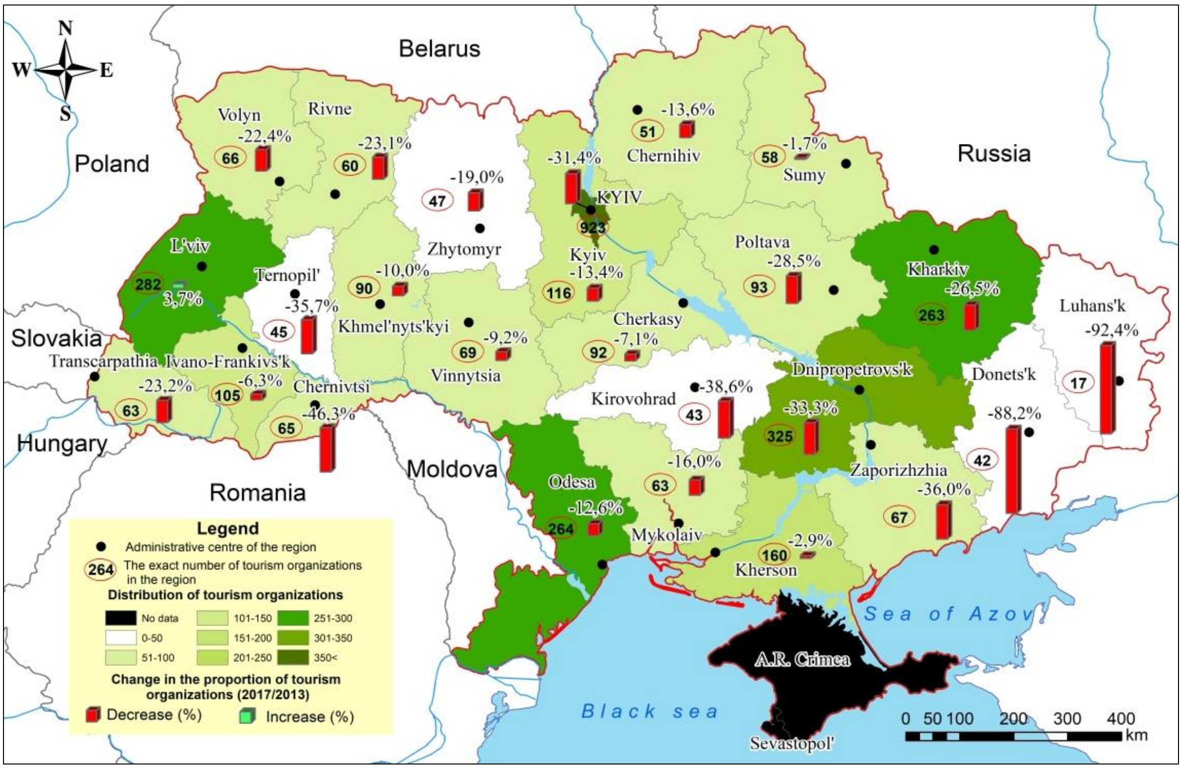

Figure 6. Distribution of entities of tourist activity in Ukraine per administrative unit
(2017; 2017/2013) (Source: author's editing based on State Statistics Service of Ukraine 2014, 2018a)

In 2013 domestic air services provided 130,000 seats. Since 2013 three airlines (Aerosvit, UTair-Ukraine, and Wizz Air Ukraine) discontinued their domestic air operations because of the 25% volume shrinkage from 2013 to 2014 (AASISTS, 2018). As a result of the conflict between Russia and Ukraine, flights to separatist territories (Donetsk, Luhansk and Simferopol) were cancelled and operating licence was withdrawn from some airports.

In 2013 there were 5711 tourism organizations (mainly tour operators and travel agents) in Ukraine. Their number decreased by 39.3% (3469 units) by 2017. However, by 2018 a 23.8% (4293 units) increase was registered (State Statistics Service of Ukraine, 2019a).

By 2017 the greatest setback was registered in the eastern parts of the country (Donetsk (-88.2%) and Luhansk (-92.4%) regions) – the zone of military actions. Surprisingly, the list was continued by a western-Ukrainian region (Chernivtsi (-46.3%)). The only region where the number of tourism organizations grew was Lviv (+3.7%) (Figure 6). In 2017 over half (59.3%) of tourist companies in Ukraine were situated in five administrative units: Kyiv city (923), Dnipropetrovsk (325), Lviv (282), Odesa (264), Kharkiv regions (263) (State Statistics Service of Ukraine 2014, 2018a).

Tourism is quite a sensitive industrial sector directed mainly at peaceful territories (Aubert, 2011), or rather the population of peaceful territories who are its active participants. Thus, the results of this study testify to the fact that the hybrid war in Ukraine brought about an approximately 41.5% decline in the number of tourists served by tourism organizations in the country in the period from 2013 to 2015. As a result, numerous tourist companies went bankrupt or stopped functioning, i.e. fell victim to the eastern Ukrainian conflict, just like other economic entities. With the decrease in the intensity of fighting and its stagnation, tourism slump started to ease and in 2016 the number of tourists served by tourism organizations grew. If I compare the data to the 2015 slump, we can see that three successive years were characterized by traffic increase and the increase from 2017 to 2018 was most outstanding. Owing to this process, the 2018 data exceeded the 2013 data (Table 5).

Table 5. Tourists served by tour operators and travel agents (2012–2018) (Data source: www.ukrstat.gov.ua)

year	2012	2013	2014*	2015*	2016*	2017*	2018*
the number of tourists	3000696	3454316	2425089	2019576	2549606	2806426	4557447

(* Data exclude the temporarily occupied territory of the Autonomous Republic of Crimea, the city of Sevastopol and temporarily occupied territories in the Donetsk and Luhansk regions)

Statistical data show that in 2013 there were 6411 collective accommodation facilities in Ukraine. In Ukrainian statistics these facilities are called "collective accommodation" and include hotels and similar accommodation (hotels, motels, hostels, camping, agrohotels, tourist centres, etc.) as well as special accommodation (sanatoria, children's treatment-and-prophylactic spas, guesthouses, medical and recreational resorts, etc.) (State Statistics Service of Ukraine, 2018b). By 2017 their number declined as well (-35.8%). The greatest decline after the eastern Donetsk (-73.6%) and Luhansk (-72.4%) regions was in Kherson (-38.0%), Kirovohrad (-37.8%) and Chernihiv (-36.4%) regions. The number of collective accommodation facilities grew in 4 regions only in this period, with the greatest increase (approximately 21.8%) in western Ukrainian Ivano-Frankivsk region. Taking into account the number of collective accommodation facilities in 2017, the top administrative units in the country were as follows: seaside (1. Odesa (529 accommodation facilities), 2. Zaporizhzhia (374), 5. Mykolaiv (271) and western Ukrainian (3. Lviv (337), 4. Ivano-Frankivsk (274), 6. Transcarpathian (250) regions (Figure 7).

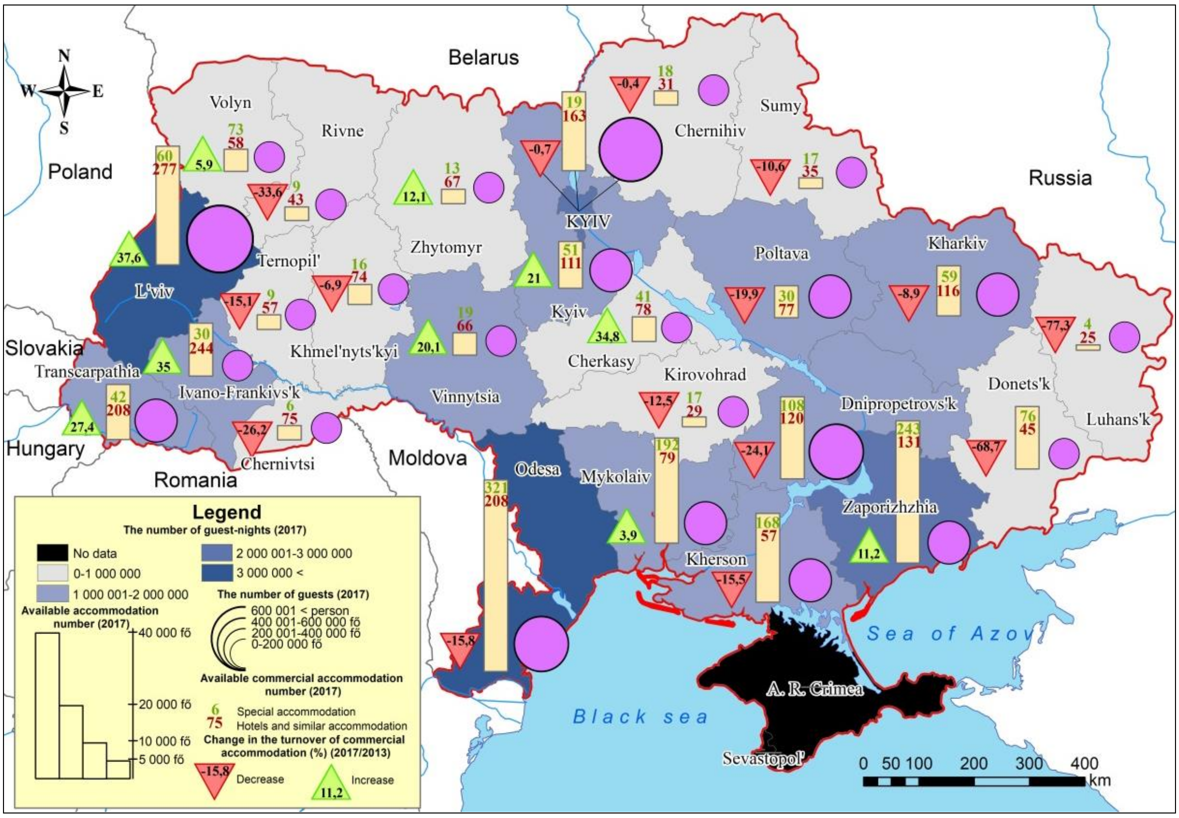

Figure 7. The number of collective accommodation facilities and tourism receipts
(Source: author's edition based on State Statistics Service of Ukraine, 2014, 2018a)

In 2017 the country's collective accommodation facilities were concentrated in particular territories. Only 8 regions had over 200 units amounting to over half (60.5%) of collective accommodation facilities. In 2013 the situation was similar. The Crimean Autonomous

Republic with its 1225 accommodation facilities was by far the first. 11 administrative units had over 200 facilities amounting to 73.9% of collective accommodation facilities.

In 2013 collective accommodation facilities had over half a million (586643) bedspaces, however, by 2017 their number fell by 38.8% (359034). In 2017 mainly the seaside regions had outstanding capacity – they were top five in the list with the exception of 3rd place Lviv region. 1. Odesa 2. Zaporizhia 4. Mykolaiv 5. Kherson (Figure 7). In the number of bedspaces, administrative units were mainly characterized by a declining tendency. However, in four regions growing capacity could be observed. The most significant increase was in Ivano-Frankivsk (+24.9%) and Zaporizhia (+10.4%) regions. Similarly to the number of collective accommodation facilities, the number of bedspaces in 2013 was by far the greatest in the Crimean Autonomous Republic. Moreover, it is worth mentioning that Donetsk region, part of which is now declared anti-terrorism operation territory, was 3rd in 2013 both in the number of collective accommodation facilities (13th in 2017) and in the capacity (8th in 2017).

CONCLUSION

This study gives insight into the changes in the tourism industry of the country where war has been going on for several years. The suggested statistical data testify to the fact that Ukraine's tourist traffic underwent a structural change which is closely related to the Eastern Ukrainian conflict that started in 2014. The 2014 events made a huge detrimental impact on the inbound tourism, unlike the outbound one where the damage caused was minor. As a result, after 10 years the number of outbound people exceeded the number of inbound ones, and this tendency still remains unchanged.

At the very start of the research it became clear that it is not worth comparing Ukraine's tourism to any other country's tourism because both prior to the eastern Ukrainian conflict and in the period of its stagnation Ukraine cannot compete with its competitors either in the achieved international tourist arrivals rank or in the level of tourism receipts.

Nevertheless, as a result of the eastern Ukrainian armed conflict and annexation of the Crimean Peninsula, the economic changes in the country and in the tourism industry in particular had a comparable output as in any other country in a similar situation. The events caused a significant decline in each and every aspect of tourism (international tourist arrivals, tourism organizations, the number and traffic of collective accommodation facilities, etc.). However, the decrease in the intensity of fighting, its stagnation brought back people's sense of security, though not to the extent of 2013, but people started travelling both within the country and abroad.

Powerful recession of tourism and economy was mainly observed in 2014 and 2015. Though the conflict still persists and the problem has not been solved yet, the data testify to the fact that the decline did not last long. The actors of the tourism sector try to return to the market as soon as possible to serve the new clientele. After 2014 and 2015, in 2016 and 2017 the majority of statistical indices under analysis started growing slowly, though they exceeded the 2013 values in few cases (e.g. air passenger traffic, the number of tourists served by tourism organizations).

Although the country's tourist traffic has declined significantly in recent years, caused mainly by the exclusion of the tourist traffic on the territories that are now not controlled by the state (the Crimean Autonomous Republic, Sevastopol, part of Donetsk and Luhansk regions), tourism did not cease to exist in the country, it only decreased in amount and changed direction. The data (collective accommodation facilities) testify to the fact that the traffic took the direction towards safer territories and followed a north-western tendency. Currently, tourists show a growing interest towards central, western and seaside parts of the country.

In spite of the fact that in Ukraine neither the population's, nor the inbound tourists' lives are in danger, the judgement of the country's tourism security has been unfavourable for 7 years already. This international judgement will apparently not change until the country's unity is restored, i.e. the Crimean Peninsula and the Eastern Ukrainian conflicts are settled.

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PARTICIPATION OF GREEN ENVIRONMENTAL GROUP AND ULUR-ULUR LOCAL WISDOM ON BURET LAKE ECOTOURISM MANAGEMENT IN KARST AREA OF TULUNGAGUNG, INDONESIA

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Abstract: Management of karst areas as attractive tourist spots is indeed very promising. Community participation is needed in managing tourist attractions. This research aims to determine: (1) The condition of Buret Lake tourism in the Tulungagung karst area (2) The participation of Green Environmental Group in the management of Buret Lake tourism (3) The existence of Ulur-ulur local wisdom supports the development of Buret Lake tourism. The approach used in this research was qualitative. Data collection was carried out by using observation, in-depth interviews, and documentation studies. The results showed that Buret Lake tourism is a very beautiful and unique karst area whose water source is able to irrigate the residents' fields in 4 villages continuously. The participation of the Green Environmental Group is very instrumental in managing tourist attractions and preserving the Buret Lake. The preservation of the Ulur-ulur ceremony procession which is carried out every year strongly supports the management of the Buret Lake tourism. Therefore, preservation of the environment and local wisdom in Tulungagung needs to be carried out sustainably.

Key words: Green Environmental Group, Local Wisdom, Tourism Management

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INTRODUCTION

Nowadays, the existence of karst areas in Indonesia is considered to have very strategic values. Apart from covering almost 20% of the total area in Indonesia, karst has potential that is not only unique but also very rich, both on biological and non-biological natural resources (Adji, 2010). The unique phenomenon of karst surface, the underground system and river on karst subsurface is an interesting object to study. Another interesting topic to study was the socio-economic conditions of the people who live in it which are also unique because they can survive in a very deep water table condition, and they can only get water from caves and springs. Other natural resources that can be studied are the diversity of typical flora and fauna such as swallows and bats (von Hirschheydt et al., 2020).

The strategic values aimed are values other than being an area also as a supplier and reservoir of water for domestic needs. The need for water is very high for people who live around karst areas that find it difficult to get water, especially during the dry season (Arifin, 2018). The United Nations estimate that water supplies for around 25% of the world's population come from karst water sources (Laksamana, 2005). Karst also has natural resources that can be used to increase the country's foreign exchange, such as tourism and mining of minerals. Some experts define karst as a term for limestone rocks with rare surface drainage, thin soil solum in a few places with closed basins (Dolin) and also as underground drainage (Adji, 2010; Blatnik et al., 2020). Another researcher describes karst as a form of land that has specific hydrological characteristics caused by limestone that dissolves easily and has good porosity (Fatin, 2020). The use of geopark areas, including karst areas, has the potential to help rural development and have an impact on reducing unemployment and also to be able to improve the economy of local communities (Farsani et al., 2011; Garidzirai and Pasara, 2020).

Tulungagung is one of the karst areas in Indonesia. The land consists of 1,500 km^2 of limestone with Endo and Exsokarst potential, specifically, with endokarst potential in the form of caves, and there are nearly hundreds of caves. Of the many caves in the Tulungagung regency, 16 areas have been identified and mapped (source from: HIKESPI Jogjakarta: 11 caves, MAPALA HIMALAYA STAIN Tulungagung: 5 caves) with varied types of caves from fossil (dry) caves to caves with a potential underground flow (Laksamana, 2005).

The springs can come from any surface of the earth such as hills, lowlands and foothills including karst, but these springs must be maintained (Arifin, 2018; Blatnik et al., 2020). The cave border is a karst formation that must be protected. The local protection on this cave is to prohibit construction activities around the border, damage the decoration in the cave (stalactite, stalagmite, flowstone and others), and pollute the underground rivers. The next border that must be protected is the spring border. The presence of springs must be preserved (Sumarmi, 2018). The community local wisdom has been proven in protecting forests, water resources and its ecosystems. Local wisdom is the knowledge, perspective, and the strategy of the community to face their life problems, and it passed down from generation to generation and integrated into the customs and norms of the community (Lestawi and Bunga, 2020; Putri et al., 2018). Many researchers have studied the role of local wisdom in the conservation of forests and its ecosystems, including water resources. One of them is the local wisdom of the Tengger people in East Java Province, Indonesia, in the forest conservation (Sumarmi, 2018). Many researchers have studied the role of local wisdom in the conservation of forests and its ecosystems, including water resources. Conservation of indigenous forests by Sasak people in Lombok, Bali Aga people in Bali Province and Minangkabau people in West Sumatra Province, Indonesia (Mutia et al., 2019). Another local wisdom is from the Krui community in Lampung, Indonesia in conserving the Damar tree forest (Istiawati et al., 2020). Also, there are local wisdom studies in South America seven studies, North America seven studies, Africa seven studies, Europe three studies, and Australia two studies have proven that local wisdom has an important role in forest conservation (Joa et al., 2018). Moreover, some research involving

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local communities in tourism management has been carried out, including management of tourism by local communities in Baluran National Park, Indonesia (Purnomo et al., 2020), structural and non-structural mitigation on cultural tourism of local communities in the Segenter Village, Lombok, Indonesia (Wahyuningtyas et al., 2019). Previous research still explores local wisdom and the role of the community in the hill areas of tropical rain forests and areas with high rainfall. However, the uniqueness of this research is the study of ecotourism management by community groups and the role of local wisdom in the Karst area with moderate rainfall in forest conservation and water resources.

LITERATURE REVIEW & THEORETICAL FRAMEWORK

Tourism is an individual or group movement activity from one place to another in order to get entertainment (Fang, 2020). In Indonesia, sustainable tourism is developed based on local culture aimed to improve economic, social and environmental conservation (Firdaus et al., 2019). Beside smooth transportation, one of the supports for the development of tourism in an area is the existence of hotels. This existence can provide support for the growth of the local economy, increase employment, provide opportunities for small entrepreneurs, also provide taxes for the region (Dwyer, 2015). It is aligned with the goal of sustainable development, which is to encourage development, especially in reducing unemployment and poverty (Gasper et al., 2019).

Tourism has become a commodity that can help the economies of many countries, especially in developing countries. Nowadays, tourism is developed by producing innovative products, so it becomes an attractive factor for tourists (Nella and Christou, 2016). The innovative products are integrating natural tourism with local cultural elements supported by large amount of data (Huo and Wang, 2020). Tourism that developed based on nature and local culture provides benefits, such as creating jobs for the community around attractions, increasing public awareness in protecting attractions, maintaining local wisdom, becoming a brand of the local community, increasing local taxes and increasing cooperation (Fang, 2020). Nature tourism is tourism with particular interest. Many tourists arrive at natural attractions based on their reputation and high ecological diversity. Tourist activities, either individually or in groups, aim to enjoy the diversity of flora, fauna and nature are called ecotourism (Kiper, 2013). Ecotourism is related to the management of natural resources and activities to enjoy nature that provide economic and social benefits for local communities (Purnomo et al., 2020). Ecotourism emphasizes environmental conservation, increases community welfare and involves the education component (Senigaglia et al., 2020). Ecotourism provides the tourist for more experiences because it consists of many types of entertainment. The tourist attractions found in ecotourism, such as observing rare flora and wild fauna, exploring nature or climbing mountains, also river tourism. Then the cultural tourism from the local community obtained from tourist visits such as handicrafts, traditional dances, and performing arts (Fang, 2020).

At present, the Indonesian government through the ministry of tourism and creative economy has prioritized ten new destinations. The investment budgeted high to develop those destinations. One of the new destinations that become priorities is National Park of Bromo Tengger Semeru in East Java. The distribution of ten new priority destinations in Indonesia follows in Figure 1. Development of the new priority destinations in Indonesia is expected to give benefit to surrounding tourism objects. The influence of the main destination is expected to rise the community's economy around supporting tourist attraction from the main destination (Garidzirai and Pasara, 2020; Poudyal et al., 2020). As a new main destination National Park of Bromo Tengger Semeru (number 8), has one supporting tourist attractions which is Buret Lake ecotourism. The location of National Park of Bromo Tengger Semeru with Buret Lake is about 150 km or can be reached by driving for 4 hours. Buret Lake ecotourism is unique compared to other lakes in Indonesia. Buret Lake is a lake in a karst area whose water never dries. The lake is not very wide, but it is very deep. Besides, around the ecotourism of Buret Lake, there are also many distinctive flora and fauna. The most beautiful thing on Buret Lake is the turquoise blue water, and this colour only occurs in certain months.

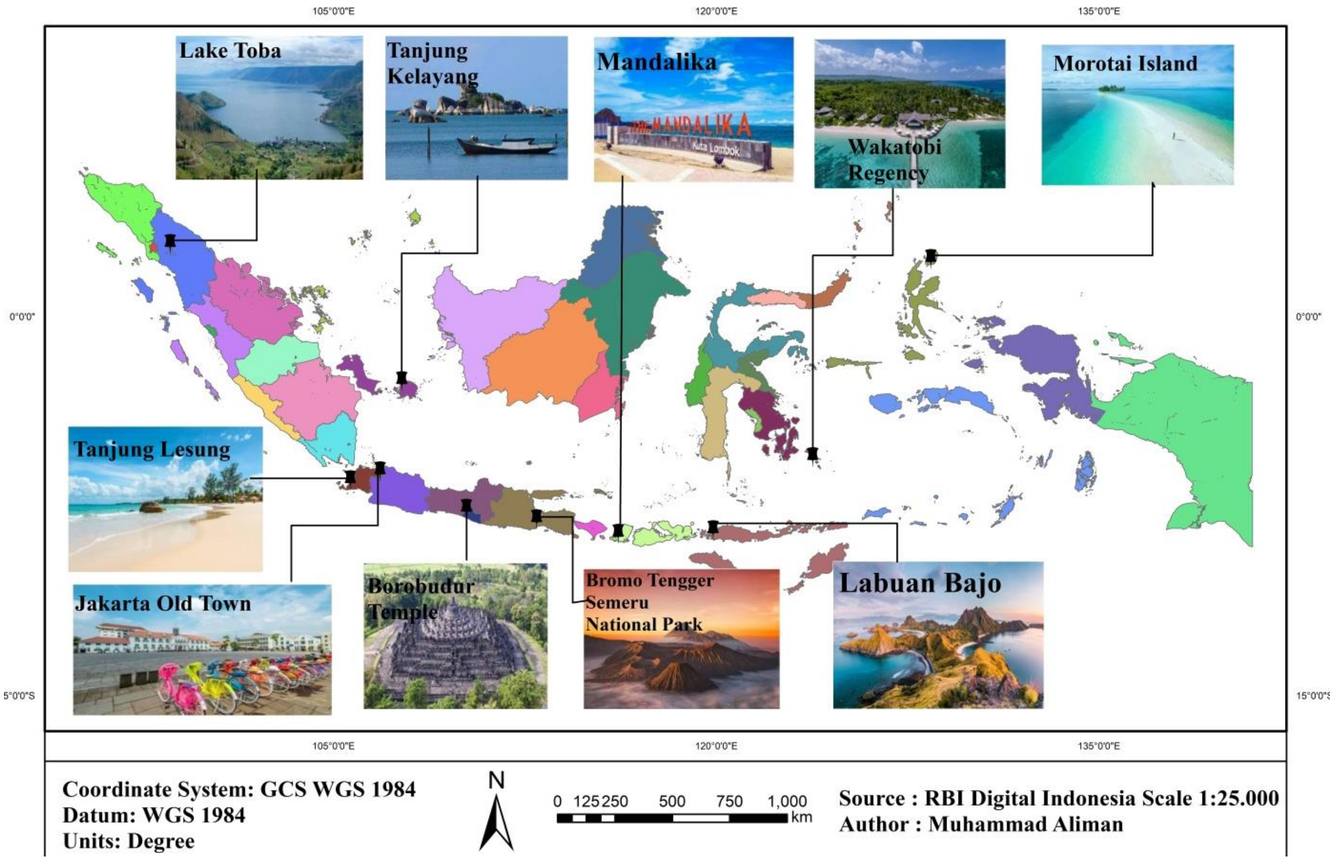

Figure 1. Ten Priorities for New Travel Destinations in Indonesia

METHODS

Population and Participants

Buret Lake is located in Sawo Village, Campur Darat District, Tulungagung Regency, East Java Province, Indonesia. This qualitative research aims to identify the participation of the Green Environmental Group and Ulur-Ulur local wisdom in Tulungagung in preserving the Buret Lake. The population in this study was the community who lived around Buret Lake. The informants were selected based on their in-depth knowledge and direct involvement in the management of Lake Buret and the Ulur-Ulur Tradition. The primary data sources in this study were the green environment group, the chairperson of Indigenous Peoples, and the inhabitants around Buret Lake who still preserve Ulur-Ulur tradition. Based on the systematic of informants selection, this study used a purposive sampling method because researchers can choose the informants who understand the condition of Buret Lake and Ulur-Ulur tradition (Suri, 2011). The following is the location of Buret Lake as showed on Figure 2.

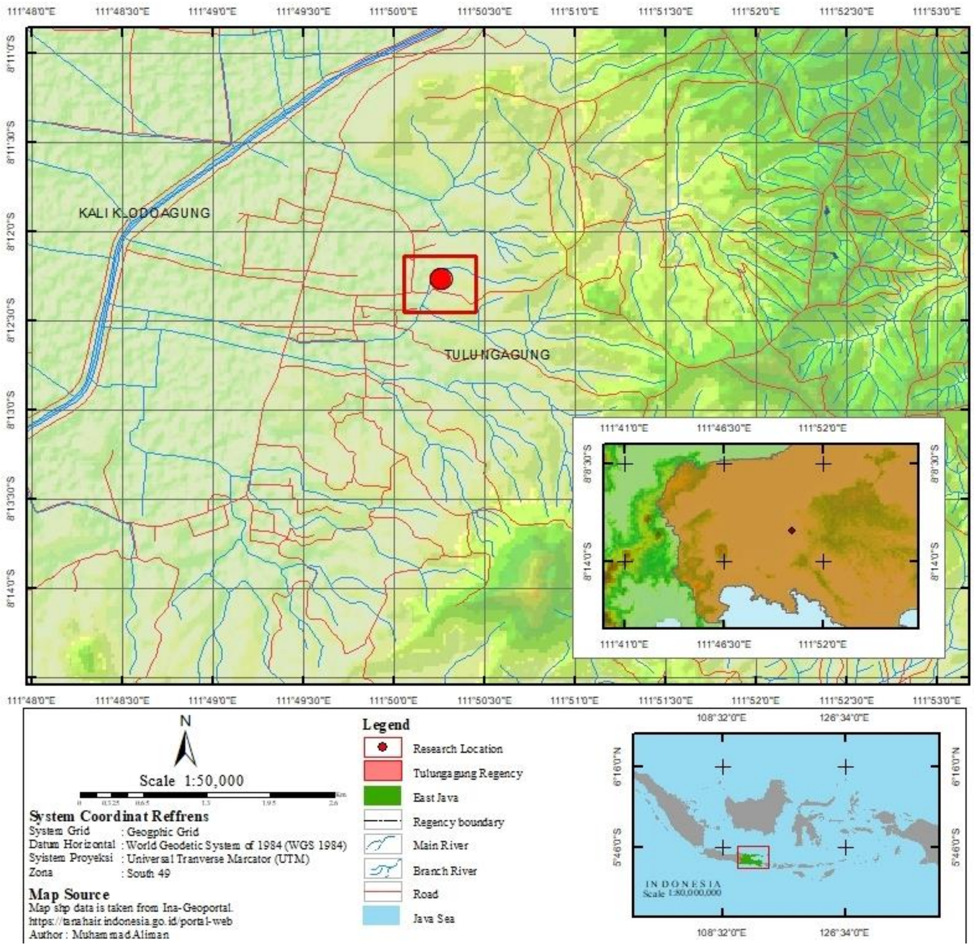

Figure 2. Map Lake Buret at East Java

Data Collection Methods

To collect the data, the following techniques were used: (1) observation, to find out the ecological and cultural conditions of the inhabitants being studied, and to find out about the lake management process. (2) In-depth interviews. (3) documentation studies to gather important information related to the subject and object of research (Creswell, 2012). The observations were made from the beginning of August to the end of August 2019, and in-depth interviews with selected informants were conducted from October to December 2019. The informants interviewed were Mr. KNS (Chair of the tourism awareness group also Chair of the Green Environment Group), Mr. ML (Buret Lake tourism manager), Ms. SM (village elder), Mr. MS (traditional leader) and Mr. AB (Geography teacher). The in-depth interview process with each informant was conducted separately. This technique was used to ensure data accuracy and avoid the influence of other informants. The interviews process was conducted for 2-3 hours or limited to the informants' knowledge in providing data related to the focus of this study. Some observation and interview activities are documented using a camera cellphone.

Data Analysis

To analyze research data, an interactive analysis model was chosen, which was developed by (Creswell, 2012). The analysis consisted of three stages, namely: (1) data reduction. At this stage, the researcher carried out the process of selecting, simplifying, abstracting and transforming rough data obtained from the field. (2) data presentation. The data presentation reduced was presented following the topic and subject matter, in order to facilitate the researcher to interpret the data. (3) conclusions. At this stage, the researcher verified or checked the truth of any data collected so that at the end of the research stage, the researcher was able to draw accurate conclusions based on the focus or problem of the research. Several criteria are used to ensure the validity of the data obtained during the research activities, namely: (1) the degree of trust, in order to fulfil this criterion, in-depth observation, triangulation and member-checking were carried out. (2) simplicity, in order to realize this criterion, the researcher tried to describe in detail, thoroughly, carefully and deeply during the subject matter under study, so that the data obtained with the data interpreted by the researcher can be distinguished (3) dependency, to meet the accuracy of the data, the researcher performed careful re-examination of the components, processes and results of research. (4) certainty, to meet this level of certainty, the researcher asked for help from fellow teachers who taught the students at SMAN I Campurdarat, which was located near the research location, in the form of peer discussion related to Buret Lake tourism management problems.

RESULTS DISCUSSIONS

The Tourism Potential of Lake Buret

Buret Lake is located in Sawo village, Campurdarat sub-district, Tulungagung Regency. It is located at an altitude between 200-500 meters above sea level and a latitude 8^0 12 '27.30" and 111^0 50' 12.65". This region has tropical rainy weather with AW type and average temperature of 24^0-27^0C. Average monthly rainfall of 122 mm and humidity of 74-77%. The soil types are dark grey Alluvial brown with fine soil texture (Diskominfo, 2018). From city-center (Aloon-Aloon Tulungagung), the researcher needed to drive to the south to go to the location. By following the road, it helped the researcher to arrive at Campurdarat market. At the junction of Campurdarat market, the researcher took the left direction and continued to drive until the researcher arrived at Sawo Village. After that, there will be a T-junction, and the researcher turned right. The researcher followed the road until Buret Lake.

Buret Lake is one of the tourist attractions in Tulungagung Regency. It is located in Sawo Village, Campurdarat Sub-District, Tulungagung Regency, approximately 25 km from the center of Tulungagung City. Buret Lake area is approximately 400 m2. Even though it is quite small, this lake has its uniqueness. This lake is a water source that can flow through the four surrounding villages so that both in the rainy and dry seasons, the surrounding community can still plant rice throughout the year. These conditions are believed to last as long as the environmental conditions around the lake are maintained and sustainable. The fauna that can be found around the lake are monkeys (*Macaca Mullata*). These animals are not disturbed by the presence of visitors, so it can be concluded that there has been no hunting carried out by the local community on these animals. Therefore the number of this animal existence was considered significant. Also, various species of birds are found, including: sooty-headed Bulbul (*kutilang*) and long-tailed shrike (*cendet*). Sometimes, reptiles such as monitor lizards, lizards, and snakes are found around the lake. The existence of native fauna that lives in Lake Buret ecotourism can be an additional attraction for tourists. Nowadays, the attraction when visitors could interact with animals has increased. The visitors are very enthusiastic for sensations when interacting with wild animals such as feeding (Senigaglia et al., 2020).

The Participation of the Green Environmental Group in Buret Lake Ecotourism Management

Buret Environmental Conservation Park is located in Sawo Village, Campurdarat Sub-District, which functions to conserve water resources. The community that participates in water conservation is divided into two groups, namely the old group and the young group. Old group preserves this area by saving plants that are considered rare, fish that live in water sources and monkeys that are considered sacred. On the other hand, the young group preserves this area by planting trees around the area and on the mountain which is a water catchment area with a variety of rare plants. Existing plant species include: Ingas tree (this plant is considered sacred, if the sap touches human skin, it can cause a sensation like a burn), Samanea Saman/Rain Tree (*Trembesi*), Guava, *Sengon*, Flamboyan, Candlenut, and so on. This park is located on a limestone hill fault that extends east-west with a spring in the fault gap. The water from the Buret Water Source is used to irrigate rice fields in three villages. So far, Buret Lake has 179 types of plants which 70% of it was planned to make environmental tourism. Those plants include *Gentong, Sole, Pucung, Beringin, Bendo, Kemaduh, Awar, Tuwingan, Gembilina, Rukem,* and *Ringin*. The planting routine is carried out every year in January-March, to develop the original habitat here.

Buret area includes: Sawo village, Ngentrong village, Nggamping village, and Gedangan village. There are ± 700 hectares of rice fields and Industrial areas. Long ago, the paddy field was harvested one time, but now it can be harvested three times. In 1995 – 2000, the water commodity has dried. In 2015, the nature lover group received Kalpataru (Kalpataru is an award given to individuals or groups for their services in preserving the environment in Indonesia) from the president of Indonesia. In 2014, it received Kalpataru at the provincial level. The lake (KPS) is a local protected area. *Ulur-ulur* tradition is carried out for the preservation of the Buret Lake water source. Local wisdom (found in the lake) is catfish, *bulus* (soft-backed turtle), and *bandher bang*. Therefore, the role of local communities to manage ecotourism sustainability becomes essential to improve community welfare (Purnomo et al., 2020). Based on the results of interviews with local managers, it was known that the condition of the lake has indeed experienced positive changes compared to seventeen years ago which was very alarming. Precisely from 1998 to 2000, there has been massive deforestation by the community, and accordingly, it affected the condition of Buret Lake. Initially, Buret Lake was known as a center for animals such as sea turtles, bats and monkeys. Gradually, the animal began to disappear. It was compounded by the receding water conditions in the lake. Then the community's idea to improve the condition of the lake through reforestation and integrated management activities arised, as well as through local wisdom activities, namely the *Ulur-Ulur*. This activity was held once a year right on the *Suro* month on *Legi* Friday. Slowly at the end the condition of Buret Lake has returned to normal, and now it has been equipped with various facilities such as parking lots, toilets, play areas, and information offices. The procurement of ecotourism facilities provides the best service so that it has an impact on the high number of tourist visits (Purnomo et al., 2020).

Karsi Nero Sutamrin (Pioneer Youth of East Java), said that the principle is that *if people are kind to nature, then nature will be kind to us too*. "If you cut a tree you will feel guilty but if you plant a plant it will have many benefits and rewards from the plant." Karsi Nero Sutamrin: Chairperson of the tourism-awareness group and the green environmental group. Learning culture from a place could be so interesting. Though Buret Lake is still located in Tulungagung Regency, the slametan (communal feast) at Buret Lake is still preserved by the community. Some things that are found in the Buret Lake are a herd of monkeys and deer who welcome visitors near the entrance.

The Potential of Ulur-Ulur Tradition as a Tourism Attraction in Buret Lake

The existence of Buret Lake is closely related to the Ulur - ulur tradition as a form of gratitude of the people around the Buret Lake to the creator. The local traditions appear to human function as a creature of God and human function as guardians of the balance of nature (Wahyuningtyas et al., 2019). The following figure 3 shows a part of the process of Ulur-Ulur traditions.

The Ulur-Ulur tradition in Tulungagung is closely related to the existence of Lake Buret. Lake Buret is one of the central locations in this tradition. This lake is sourced from an underground river. Besides, there is a river that forms a flowing waterfall that fills the Buret Lake. Buret Lake is located in the limestone mountain. Therefore the existence of a water source in this region is indeed rare and need to be thankful. The water from the Buret Lake then channelled to the people's rice fields which cover four villages, namely, Sawo Village, Gedangan Village, Ngentrong Village and Gamping Village. Therefore, every year on Friday, in the Suro Lunar Month, the people hold the Ulur - Ulur Tradition. The Ulur-Ulur tradition is carried out to respect Eyang Jigang Joyo along with his daughter and son-in-law, Sri Rejeki and Sri Sedono (Asiyah, 2017). They are the characters behind the existence of Buret Lake, and they use the water to flow through the rice fields. Ulur- Ulur Tradition is done by decorating and bathing the statues of Dewi Sri and Joko Sedono. Then there is tayuban with the accompaniment of gending onang-onang, the procession of child carnivals holding rice, the Reog drums to flower sowing in Buret Lake.

The best time to visit Burel Lake is in summer or when it is rarely raining. At this time, the water of Buret Lake is not muddy brown, and the tourists can enjoy the view of the lake water that is bluish-colored. Not only blue, sometimes the water looks emerald green. Its location in the Limestone Mountains does affect the color of this colorful lake. In the lake, there live several species of fish such as cork, sepat, and calf fish. The local community saves these fish so that the condition of the fish is still sustainable.

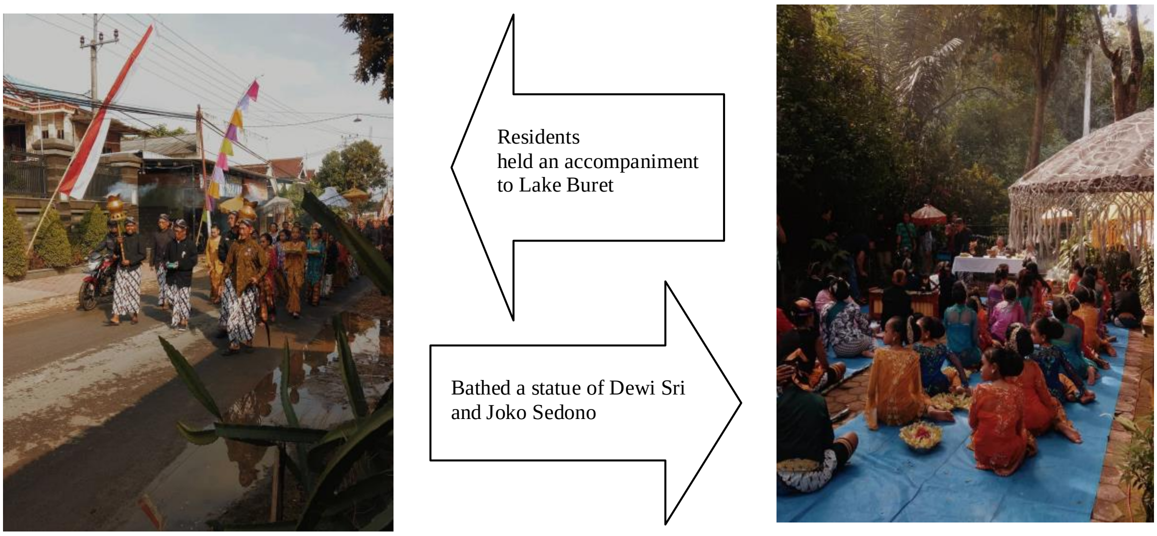

Figure 3. Ulur-ulur Traditions (Source: Primary Data, 2019)

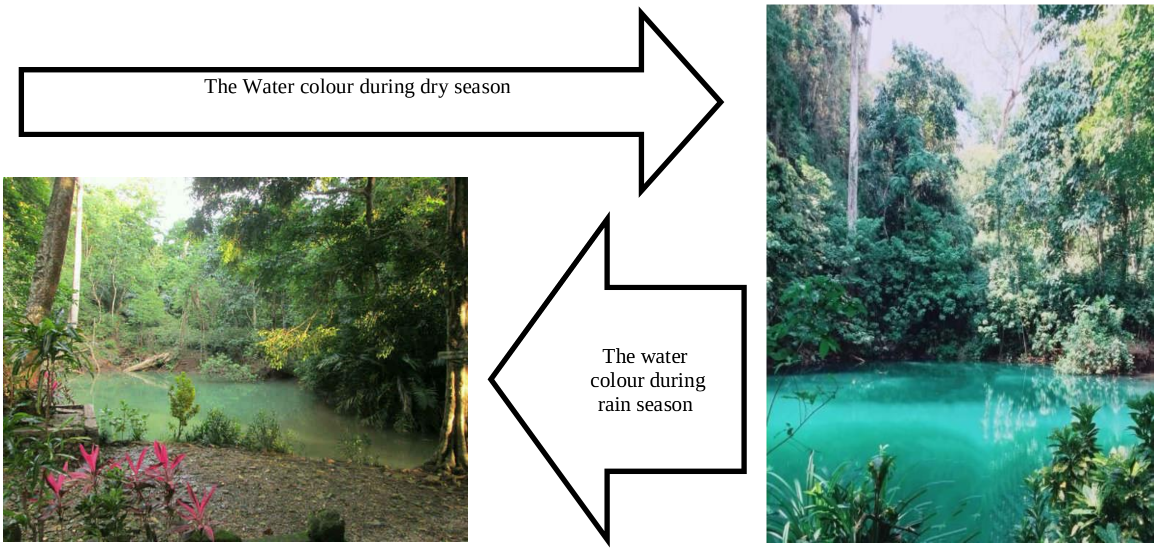

Figure 4. Water Condition in Buret Lake(Source: Primary Data, 2019)

The blessing that people felt from generation to generation is what makes the inhabitants always hold a thanksgiving ceremony called Ulur-ulur. This ceremony is carried out to pay homage to the ancestor named Eyang Jigang Joyo as well as his daughter and his son-in-law, Sri Rejeki and Sri Sedono. The three are believed to be the figures behind the existence of the Buret Lake. In this ceremony, various Javanese arts displayed, and the ceremony is ended with flower sowing into the lake. However, it is not just a ceremony. To keep Buret Lake water flowing, the communities of 4 villages also need to preserve the natural surroundings, including the prohibition of cutting down trees around the lake. The community also release various freshwater animals into the lake, as a means of conservation. Therefore, wild animals such as monkeys breed around lakes. The community from the Sendang Tirto Mulyo Group to guarantees the Buret Lake to remain sustainable. The respect for the three ancestors is carried out by not damaging the lake environment. That information about the Buret Lake that is considered sacred and full of the mystical background has provided many benefits for the surrounding population. Lake Buret and other various tourist attractions around it need an innovation to increase tourist visits (Farsani et al., 2011). The internet with applications can be used as one of the innovations to increased tourist visits to Lake Buret and can improve manager performances (Kurniawati and Ananda, 2019).

According to one of the local elders of the village, Sumini (96), Buret Lake has become the pulse of the life of the surrounding community. At least the villages of Sawo, Gedangan, Gamping and Ngentrong for the past one year have experienced the magic of this lake. Even though it is only small in size, the flowing water is never interrupted and continues to flow into the residents' rice fields. "I am also surprised how the water can continue to flow while the water is only this small," he said in Javanese. Even because the water source is so abundant, the 4 villages have never been connected to the primary irrigation channel owned by the government. Even without modern technical irrigation, rice fields can be planted up to 3 times a year. When other villages suffer from drought and water shortages, the communities of the 4 villages never feel worried, thanks to the existence of the Buret Lake (Surya, 2012).

Ulur-ulur is a traditional ceremony carried out by the people of Buret Hamlet, Sawo Village, Campurdarat Sub-District, Tulungagung Regency. This ceremony is a form of thanks or gratitude, because such a small lake is able to irrigate the rice fields of four villages. Such as Sawo Village, Besole Village, Gamping Village. Mbah Sami, a village elder who has been preparing the *Ulur-ulur* ceremony for 15 years said that each ceremony must prepare offerings and it should be made by people from the four villages. These offerings will be *cok bakal*, market snacks, *ripih*, *Lodho* rice, and others. After the prayers are read, then all the food is distributed to those present, and a small portion is given to the animals in the lake. The animals are various types of fish, *bulus*, and monkeys. Feeding can be used as one of the tourist attractions by tourists. This feeding activity does not disrupt the animal's natural diet. However, continuous feeding by tourists can disrupt the natural diet of animals (Senigaglia et al., 2020). All those involved in the offering ceremony are expected to taste the food. The leader of the ritual also offerings researcher who is near, “Sir, whether you like it or not, please taste this food just a little, as a form of respect for the people of this lake”. The Ulur-ulur ritual is begun by a variety of processions from the house of the local village head towards Buret Lake. At this location, all offerings are placed right next to Mbah Joyo’s grave, right on the edge of Buret Lake. The mantras will be recited while burning incense, above the tomb of Mbah Joyo. After praying, the core leader of ritual will bath two statues of men and women. According to the ritual leader, the two statues are the embodiment of Sri Rejeki and Sri Sedono, son-in-law and daughter of Mbah Joyo. Ritual is centered on respecting the ancestors, as well as the motherland who has given a living. Ulur-ulur is part of local wisdom. Because of respect for the ancestors, residents keep the lake area still filled with trees and wild animals. The ritual ends with the distribution of cakes and banana offerings. It is the moment awaited by inhabitants, as well as anyone who attends the ritual because there is a belief that whoever eats cakes or banana offerings, then the sincere desire of his/her heart will be granted (Cahyono, 2013).

When performing the ceremony, a procession is carried out. The ceremony entourage departs from the preparation site. At the front are the food cages (Jodang) amounted to 4 pieces, each is sent from the four villages. Jodang is shouldered by two people in front and behind. Behind Jodang are spear carriers and bowls filled with incense that had been lit. Next is a pair of brides who carry “bride and groom” clothing equipment, followed by several beautiful girls carrying a colorful flower basket to be sown in the lake. The next row is elders from the local village and regency, as well as the leader of the traditional ceremony. Then in the last row is a group singing the blessing song (sholawat) with the tambourine. It looks sacred but also unique. Sacred because it is carried out in such a way which is full of mystical background and unique because it is carried out unusually, which is there are people with complete Javanese dress carry the offerings in the front row, but there is also the group (sholawat) at the very back row. It turned out to be on purpose. Kasepuhan (the elderlies) as manager and savior of the Buret Lake environment was once opposed by the surrounding community. Their activities were considered contrary to Islamic teachings. Finally, public figures from various religions are invited. It is done in order to get all elements involved in environmental conservation efforts. Thus, such traditional ceremonies are carried out in such a unique and sacred way.

CONCLUSION

From the results of research and discussion above, it can be concluded that: Buret Lake tourism is very beautiful and it is also a unique karst area which the water source can continuously irrigate the inhabitants’ fields in the four villages. The participation of the green environmental group and the community participation is essential in managing tourist attractions and conserving the Buret Lake. The preservation of the Ulur-ulur ceremonial procession in every year strongly supports the management of the Buret Lake tourism. The procession of Ulur-Ulur ceremonies preserved by the community indirectly conserves the natural environment of Lake Buret. The ceremonial attractions of Ulur-ulur, the diversity of flora and fauna are an integrated tour package for visitors. Also, the community can provide accommodation for tourists by providing food stalls, the outbound attractions, lodging and other facilities. Excellent facilities and services have an impact on increasing the number of visits to improve the welfare of the community. This study recommends that tourism managers, both government, private and community, could integrate local traditions because they are an important part of the sustainable ecotourism. In addition to providing new job opportunities, involving local communities in ecotourism management can maintain local traditions that contain the noble values of their predecessors.

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IMPACT OF PSYCHOLOGICAL EMPOWERMENT ON THE PERFORMANCE OF EMPLOYEES IN THE FOUR- AND FIVE-STAR HOTEL SECTOR IN THE DEAD SEA–JORDAN TOURIST AREA

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Abstract: This study aims to identify the influence of psychological empowerment dimensions (i.e., meaning, impact, competence, and self-determination) on employee performance. The current research also intends to explore whether the educational level of employees affects the relationship between psychology empowerment and their performance in hotels. This study uses exploratory analysis questionnaire developed from previous studies. Sample (n = 200) was selected from employees in four- and five-star hotels in the Dead Sea tourism area. Results indicate that meaning and self-determination have an impact on the performance of employees, whereas impact and competence have no effect on their performance. In addition, education level significantly moderates the relationship between impact and employee performance but did not modify the relationship among meaning, competence, and self-determination. This study believes that focus should be provided to considerably empower hotel employees to achieve the hotel goals. Lastly, the current research enriches the knowledge base of specialized departments and researchers specializing in the performance of employees in service organizations and hotels in Jordan.

Key words: Psychology Empowerment, Performance, Hotel Sector, Dead Sea

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INTRODUCTION

Organizations currently face successive circumstances and rapid changes in the light of internal and external influences, the most important of which are the technological developments and globalization of operations and markets (Tetik, 2016). Apart from increasing the aspirations and expectations of employees, the needs and expectations of customers have increased the competition among organizations. These challenges are considered constant in testing the abilities of senior management to adapt to these conditions and situations, thereby requiring a search for new methods to cope with these developments (Yukl and Becker, 2006). The face of these challenges takes many forms, the most important of which are attention to human resources and creation of an appropriate working environment for individuals, which is considered one of the main factors in the labor-intensive organizations (Bhatnagar, 2005).

Organizations are aware that employees are their most important financial sources (Hanaysha and Tahir, 2016; Al Najdawi, 2020). No one can deny that the hotel sector needs an extensive human element and to constantly provide jobs for employees of numerous departments within hotels (Patah et al., 2009; Mohammad et al., 2014). The success of a hotel depends on the manner that customers are served because employees' behavior and performance substantially affects the former's perception of the service provided (Kara et al., 2013; Al Najdawi et al., 2017). The management and development of human resources is the cornerstone of the majority of hotel organizations; hence, this sector aims to strengthen organizational capabilities by attracting and accrediting the necessary competencies capable of keeping abreast of current and future challenges and ensuring their continuity in the market (Kassawnh et al., 2019; Jawabreh et al., 2020). Therefore, human resources can be defined as the optimal use of the human element available and expected in organizations (Abazeed, 2010). Hotel organizations seek to adopt the foundations and strategies that facilitate the maximization of every individual working within hotels. These elements include employment, training, evaluation, and other aspects related to the human element (Durrah et al., 2014).

The importance of empowering employees from the relatively new interests of management scientists is a result of the development of new concepts of work and performance, as well as the adoption of advanced standards to evaluate successes and failures. These standards adopt quality and perfection, and strive to achieve excellence within the hotel establishment (Jaradat et al., 2013). Empowerment is achieved by meeting hotel objectives through the involvement of its employees. Moreover, hotel organizations need the information, knowledge, skill, and expertise of employees to achieve their goals (Jaradat et al., 2013). Evidently, an administrative environment should be created to shift from a traditional hierarchical style to one that is consistent with changes that ensure employee empowerment and solidify citizenship, belongingness, and allegiance (Shelton, 2002). Employee empowerment should also be used as a competitive tool to allow them to immediately make the right decision without permanent reference to higher departments. Accordingly, this notion can help employees utilize their creativity, reduce expenses, and create efficient and cost-effective mechanisms (Al-douri, 2018). Hence, empowerment is an administrative technique to enable working individuals become solely responsible for their good job performance.

The psychological empowerment of working individuals is a relatively recent subject, and complements previous studies on management science and management of human resources in organizations, particularly in service organizations (e.g., hotels). However, many studies on empowerment and related issues have failed to address the link between psychological empowerment and employee performance in Jordan's hotel sector. In addition, psychological empowerment is one of the indicators of effective hotel employee performance because of its role in

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the success of hotels and improvement of employee performance efficiency, as well as in incentives, training, and internal marketing. The current study is based on a vital issue of hotels, particularly in terms of providing distinguished services to customers. This research is also related to the improvement and development of human resources and the hotel sector's role as important and largest provider of employment opportunities in Jordan. In light of the tourism development, hotels should constantly improve their performance through employee performance to ensure their sustainability in the tourism market and achieve their profitability goals. Psychological empowerment and its procedures and components are important tools for improving employee performance and achieving the hotel objectives. Psychological empowerment is also an indicator of the importance of individuals as a key element in successfully providing hotel services (Ibrahim, 2020). Only a few studies have been conducted on the impact of psychological empowerment in achieving and developing employee performance. Field studies on the impact of psychological empowerment on Jordanian hotel employees are also lacking.

The purpose of current study is to examine the effects of psychological empowerment elements (i.e., meaning, impact, competence, and self-determination) on employee performance in the hotel sector. Moreover, this research intends to evaluate the moderating effects of educational level on the relationship between psychological empowerment elements and employee performance. This study aims to achieve the following key objectives:

- To measure the relationship between the elements of psychological empowerment (i.e., meaning, impact, competence, self-determination) and performance of employees in four- and five-star hotels in the Dead Sea tourist destination;
- To explore whether the education level of these employees affects the relationship between psychological empowerment and their performance;
- To develop a set of recommendations to enhance the psychological empowerment of hotel employees, this will positively reflect their performance.

LITERATURE REVIEW

Psychological Empowerment

Empowerment has been discussed in many human and administrative fields (Saif and Saleh, 2013), and human resource strategies to achieve the best from staff (Sandhya and Sulphey, 2020). The idea of empowering involves senior management delegating authority and decision-making to the organization's employees (Durrah et al., 2014; Ibrahim, 2020). Conger and Kanungo (1988) defined employee empowerment "as a process of enhancing feelings of self-efficacy among organizational members." In recent decades, empowerment has been studied and discussed through two main approaches. The organizational approach focuses on the delegation of powers and granting of authority from the higher administrative levels to the lower levels. Psychological empowerment is another approach that focuses on the mental state of working individuals. Psychological empowerment reflects individuals' attitudes toward their functions in the work place. Both approaches play an important role in the development of theory of empowerment (Conger and Kanungo, 1988; Thomas and Velthouse, 1990; Spreitzer, 1995; Cunningham et al., 1996; Erstad, 1997; Field, 1997; Appelbaum et al., 1999; Eylon and Bamberger, 2000; Chang and Liu, 2008; Khan et al., 2020). Psychological empowerment is particularly important for organizations because of its potential for positive workplace outcomes, which serve as the general goals of organizations (Tetik, 2016). Studies have also focused on employee satisfaction and its relationship to employee performance (Sun, 2016). Many studies have defined psychosocial empowerment and its components and provided precise description this concept and its related procedures and elements. Bandura (1986) believed that empowerment is a self-sustaining construct. Conger and Kanungo (1988) defined psychological empowerment as an internal motivation that reflects individuals' awareness of their actions and roles, which revolve around meaning, ability, autonomy, and influence. Spreitzer (1995) defined psychological empowerment as a set of motivational cognitions shaped by the work environment and reflects individuals' active orientation to their respective work roles. Thus, the researchers conclude that the concept of psychological empowerment is a condition of individuals' sense of importance within the work environment, which is positively reflected on their performance.

The psychological empowerment of individuals is one of the most appropriate topics and fields in the hospitality industry, and provides positive results to employee performance and customer service management processes (McGrath, 2007). Psychological empowerment is also suitable for high-value, highly interactive individuals and clients, such as hotels (Bowen and Lawler, 1995; Cacioppe, 1998). Moreover, psychological empowerment in the hospitality industry is considered a management gesture to involve employees in decision-making, authority, and responsibilities during interaction with customers, thereby providing impetus to focus on this field (Klidas, 2002). The importance of employee empowerment has been highlighted to improve the competitive advantage of hotels and the quality of their services (Hubrecht and Teare, 1993; Lashley and McGoldrick, 1994; Ponton, 2011). Moreover, individuals often need to feel that they are capable of doing their jobs positively and that they are effective in the work environment (Fineman, 2009; Khan et al., 2020). This notion is reflected in the commitment and professionalism in providing services to clients (Barbee and Bott, 1991; Van Oudtshoorn and Thomas, 1995). Psychological empowerment is also important in producing positive behavioral outcomes in the work environment. Individuals with a high sense of self-confidence are able to handle customer requests, effectively solve current problems, provide an ideal service (Lashley, 1996; Khan et al., 2011; Tetik, 2016), and manifest willingness to find the best ways and alternatives to perform their work (Tetik, 2016; Pathak and Srivastava, 2020). It also encourages individuals to create an environment for self-development goals in the work environment (Al-douri, 2018). Chebat and Collias (2000) believed that empowerment stimulates individuals' desire to change their behavior toward clients to achieve individual and organization goals. Psychological empowerment contributes to increased individual effectiveness and customer satisfaction, there by resulting in satisfaction and deepened commitment and loyalty to organizations (Chow et al., 2006). Empowered individuals are fully prepared and responsible in the workplace, and their response to the needs of clients is immediate and professional (Barbee and Bott, 1991). Evidently, psychological empowerment in hotel organizations is a basic requirement to motivate employees to perform their duties in the desired manner. Accordingly, the results of such a performance are positively reflected on the employees themselves, clients, and the organization.

Meaning: Meaningful is "a sense of purpose or personal connection to one's work goals" (Spreitzer, 1995; Ibrahim, 2020). The staff supposes that their occupation or job has value (Saif and Saleh, 2013). This notion means that employees believe that their respective personalities are worthwhile (Ambad and Bahron, 2012), and related to their focus and effort in the workplace (Thomas and Velthouse, 1990). Wang and Lee (2009) explained that the meaning appears clearly when compatibility exists between the staff and their workplace and the value of goals and tasks (Thomas and Velthouse, 1990). Moreover, connection to work will be strong and positive and loyalty to hotels will be enhanced when individuals recognize a comfortable work environment, amiable teamwork, and competitive salary and incentives (Zhu et al., 2012). Al-douri (2018) believed that the meaning is related to task performance and its value to the staff. Many studies have demonstrated the strong relationship between meaning (as a component of psychological empowerment) and employee performance (Spreitzer, 1995). Hackman and Oldham (1976) explained that meaning has a positive and powerful effect on performing tasks in the work environment.

Finally, this study indicated that the meaning is a sense of the importance of employees' tasks and duties as an integral component of the services provided to customers.

Impact: Impact is related to the ability of individuals to make a difference in their organization, achieve work goals, such as high performance (Saif and Saleh, 2013), improve organization strategy and management operations, and produce positive outcomes (Ashforth, 1989; Spreitzer, 1995) stated that employee can influence the organizational system where they belong. Moreover, impact relates to the degree of individuals' belief that their behavior can achieve organization goals (Zhang and Barto, 2010) and create a positive work environment (Bester et al., 2015). The presence of this dimension would make individuals be diligent in performing their tasks, thereby reflecting positively in the organization (Choong et al., 2011; Safari et al., 2020). Impact also refers to employees' strength of personality in the work environment (Johnson, 2009) and the use of their abilities and skills to meet the challenges of the professional and organizati onal working environment (Saif and Saleh, 2013). Furthermore, individuals recognize the importance of influencing the work, duties, and responsibilities required to achieve performance requirements, thereby preparing them to consistently improve their performance (Choong et al., 2011). Bedarkar and Pandita (2014) emphasized that the impact of individuals refers to the power to make decisions and to use skills, knowledge, and self-confidence. These factors contribute to the provision of appropriate solutions and suggestions for the achievement of the objectives shared by senior management and employees (Spreitzer, 1995). Ashforth (1990), Ambad and Bahroon (2012), and Li et al. (2014) determined the importance of impact on employee performance. Evidently, impact has an effect in the employees' knowledge, skills, and overall work performance. Accordingly, impact can be maximized to provide employees with an improved work environment.

Competence: Competence is known as the perception of individual ability to implement tasks and duties professionally based on knowledge, experiences, and skills (Jaradat et al., 2013; Turnipseed and VandeWaa, 2020), as well as the capability to efficiently perform task (Zhang and Barto, 2010). Al-douri (2018) and Johnson (2009) explained that competence is the ability to face challenges in the internal and external environment by creating an environment conducive for thinking, creativity, and training employees in decision-making, initiative, and innovation (Spreitzer, 1995; Ibrahim, 2020). Thomas and Velthouse (1990) stated that competence is the individual confidence and ability to competently engage in activities within the workplace. Bandura (1977) believed that self-efficacy is derived from competence. The sense of efficiency can be enhanced through effective supervision, which is determined by feedback on performance and creative motivation of employees (Spreitzer, 1995). In addition, efficiency plays an important role in the motivation and positive continuation of performance through mental effort during work and achieving goals with high efficiency (Zimmerman, 2000). Competence also enhances the sense of efficiency in dealing with difficult tasks and individuals' belief in their ability to succeed in the tasks entrusted to them (Yakin and Erdil, 2012). However, low-skilled employees tend to avoid confronting their fears and developing their abilities (Choong et al., 2011). Moreover, individuals who lack confidence in their skills and ability will not feel empowered by their supervisors (Yakin and Erdil, 2012). Several studies have confirmed that competence is crucial in developing and improving the performance of individual organizations (Bandura, 1986; Ahearne et al., 2005).

Self-determination: Self-determination relates to individual belief in control and independence in performing tasks (Zhang and Barto, 2010; Khan et al., 2020). Hrbackova and Sunchankova (2016) defined self-determination as opportunities for employees to express ideas and suggestions and to feel successful through the powers and responsibilities given to them by senior management. Autonomy in the workplace indicates the ability of individuals to overcome problems at all levels and tasks related to the work place and performance (Gözükara and Şimşek, 2015). Autonomy also presents the choice of modality to implement the workplace duties (Choong et al., 2015). Moreover, when individuals feel that they have relative freedom and independence in performing their tasks and duties, they will make correct decisions and accomplish tasks in a professional manner (Hossein et al., 2012; Saif and Saleh, 2013). Self-esteem is shown when individuals have certain control over what they do and when they can express their opinion on performing their duties professionally. That is, people will not consider to be under their bosses and are doing merely what they want (Ibrahim, 2020). They will not feel empowered because of the lack of autonomy and freedom (Choong et al., 2011; Al-douri, 2018).

Several studies have shown the importance of self-determination and its impact on performance. These studies have agreed that self-determination and a sense of independence at work lead to individuals' self-confidence and reflect on their behavior when performing their tasks and duties (Miller and Mong, 1986; Stajkovic and Luthane, 1998; Liden et al., 2000; Ambad and Bahroon, 2012).

Performance

Employee performance is defined as activities and tasks that are effectively and efficiently performed by individuals (Saleem et al., 2018). Moreover, employee behavior is linked to the goals of the organization (Campbell, 1993), and deemed by operational and financial performance (Sarwar and Muhammad, 2020). Performance is an important indicator of how tasks and duties are performed and the problems faced by individuals in the work environment (Rothmann and Coetzer, 2003). Chow et al., (2006) determined that empowerment contributes to supporting the performance of employees in food supply companies.

Bartram and Casimir (2007) confirmed that the performance of staff, which is associated with supervisors, has an impact on the granting of psychosocial empowerment. Tuuli and Rowlinson (2009) determined a direct and positive impact on employee performance. Koberg et al., (1999) indicated that psychological empowerment affects the productivity and effectiveness of employees at work. Mir and Rainayee (2015) noted that psychological empowerment directly and indirectly affects employee performance through job satisfaction Zhang and Bartol (2010) and Singh and Sarker (2012) noted that psychological empowerment affects individual productivity, improves individuals' ability to acquire knowledge and skills, and improves their work performance (Siachou and Gkorezis, 2014). Geralis and Terziovski (2003) studied Australian banks and determined that the practice of applying the elements of psychological empowerment with the performance of employees in the hotel sector. Baird et al. (2018) discussed that empowerment increases employees' sense of responsibility, improves productivity, and contributes to improved results for the organization. Lee and Koh (2001) found that employee performance within the hotel organization has a positive or negative effect. The more people are able to work, the more positive the performance of individuals and their responsibilities toward the hotel organization and the staff. By contrast, the more poorly the employees perform, the lower their level of performance and the lower the customers' satisfaction will be. Numerous studies have focused on the importance of the relationship between psychological empowerment and employee performance in organizations (Spreitzer, 1995; Kirkman et al., 2004; Aryee and Chen, 2006; Bartram and Casimir, 2007; Chiang and Hsieh, 2012; Fong and Snape, 2015; Kundu et al., 2019).

STUDY HYPOTHESES

The current study uses the literature review as basis to formulate the following hypotheses:
H1: Meaning has a significant effect on employee performance.
H2: Impact has a significant effect on employee performance.
H3: Competence has a significant effect on employee performance.
H4: Self-determination has a significant effect on employee performance.
H5: Education level significantly moderates the relationship between meaning and performance.
H6: Education level significantly moderates the relationship between impact and performance.
H7: Education level significantly moderates the relationship between competence and performance.
H8: Education level significantly moderates the relationship between self-determination and performance.
The following framework describe the relations between factors (Figure 1).

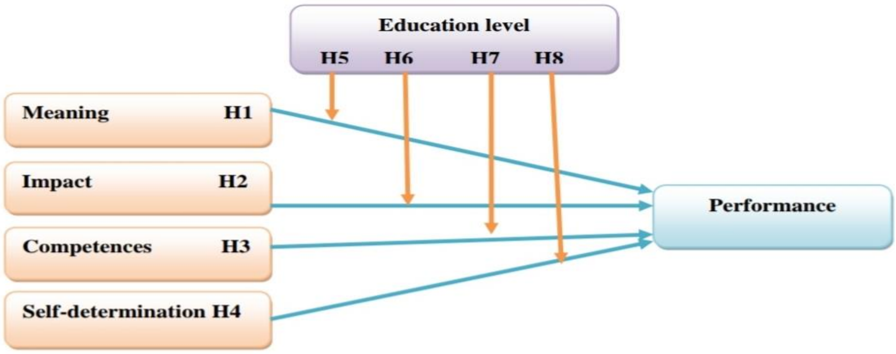

Figure 1. Study framework

METHODOLOGY

Sample

From the statistics of Ministry of Tourism and Antiquities of Jordan, The primary data in this study were collected from nine four- and five-star hotels in the Dead Sea tourism area. In particular, room division represents the target population of (6) five-star hotels and (3) four-star hotels. Process of data collection was carried out based on the needs to analyze the research problem. All hotels agreed to participate in this research through human resources managers' acceptance. The procedures of data collection involved an arrangement with the hotels human resource managers to collect the data in two stages: first; with the shift an employee which started daily from 8.00 AM to 4.00 PM. Second; shift B which started at 4.00 PM to 12.00 AM. Also, the data collected by researchers. Every researcher was focusing on one hotel to complete collecting the data required and after finishing that the researcher Trans to another hotel.

A total of 200 questionnaires were distributed randomly to the room division employees. A total of 25 questionnaires were distributed to the room division staff in each five-star hotel, 17 questionnaires in 2 four-star hotels, and 16 questionnaires in one four-star hotel. A total of 192 questionnaires were returned and 8 questionnaires were excluded for lack of validity for the analysis. The number of questionable questionnaires was 184, which was the basis of this study to obtain the results. This study used the statistical analysis method (SPSS). The researchers considered the time, stress, and responsibilities of the participants. To avoid these difficulties, the following steps were considered. First, the researchers requested permission from the human resource managers of the hotels of the target population to conduct research. Second, the confidentiality of the responses was assured to obtain realistic, honest, and candid responses. Third, the data were collected personally by the researchers to achieve high-level responses. Primary data was collected over duration of one week from 5 to 11 January 2019, this period represented low hotel occupancy during low season, which helped researchers to collect the data easily.

Measures

The main source of this research is a questionnaire developed by the researchers from previous studies. The questionnaire is related to the system that uses a five-point Likert scale, which ranges from strongly disagree (1) to strongly agree (5). The instrument is divided into three sections. The first section includes the background or demographic questions to assess the participant characteristics. The second section focuses on psychological empowerment and its components. A total of (24) items were adopted from previous studies: six items investigated meaning from Onyemeh (2017), five items and one item from Jaradat et al., (2013), impact with six items were developed by Onyemeh (2017) four items, and two items by Jaradatet et al. (2013). Competences measured by Six items were derived from Onyemeh (2017) five items, and one item from Jaradat et al. (2013). Six items measured self-determination adopted by Onyemeh (2017) five items, and one item from Jaradat et al. (2013). The third section includes seven items developed by Al-douri (2018) to assess the performance of hotel employees.

RESULTS

The results display that the percentage of males reached 75.0%, while that of females reached 25.0%. This result indicates the researchers' interest in obtaining data and taking the opinions of both genders. The majority of the respondents are in the age 20–29 age group (60.9%). Forth educational level, the majority of the respondents hold a bachelor's degree (38.6%), followed by diploma (28.8%), high school graduates (26.6%), and graduate degrees (6.0%). Several respondents (37.5%) have below5 years of experience in hospitality work (Table 1).

Reliability

Table 2 shows that Cronbach's alpha of the study tools is above 0.60, thereby indicating the consistency between the study tool paragraphs.

HYPOTHESIS TESTING

To test the hypotheses, regression analysis was conducted on the psychological empowerment cognitions: meaning (H1), impact (H2), competence (H3), and self-determination (H4); and employee performance. Table 3 presents the results.

Table 1. Demographics of the respondents

	Percent	Frequency	Category
Age	20- 29	112	60.9
	30-39	49	26.6
	40 -49	23	12.5
Total		184	100%
Gender	Male	138	75.0
	Female	46	25.0
Total		184	100%
Education level	High School	49	26.6
	Diploma	53	28.8
	Bachelor	71	38.6
	Graduate	11	6.0
Total		184	100%
Experience	Less of 5	69	37.5
	6-10	56	30.4
	11-15	40	21.7
	16-20	12	6.5
	21 % above	7	3.8
Total		184	100%

Table 2. Cronbach's Alpha Measures

Dimension	Cronbach's Alpha	N of Items
Meaning	.767	6
Impact	.775	6
Competences	.730	6
Determination	.725	6
Performance	.811	7

Table 3. Regression Analysis

Coefficients					
	Std. Error	Beta	T	Sig	R square
(Constant)	2.344		10.06	.020	.512
Meaning	4.613	.280	2.344	.000	
Impact	1.766	.116	4.613	.079	
Competences	1.070-	.063-	1.766	.286	
Determination	7.567	.495	1.070-	.000	
Dependent Variable: Employee Performance					

The result indicates that the overall psychology empowerment explains 51% of variance in employee performance.

H1: Meaning has a significant effect on employee performance.

The result demonstrates that meaning is statistically positive and significantly contributes to the prediction of employee performance (ß= .28; p<.05). Thus, H1 is supported. This means that an employee who believes in his job and has value, will exert more effort in workplace.

H2: Impact has a significant effect on employee performance.

The result shows that impact is positive, but fails to provide significant contribution to the prediction of employee performance (ß= .116; p=.079). Hence, H2 is not supported. This means that employees didn't make different in work hotels goals and impact didn't relate to their performance

H3: Competence has a significant effect on employee performance.

The result shows that competence fails to provide significant contribution to the prediction of employee performance (ß= .063; p= .286). Thus, H3 is not supported. Which means that the employee's competences didn't link to performance of hotel at all from their view of point

H4: Self-determination has a significant effect on employee performance.

The result demonstrates that the Self-determination is statistically positive and significantly contributes to the prediction of employee performance (ß= .495; p<.05). Hence, H4 is supported. Which means more employee Self-determination more likely performance.

Interacting Effects of Education Level and Impact on Employee Performance in Jordanian Hotels

To measure whether educational level significantly moderates the relationship between psychological empowerment and performance, the moderator variable was included with the independent variables in Step 2, the moderator variable also explains approximately 53% of the employee performance variance. Impact is not significantly related to employee performance. The interaction terms were included in Step 3, and an increase in R2 by 1.2% is noted. Table 4 and shows the results of the hierarchical multiple regression analysis.

H5: Education level significantly moderates the relationship between meaning and performance

The result shows that the educational level fails to moderate the effect of meaning on employee performance (ß= .427-; p= .350). Thus, H5 is not supported. This means the educational level didn't affect and strengthen the relationship between meaning and performance

H6: Education level significantly moderates the relationship between impact and performance.

The result demonstrates that the interaction between education level and impact is significant (β= 0.60, t=2.12, p= .035). Accordingly, education level significantly moderates the relationship between impact and performance. Hence, H6 is supported. This means that the education level affects and strengthens the relationship between impact and performance.

H7: Education level significantly moderates the relationship between competence and performance.

The result shows that the educational level fails to moderate the relationship between competence and employee performance (ß= .131-; p= .605). Thus, H7 is not supported. This means the educational level didn't affect and strengthen the relationship between competence and performance.

H8: Education level significantly moderates the relationship between self-determination and performance.

The result shows that educational level fails to moderate the relationship between self-determination on employee performance (ß= .042-; p= .910). Thus, H8 is not supported. This means the educational level didn't affect and strengthen the relationship between self-determination and performance.

Table 4. Using Education Level as a Moderator in the Relationship between Psychological Empowerment on Employee Performance

Coefficients						
		Std. Error	Beta	T	Sig.	R square
1	(Constant)	2.344		10.06	.020	.512
	Meaning	4.613	.280	2.344	.000	
	Impact	1.766	.116	4.613	.079	
	Competences	-1.070-	-.063-	1.766	.286	
	Determination	7.567	.495	-1.070-	.000	
2	(Constant)	3.068		7.567	.002	.529
	Education	-2.499-	-.130-	3.068	.013	
3	(Constant)	1.208		-2.499-	.229	.541
	MeaningXEdu	-.938-	-.427-	1.208	.350	
	ImpactXEdu	2.122	.598	-.938-	.035	
	CompetencesXEdu	-.519-	-.131-	-.113-	.605	
	DeterminationXEdu	-.113-	-.042-	2.122	.910	
Dependent Variable: Employee Performance						

DISCUSSION AND CONCLUSION

The first research objective of this study is to measure the relationship between the elements of psychological empowerment (i.e., meaning, impact, competence, self-determination) and performance of employees in four- and five-star hotels in the Dead Sea tourist destination (Sandhya and Sulphey, 2020).

The results of this study show that self-determination is the most effective factor. This result means that individuals feel that they are the decision makers at work, where they can choose the method, speed, and time to perform their jobs. This result also means that individuals will be considerably effective and professional at work, particularly in interacting with customers. The current study coincides with Tetik (2016), who concluded that meaning directly affects employee performance. This conclusion is based on the awareness of employees on the different levels of their work, the importance of their tasks and performance in achieving their goals, and the general objectives of the hotel organization. Dewettinck et al. (2003) emphasized that individuals who know the value of their work are motivated to perform well. Al-douri (2108) emphasized this importance in the results of his study on the employees of Zain Jordan Telecom. In addition, self-determination is an important predictor of performance. Degago (2104), Hameed and Waheed (2105), and Ölçer and Florescu (2015) emphasized the role of self-determination in achieving effective performance in organizations. Some studies have found no trace of self-determination in the performance of working individuals (Durrah et al., 2014; Al-douri, 2018). Moreover, the result shows that meaning has a significant impact on employee performance. This result indicates the importance of meaning and its impact at work, where employees believe that their work has value in the organization and society. This result also indicates the existing harmony between the work environment and employees in terms of the value of the goals and tasks based on individual criteria. This situation leads to strong communication with the work that goes beyond the formal frameworks, commitment, and responsibility for working voluntarily in the workplace. The current study confirms the results of Al-douri (2018) and Degago (2014), who believed that meaning is a key factor in psychological empowerment to achieve high-level performance. Dewettinck et al. (2003) discussed that when individuals realize the value of their work, they will be motivated to perform tasks professionally. Tetik (2006) believed that meaning is important in predicting performance. By contrast, Durrah et al. (2004) found that meaning has no effect and is not important in performance.

The results of this study indicate that impact has no effect on the performance of hotel employees. This result means that employees do not feel the effects of the multiplicity of administrative levels and management in hotels, thereby creating a feeling that they are tools for task implementation and performance. Moreover, employees do not affect hotel strategies and management of work goals, and their behavior will not make any difference in the workplace. By contrast, Tetik (2016) and Degago (2014) found that effect is the most important element in predicting performance. Durrah et al, (2014) concluded that impact is important for effective performance. Consequently, the results of the current study indicate that competence has no effect on the performance of hotel employees. This notion means that employees lack confidence in their skills and ability to perform the tasks assigned to them. Accordingly, this situation can serve as a challenge in the internal and external work environment and unsupportive environment in the work place. By contrast, Tetik (2016) and Degago (2014) found that competence is the most important element in predicting performance. Durrah et al. (2014) also concluded that the effect is important for effective performance. Al-douri (2018) concluded that competence does not affect employee performance.

The second objective of this research is to explore whether the education level of these employees affects the relationship between psychological empowerment and their performance. Education level significantly modifies the relationship between impact and employee performance. That is, education level provides individuals with wide areas of influence at work through knowledge, extensive understanding of working conditions, and the need to turn in effective performance. Individuals with high educational levels are likely to develop high functional levels within hotel organizations, thereby enabling them to influence their organizations.

The current study also indicates that education level does not significantly modify the relationship between meaning, competence, and self-determination and employee performance. That is, employees can acquire these factors at work, where they can apply their knowledge and skills to serve clients, Employees will also become considerably professional with the time factor and the acquisition of these elements by their practical experience in the hotel organization, as well as the management support, work environment, and teamwork situations that can improve these elements. Only a few studies have attempted to investigate the effects of educational level on the relationship between psychological empowerment and performance of hotel employees. Rashkovits and Livne (2013) found that employees with a high level of education had distinct characteristics of development, learning, and ability to work. Ambad and Bahron (2012) determined that education level does not affect the relationship between psychological empowerment and employee commitment.

The third objective of this research is to develop a set of recommendations to enhance the psychological empowerment of hotel employees; this will positively reflect their performance, This research complements previous studies on psychological empowerment, particularly by focusing on the importance of the relationship between psychological empowerment and employee performance in the Jordanian hotel sector. Moreover, this study enriches the knowledge base of departments and researchers specializing in the performance of employees in service organizations and hotels in Jordan as following in practical implications and future research.

Practical Implication

This study believes in focusing on developing the awareness of employees to improve psychological empowerment, specifically at the administrative levels, through their influence on the work environment, as well as to consider their mistakes as opportunities to enhance work performance. Apart from adopting modern organizational structures that tend to be horizontal rather than hierarchical, recognizing employees' abilities and skills in controlling the work methods should be allowed to enhance their sense of competence and ability to develop work. Also, exchange the ideas between management and employees should also be adopted to enhance employees' sense of efficiency and influence at workplace and the hotel goals. Apart from the administration's concern for its responsibilities in maintaining the proper administrative environment (where decentralization and regulatory justice prevail).

As well as the psychological aspects of the employees in the Jordanian hotel sector, especially as the psychological situation affects the level of carrying out tasks, as well as providing opportunities for employees in hotels to express their ideas and observations, especially as they are in direct contact with customers in the workplace. In addition, create the appropriate conditions to employee in workplace which reflect in their knowledge, skills, and attitude added by the dimensions of empowerment, and refinement the performance of employees distinctly, such as Independence at work, promoting a sense of efficiency, and maximizing the sense of belonging to the hotel, and Enhance occupational safety at the workplace. A conceivable clarification for this finding is that training programs within the Korean gracious benefit is required, emphasizing moral or attitudinal issues instead of information and skill-based on-the-job preparing (Kim, 1992). We moreover accept that building competencies does not matter for employees' organizational commitment, since most open segment representatives in Korea have relatively solid work security, which makes workers smugger or maybe than motivated to construct their competencies. The necessity of recognizing the importance of delegating authority to contribute to the role of active participation, develop the character, knowledge, and skills of employees at a high level, and enhance and support their behaviors through various methods and strategies can be adopted through the following aspects: First, adopting training courses relevant skills acquisitions at work place and qualifying workers as a stage of empowerment such as customer care, functional etiquette, etiquette and protocol, communication skills, and acquiring new competences in workplaces. Second, training managers on upgrading the level of psychological empowerment, and how to create a positive work environment for workers such as courses in internal marketing, risk management, talent management, innovation management, new trends in leadership, how to be leader, and manage communication channels, thus training was characterized as systematic handle that points to assist workers upgrade their information and aptitudes, and create positive behavior through learning experience that's anticipated to assist workers accomplish more noteworthy execution. Third, motivating employees, adopting a strategy of material and moral incentives, and rewarding positive behaviors in the work environment. Fourth, enhance job security for employees which makes them more loyal and more committed to hotel, which can be reflected on their duties and performance. Finally, empowering individuals with a type of decentralization in the decision-making process at work. By giving them some powers at work, and their willingness to take responsibility to their duties and with their colleagues.

Limitations and Future Research

The present study also has its limitations. From a methodological view point, this research only includes four- and five-star hotels in the Dead Sea tourist destination, which is a limited data pool within one region. Hence, the result may have confined the generalization to the other areas of Jordan. This study concentrates only on the room division employees in the aforementioned hotels. Evidently, concentrating on these hotels allows us to control variation across other classified and unclassified hotels. In addition, these hotels are often large and follow hotel chains. Thus, the impact of psychological empowerment on employee performance may not be the same with other classified and small hotels. The other limitation is this study's concentration on the hotel sector. Every tourism sector has different structures, features, and nature of delivering services, which may not be generalized to other tourism sectors. Lastly, this study used room division employee perceptions on the impact of psychological empowerment on performance instead of actual transfer performance data. An actual measurement of performance would provide a stronger measure than one based on perception. For future research, the researchers recommend further investigation into the topic. Given the current findings concerning psychology empowerment and performance, future studies should conduct an in-depth examination using different population to ascertain if the trend found in this study continues in other areas. Moreover, future research should focus on conducting longitudinal studies of empowerment to determine whether the employees have developed their performance over time. Future studies can also compare the result across times, and assist hotels in examining the result of empowerment through conducting longitudinal performance studies. Lastly, the target population of this study is room division employees in four- and five-stars hotels in the Dead Sea tourism area. Researchers should conduct additional investigation into other departments in these hotels, such as food and beverage, marketing and sales, human resource, engineering, and accounting departments.

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HOW CAN SMALL-SCALE EVENTS CONTRIBUTE TO THE TOURISM PROGRESS OF AN UNDEVELOPED BORDER AREA? LESSON FROM EASTERN SERBIA

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Abstract: The study analyses the role and impact of the event "Danube Fair" (Eastern Serbia) in the tourism progress of the less-advantaged border area. The aim of this paper is to emphasize the significance of the role of events in the tourism development of rural settings and the attraction of domestic and foreign visitors with the specific offer of this part of Serbia. The tourism valorization of the event "Danube Fair" was done according to the geographical and economic criteria, and it was determined that it belongs to the category of regional events. In the paper, special attention was paid to the analysis of tourists' satisfaction with this event as a geographical criterion, especially in dependence with the visitors' origin, since it is what the positioning of an event on the tourism market depends on, both on the local and on the international level. "Danube Fair" presents the example of a relatively small-scale event, which can become a basis of tourism growth, with proper valorization and affirmation of local products and services, and their introduction to the international tourism market.

Key words: events, tourism development, Golubac Municipality, Podunavlje region, Serbia

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INTRODUCTION

Event tourism represents a significant segment in the overall offer of Serbia. Combined with the natural and anthropogenic tourism values and better tourism presentation and propaganda, it can contribute to tourists' better knowledge of the national tourist offer. At the same time, it can have a positive impact on the construction of new tourism facilities and the reconstruction of old ones, on the structure of accommodation capacities, on the increase in the number of tourism-related services, as well as on the enhancement of the scope of tourist movements on the destination (Hiller, 2000; Dwyer et al., 2005). The negative effects of events as tourism products are unused accommodation capacities, inactivity of tourism organisations, unforeseen losses for organizers, etc. (Olds, 1998; Raj, 2004), as well as the emigration from the community and the increase of the crime (Barker et al., 2002; Presbury and Edwards, 2005). However, event tourism is a type of tourism which can certainly contribute to the improvement in the scope of tourist demand for a certain destination (Bjeljac and Ćurčić, 2003). The purpose of events is to achieve various economic (Hodur and Leistritz, 2007), social (Schlenker et al., 2005; Pasanen et al., 2009; Robertson et al., 2009), ecological (Egresi and Kara, 2014) and other aims. Since tourism is one of the fastest growing industries of the global economy, events have become important elements of the tourist offer (Erfurt and Johnsen, 2003).

In the literature, the dominant topics are the economic impacts of the events on the local population, the analysis primarily of the tourist satisfaction on the destination where the event takes place, the management of the event, and wider impacts of the event primarily on the local population (Moscardo, 2007). The events with the limited duration offer tourists a unique experience, and they can be classified as mega-events to local ones (Egresi and Kara, 2014). The tourists that attend or participate in the event, who travel in groups, and spend more and stay longer on the destination, represent the target market (Tang and Turco, 2001; Gibson et al., 2003), whereas the very destinations where the events take place want to achieve the advantage on the market (Jago et al., 2010). The largest number of researches refers to the researching of mega-events, such as the Olympic Games or World Championships in Football (Boukas et al., 2012; Grix, 2012; Smith, 2014; Bell and Gallimore, 2015; Tichaawa and Bob, 2015). The following are the researches that deal with the events with regional character (O'Brien, 2007; O'Brien and Chalip, 2007), while there is a very small number of researchers who deal with researches of small-scale events (Egresi and Kara, 2014; Kelly and Fairley, 2018; Malchrowicz-Mośko and Poczta, 2018). However, small-scale events could get a more important role as secondary attraction on a destination (Nurse, 2001; McKercher et al., 2006; Alves et al., 2010; Egresi and Kara, 2014).

The greatest attention of domestic and foreign visitors is obtained by the events dedicated to cherishing the tradition, folk customs, folklore, and old crafts. They take place throughout a year, and they are most numerous in summer months. Their main characteristic is the

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ability to attract a large number of visitors and the fast achievement of economic benefits for the destination. Many of them have their regular visitors who want to experience a specific atmosphere, the diversity of cultural contents and folk craftwork (Getz, 2008; Cudny, 2013). According to the program content, they can be divided into: artistic, scientific, economic, sports, religious, political-historical, ethnographical, entertainment, and tourism propaganda. In the recent years, the events that attract most of the attention of domestic and foreign visitors are dedicated to the cherishing of tradition, folk customs, folklore, and old crafts. In order to make an event a more successful tourist product, some of its most important elements should be distinguished, such as attractiveness, uniqueness, content, rank, traditionality, quality of organisation and quantity of visitors, venue and connection with natural and anthropogenic tourism values which make up the destination, as well as the period and duration of an event (Bjeljac, 2010). Golubac Municipality (Eastern Serbia) has been more frequently included in the leading tourism destinations of the country and of the wider Podunavlje region (area along the Danube River). Besides land-marking Golubačka tvrđava Fortress, water sports opportunities on the Danube, numerous natural and cultural-historical attractions, the tourist offer of the Golubac Municipality includes events such as the Danube Fair and the Youth Festival. In the period from 25th to 28th July 2019, the 12th Danube Fair was held. It is an event of a collage type with high-quality content which greatly contributes to the enrichment of the cultural life of the community. It belongs to the category of ethnographical events which represent the presentation of folk customs, beliefs, rituals, folklore, and old ways of people’s economic activities.

In the recent times, event tourism has been one of the most important types of alternative tourism. Since successful events can contribute to the creation of a destination brand, the attitude of tourists, the visitors of the event on their satisfaction with the tourist experience, can be one of the parameters for measuring the success of an event (Hadžić and Bjeljac, 2006). The aim of this paper is the tourist valorization of the event "Danube Fair" as an important tourist potential of Golubac Municipality, of Serbia, and of the wider Podunavlje region. Tourism is an industry which can have a significant impact on the economic, social, functional and physiognomic structure of rural regions, and it can also represent the reality, needs, and wishes of tourists on one side, and the motion power, the instrument of the development of rural regions on the other side (Woods, 2003). That is why the focus of the research is on the significance of the role of events in the tourism development of rural regions and the attraction of domestic and foreign visitors with the specific offer of this part of Serbia. Besides, the aim of the paper is to present the example of a relatively small-scale event, which can become a nucleus of the tourism development of the local community, with adequate valorization and affirmation of local products and services, and their introduction on the international tourism market.

METHODOLOGY

In order to perform the tourist valorization of the observed event, in this paper we will use two groups of criteria for the categorization and classification of tourism events in Serbia. The geographical group includes the following: content, the origin of the visitors and participants according to the rank, traditionality, venue, traffic accessibility, time of the year, number of visitors and participants, artistic value of the event, the number of accompanying events, determining the organizer of the event, and visitors' satisfaction (Bjeljac, 2006). This group has the value from zero to five points (Bjeljac, 2006).

The artistic value of an event comprises the assessment of the following: atmosphere, the factors of significance in designing a tourist product, cultural value, robustness and quality of the program content (Bjeljac and Curcic, 2007; Bjeljac, 2010; Bjeljac and Terzic, 2015). From the Hillary du Cross model of tourist valorization (Cross, 2000), the selection of the following indicators has been done for the valorization of tourist events:

- Atmosphere;
- Known beyond the local area;
- Important national symbol;
- It can tell an interesting story;
- Its characteristics distinguish it from other anthropogenic goods;
- Attractive for special needs;
- The event is associated with the culture;
- The number of attractive anthropogenic values in the close surroundings;
- Educational value;
- Historical value;
- Social value;
- Scientific-research value;
- Rarity on the destination and in the region;
- The potential for current investments and consultation of the key stakeholders (Bjeljac, 2010).

If the sum of rates for the artistic value of an event is 0–20, the event has a small tourist value; if it is 21–40, the event has a medium tourist value, and if the rate sum is 41–60, the event has a high tourist value. The economic group includes the following: the impact of capital projects, ecological, economic, media, and political impact, stakeholder relations, as well as the assessment of the collaboration with tourism organisations. All the criteria were observed before and after the event, and the scale was from zero to four points (Bjeljac and Ćurčić, 2005; 2007; Bjeljac, 2010; Bjeljac and Terzic, 2015). According to the above mentioned criteria, we can distinguish three categories of events which are attractive for tourist visits, since the sum of the highest values of all the indicators is 116:

- the first category with 97 and more points – events which represent individual tourist value;
- the second category with 73–96 points –events which are an important element of the tourist offer;
- the third category with fewer than 72 points – other events where special attention is paid on the events in underdeveloped regions of Serbia (Bjeljac, 2010).

The research of tourists’ opinion on the quality of an event is of great importance, primarily when assessing the life cycle of an event. Namely, the attractiveness of the location, as well as the good position of the location where the event takes place, are greatly influenced by the introduction of new program contents and the continuous improvement of the quality of services related to the event. Tourists’ satisfaction with the quality of the event product, i.e. with the success of the event, comprises the assessment of the following factors (Hadžić and Bjeljac, 2006): atmosphere; tourist activity in the region; quality of the event tourism product; the relation between the visitors and the local community; safety during the stay on the destination; and social impact of the event. Atmosphere does not refer only to the immediate surroundings where the event takes place, but also to the experience on the whole destination. It includes natural and cultural goods, design and equipment of green areas, facades, beaches, signs, the existence of cycle paths, etc. (Romelić et al., 2006; Stanojlović et al., 2010). The increase of the tourist attraction of an event is possible due to the higher tourist activity in the region where the event takes place, since the tourists are offered a possibility to form a complex tourist product on the destination (Lukić, 2017). In order to determine the quality of services, a model was developed to measure the gap between the expectations regarding the quality of services that a tourist may have before coming to the destination and their perception (rate) of the quality of services after completing their stay on the destination (Parasuraman et al., 1985; 1988; 1991). In order to overcome the problems in the intercultural contacts of guests and hosts, Reisinger (2009) suggested organizing various educational programs, both for tourists and potential hosts. Based on various criteria, the visitors form a perception on the safety of the event venue and the awareness of the local community as a favorable environment for understanding the value of the event, which determines the social impact of the event (Landry, 1994; Wills, 2001). The research has been performed which comprised 223 visitors of the observed event. The sample comprised 48.4% of the male respondents and 51.6 female respondents. According to the level of education, in the sample, there are no respondents with a lower level of education, 59.2% have secondary education, and 40.8% have higher education. Regarding the tourists' origin, 57.4% of the respondents are from Serbia, whereas 42.6% of respondents are from abroad.

A survey questionnaire in Serbian and English was used for collecting the data, and the research was performed during the event Danube Fair, from 25th to 28th July 2019. The questionnaire consisted of two parts. The questions in the first part related to the socio-demographic characteristics of the respondents, whereas the second part contained questions related to the satisfaction of the respondents with the tourist product of the event. The respondents expressed the level of their satisfaction (dissatisfaction) on the five-point Likert scale (1 – Strongly disagree; 5 – Strongly agree). The analysis of the visitors' satisfaction was observed in correlation with their origin. The research question was assessed using the multivariate analysis of variance (MANOVA). For processing the data, SPSS IBM Statistics Version 21 was used.

RESULTS AND DISCUSSION

Since the Danube Fair event, according to its content, belongs to the category of ethnographical events (Mackellar, 2006), ***the main program*** of the event is "Etno-sabor" (Ethno-gathering), where cultural artistic societies, folklore ensembles and bands take part, and within which an exhibition of folk handicrafts is held in the ethno-yard. The rate of this indicator is 5. Ethnographical events, created on the basis of the memory of the ritual, represent a presentation of folk customs, beliefs, rituals, and old ways of economic activities of the population. They represent the oldest elements in the development of tourism and comprise the elements that make tourists travel, from the wish to learn about the new cultures and civilizations to entertainment, relaxation, etc. (Lukić and Andjelković, 2018).

The criterion which points to the diversity and attractiveness of the program that the event includes in the tourist offer is ***the number of the accompanying events*** (Bjeljac, 2006). They enrich the overall program of the event with its entertaining, educational, cultural-artistic, sport, ethnographical, religious, and other contents. The accompanying programs of the Danube Fair in Golubac are the following: National championship and Golubac Cup in sailing, Golubac Pot, the competition in buoy fishing and catfish whisk-fishing, Dragon's village, knightly tournaments, art colony, book promotions, various workshops and concerts. Related to that, the rate of this indicator is 5, since the number of the accompanying events is higher than 5. The richness and diversity of the basic and accompanying program is the key factor which put ethnographical events to the first place in the overall tourist offer of Serbia (Bjeljac and Ćurčić, 2010).

To point to the traditionality, i.e. to the continuity of the event organisation, a criterion of ***the number of years of the event continuity*** was distinguished. To be traditional, an event has to have an uninterrupted continuity of at least 5 years in a row, with the known date and location (Bjeljac, 2006). In 2019, the Danube Fair was held for the 12th time, so the rate for this indicator is 2, since it belongs to the category of the events with the continuity of 11 to 20 years.

The location where the event takes place is the criterion which points to the connection of the event with the anthropogenic geographical and natural geographical tourist values and is expressed in the distance from the tourist attractive localities (Allen et al., 2002). This criterion represents a significant component of a certain tourist destination. Taking into account that the Danube Fair event is held in Golubac, which is 5 km away from Golubac Fortress and from the entrance to Đerdap National Park and 9 km away from the monastery of Tumane, the rate for this indicator is 4, since it belongs to the category of events with the distance 2 to 10 km from tourist-related attractive localities.

It is very important whether the event is held in the tourist season, pre-season, during holidays, etc. So, ***the time when it is held*** and ***the number of days of its duration*** are the criteria which establish the connection of the event with the visitors' free time (Allen, 2000). The duration of an event is most often 1 to 3 days long, but there are those which last for a week or longer. The time and the duration of a tourist event are most frequently in a cause-result relation. The rate for this indicator is 3, since the Danube Fair event in Golubac lasts for four days. Favorable is the time when the event takes place, the last weekend in July, since it is during the summer season of vacations when a large number of visitors is expected.

Table 1. Tourist valorization of the Danube Fair event according to the geographical criteria

Events according to the content		
Rate scale		**Danube Fair**
0		
1		
2		
3		
4		
5		**x**
Events according to the traditionality		
Continuity	Rate scale	**Danube Fair**
0-4	0	
5-10	1	
11-20	2	**x**
21-30	3	
31-40	4	
41+	5	
Events according to the number of the accompanying events		
The number of the accompanying events	Rate scale	**Danube Fair**
0	0	
1	1	
2	2	
3	3	
4	4	
5+	5	**x**

Events according to the distance from the tourist attractive localities in km		
Event venue distance	Rate scale	**Danube Fair**
up to 1	5	
2-10	4	**x**
11-20	3	
21-30	2	
31-40	1	
40+	0	
Events according to the duration		
Event duration in days	Rate scale	**Danube Fair**
1	0	
2	1	
3	2	
4	3	**x**
5	4	
5+	5	
Events according to the visitors' geographical origin		
Visitors' origin	Rate scale	**Danube Fair**
The same settlement or municipality	0	
Neighboring municipalities	1	
From the province or region	2	
From Serbia	3	
From the regions of the former Yugoslav republics and the neighboring countries	4	**x**
From abroad	5	
Events according to the participants' geographical origin		
Participants' origin	Rate scale	**Danube Fair**
The same settlement or municipality	0	
Neighboring municipalities	1	
From the province or region	2	
From Serbia	3	**x**
From the regions of the former Yugoslav republics and the neighboring countries	4	
From abroad	5	
Events according to the number of visitors		
Number of visitors	Rate scale	**Danube Fair**
up to 500	0	
501–1000	1	
1001–5000	2	
5001–10,000	3	
10,001–20,000	4	**x**
20,000	5	
Events according to the number of participants		
Number of participants	Rate scale	**Danube Fair**
up to 10	0	
11–50	1	
51–100	2	
101–500	3	
501–1000	4	
over 1000	5	**x**
Events according to the artistic value		
Rate scale		**Danube Fair**
0		
1		
2		
3		
4		
5		**x**
Events according to the visitors' satisfaction		
Rate scale		**Danube Fair**
0		
1		
2		
3		
4		**x**
5		
Event organizers		
Rate scale		**Danube Fair**
0		
1		
2		
3		
4		
5		**x**

The number of visitors and ***the number of competitors*** is a criterion which was distinguished with the aim to point to the massiveness and usability of the tourist offer program (Bjeljac, 2010). The rate for the number of visitors is 4 because the number of visitors of this event ranges from 10,000 to 15,000, and the rate for the number of participants is 5 because the number of participants in the Danube Fair in Golubac is over 1000.

To determine the rank of the event, the important criterion is also ***the geographical origin of the visitors and participants***. The visitors of the Danube Fair in Golubac are mainly from the former Yugoslav countries and Romania, so the rate for this indicator is 4. The participants are from Serbia, so the rate for this indicator is 3.

The one-way multivariate analysis of variance was used to determine the differences between the origin of tourists and their satisfaction with the product of event tourism. The tourists' satisfaction was expressed using six dependent variables: atmosphere, tourist activity in the region, quality of the event tourism product, the relation between the visitors and the local community, safety during the stay on the destination, and the social impact of the event. The independent variable was the tourists' origin (from Serbia or from abroad). The assumption of the homogeneity of the variance and covariance matrix is not violated because the value of Sig, Box's indicator M is 0.035 >0.001. The results of MANOVA test are presented in Table 2.

The preliminary examination assessed the assumptions in the multivariate analysis of variance (normality, linearity, univariate and multivariate non-typical points, variance-covariance homogeneity); serious violation was not noticed (Pallant, 2007; Green and Salking, 2014). There were significant statistical differences between the origin of tourist in comparison with the combination of dependent variables, $F(6,216) = 11.306$, p - value = $0.000 < 0.05$; Wilks' lambda = 0,761; Partial eta squared = 0.239 (strong impact) (Cohen, 1988, 284–287).

Table 2. Multivariate tests

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.984	2272.285	6.000	216.000	.000	.984
	Wilks' Lambda	.016	2272.285	6.000	216.000	.000	.984
	Hotelling's Trace	63.119	2272.285	6.000	216.000	.000	.984
	Roy's Largest Root	63.119	2272.285	6.000	216.000	.000	.984
Tourists' origin	Pillai's Trace	.239	11.306	6.000	216.000	.000	.239
	Wilks' Lambda	.761	11.306	6.000	216.000	.000	.239
	Hotelling's Trace	.314	11.306	6.000	216.000	.000	.239
	Roy's Largest Root	.314	11.306	6.000	216.000	.000	.239

Table 3. Tests of between-subjects' effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	Atmosphere	.496	1	.496	.712	.400	.003
	Tourist activity in the region	9.201	1	9.201	10.935	.001	.047
	Quality of the event tourism product	.729	1	.729	1.251	.265	.006
	The relation between the visitors and the local community	.455	1	.455	.474	.492	.002
	Safety during the stay on the destination	.908	1	.908	1.066	.303	.005
	Social impact of the event	45.855	1	45.855	62.917	.000	.222
Intercept	Atmosphere	3684.801	1	3684.801	5283.415	.000	.960
	Tourist activity in the region	2639.694	1	2639.694	3137.153	.000	.934
	Quality of the event tourism product	2736.729	1	2736.729	4696.925	.000	.955
	The relation between the visitors and the local community	3447.020	1	3447.020	3587.854	.000	.942
	Safety during the stay on the destination	3617.213	1	3617.213	4247.331	.000	.951
	Social impact of the event	3192.349	1	3192.349	4380.180	.000	.952
Tourists' origin	Atmosphere	.496	1	.496	.712	.400	.003
	Tourist activity in the region	9.201	1	9.201	10.935	.001	.047
	Quality of the event tourism product	.729	1	.729	1.251	.265	.006
	The relation between the visitors and the local community	.455	1	.455	.474	.492	.002
	Safety during the stay on the destination	.908	1	.908	1.066	.303	.005
	Social impact of the event	45.855	1	45.855	62.917	.000	.222
Error	Atmosphere	154.132	221	.697			
	Tourist activity in the region	185.956	221	.841			
	Quality of the event tourism product	128.769	221	.583			
	The relation between the visitors and the local community	212.325	221	.961			
	Safety during the stay on the destination	188.213	221	.852			
	Social impact of the event	161.069	221	.729			
Total	Atmosphere	3909.000	223				
	Tourist activity in the region	2847.000	223				
	Quality of the event tourism product	2914.000	223				
	The relation between the visitors and the local community	3725.000	223				
	Safety during the stay on the destination	3870.000	223				
	Social impact of the event	3356.000	223				
Corrected Total	Atmosphere	154.628	222				
	Tourist activity in the region	195.157	222				
	Quality of the event tourism product	129.498	222				
	The relation between the visitors and the local community	212.780	222				
	Safety during the stay on the destination	189.121	222				
	Social impact of the event	206.924	222				

Using another observation of the dependent variable results (Table 2), after the Bonferroni correction of the level of alpha (0,007), the statistical significance was obtained for the differences between the tourists' origin and their satisfaction: tourist activity in the region, $F(1, 221) = 4{,}733$, $p = 0.001$; Partial eta squared = 0.047 (small impact), and social impact of the event $F(1, 221) = 18.137$, p - value = 0.000;

Partial eta squared = 0.222 (strong impact). The review of the mean values of the results showed that tourists from abroad show slightly higher level of satisfaction regarding the following: tourist activity in the region (M =3.68, SD =1.034) compared to the tourists from Serbia (M = 3.27, SD = .82); and the social impact of the event (M =4.28, SD =.88) compared to the tourists from Serbia (M = 3.37, SD = .83).

The tourists' satisfaction with the event shown in the previous analysis is a very important criterion which was assessed with rate 4. The most frequent complaints of the visitors are: fair-like character of the event, the lack of toilet utilities, the lack of parking spaces, etc.

To determine the aim of the event, the important criterion is ***the event organizers***. They include local self-government, governmental and non-governmental organisations, cultural institutions, sport organisations, tourist organisations, legal subjects, etc. (Lukić and Andjelković, 2018). The rate for this indicator is 5, since the organizers of the Danube Fair event are the following: Tourist organisation of Golubac, the Municipality of Golubac, Tourist organisation of Serbia, the Ministry of Commerce, Tourism and Telecommunication, "Veljko Dugošević" library from Golubac, cultural-artistic associations, etc.

Table 4. The valorization of the artistic value of the Danube Fair event according to the modified Hillary du Cross Model (Cross, 2000)

Indicators	**Rate**
Atmosphere	5
Known beyond the local area	3
Important national symbol	3
It can tell an interesting story	4
Its characteristics distinguish it from other anthropogenic goods	5
Attractive for special needs	5
The event is associated with the culture	4
The number of attractive anthropogenic values in the close surroundings	5
Educational value	3
Historical value	2
Social value	4
Scientific-research value	3
Rarity on the destination and in the region	5
The potential for current investments and consultation of the key stakeholders	5
Total	**56**

Based on the total rate of the indicators of ***the artistic value*** of the Danube Fair event in Golubac which is 56 (Table 4), it can be concluded that the event has a high tourist value, and thus the rate of the artistic value of the event as a geographical criterion in the event valorization is 5. This is justified by the high rate of atmosphere, the factors significant for designing a tourist product, cultural significance, capacity, and the quality of the program contents. The total rate value of the geographical indicators for the tourist event Danube Fair in Golubac is 49 (Table 1), whereas the total rate value of the economic indicators is 38 (Table 5).

Table 5. Economic group of criteria of the tourist valorization of the Danube Fair event

Number of points	**Unsuccessful (0)**	**Marginal (1)**	**Good (2)**	**Very good (3)**	**Excellent (4)**
Capital investments					
Before				**x**	
After			**x**		
Ecological criterion					
Before				**x**	
After				**x**	
Media-promotional criterion					
Before			**x**		
After		**x**			
Socio-political criterion					
Before			**x**		
After			**x**		
Economic criterion					
Before				**x**	
After		**x**			
Stakeholder relations					
Before					**x**
After					**x**
Collaboration with tourist organizations					
Before					**x**
After					**x**

Capital investments refer to the built infrastructure related to the needs of tourist event. The rate ranges from very good (3) before the event to good (2) after the event was held. However, these rates will certainly rise in the next period bearing in mind the plan to build a new scene for organizing open-air concerts in Golubac, tennis courts, beaches and other facilities which will greatly contribute to the increase in the number of visitors during the Danube Fair.

Ecological criteria refer to the positive and negative impact of the event on the environment of the region of the venue, i.e. to the level of the environment protection. This indicator was rated as very good (3) for both before and after the event, because of the excellent collaboration of the Tourist organisation of Golubac and the Public utility company of Golubac before and after the Danube Fair. Through the organisation of ecological discussions, the organizers of the event „Danube Fair" could contribute to the future higher awareness among the visitors and participants of the necessity of the environment protection.

Media-promotional impact is a criterion that was rated as good (2) before the event and as marginal (1) after the event was held, since it refers to the presence of the event in the electronic and printed media, promotional activities in the economic meetings and fairs. These indicators are used to determine how strong the impact of the media and promotion on the event organisation is. Due to the fact that the

Danube Fair in Golubac is promoted on television only during its taking place, through the live reports in certain programs, and on the International Tourism Fair in Belgrade which is held once a year, and on the website and Facebook page of the Tourist organisation of Golubac immediately before the event, these indicators have a relatively low rate.

Since ***the socio-political criterion*** refers to the political state in the country where the event is held, and the tourists are given more and more of high-quality national and regional heritage, the event Danube Fair was rated as good (2) for the state before and after the event, because it impacts the creation of the positive attitude of the visitors and participants from abroad about Serbia, and of a better mutual understanding of the population of Serbia.

The economic criterion refers to the direct and indirect financial benefit from the organisation of the event and was rated as good (3) before the Danube Fair, and as marginal (1) after the event organisation because the profit is mostly obtained by the donations, selling souvenirs, renting the stalls, accommodation, bicycles, etc., before and during the event, whereas, what is lacking is the financing from the budget of the local self-government and the state, i.e. of the Ministry of Culture and the Ministry of Regional Development.

Stakeholder relations and the collaboration with tourist organisations got the rate 5 for before and after the Danube Fair in Golubac. They comprise the impact of all the participants in the organisation of the tourist event and have an important role in the development of tourism, bearing in mind that the cooperation of various institutions is necessary for their organisation. As already mentioned, they include tourist organisations, ministries, local community organisations, etc.

CONCLUSION

The significance of the research of the visitors' opinions on the quality of the event and their overall satisfaction with the tourist experience influences the innovation of the events by introducing new program contents, the improvement of the overall quality of services related to the organisation of the event. It also contributes to its attractiveness in a longer period of time and the good positioning of the destination where the event takes place.

The results of the conducted research point to the existence of significant differences between the satisfaction of the tourists from Serbia and the tourists from abroad with the tourist product of the event, especially with the tourist activity in the region and the social impact of the event. The visitors from Serbia and from abroad point to the higher level of satisfaction regarding the atmosphere, safety during the stay on the destination, and the relation between the visitors and the local community, compared to the tourist activity in the region, the quality of the event tourism product, and the social impact of the event. In the practical sense, the research results point to the fact that in the process of innovation of the event tourism product, as well as in profiling the tourist offer of Golubac Municipality, the satisfaction of visitors regarding all the segments of the product and offer, especially those with the most significant differences should be taken into consideration. Even though ethnographical events in Serbia are mostly of the local character, that is not the case with the Danube Fair in Golubac. The overall rate of the tourist event Danube Fair in Golubac, the sum of all the rates of geographical and economic indicators is 87. Thus it can be concluded that this event belongs to the category of events which represent a significant element of the tourist offer of the place and the region where it is held. The program of the event also includes the competition in preparing fish stew, so-called Golubac pot, which is similar to the so-called events of 'fish pots' along the Danube in Serbia. For that reason, a sport-cultural-tourist route "The route of fish pots on the Danube in Serbia" could be created. It would connect various aspects of tourism, such as gastronomic tourism, rural tourism, sports tourism, and cultural tourism, since its program would contribute to the preservation of old folk customs, folklore, crafts, economic activities, as well as sport games and various cultural crafts of the rural population in this part of Serbia. In the future, the elements of the event related to the economic group of criteria should be improved – primarily the capital investments, media-promotional criterion, and the economic benefit. It would include better economic effects of the event by expanding the content and the offer which would attract a larger number of visitors and participants, both domestic and from abroad; investments in the traffic infrastructure and tourist substructure; and a better media coverage and fair presentation, both before and after the event is held.

The problems that occurred during this research relate to the possibility of comparing the event Danube Fair with similar ethnographical events outside Serbia. In the available literature, mostly sport events have been analysed, from mega-events to sport events of local character. Also, there is a lack of standardised instrument for the comparison between different events of this type. By removing this shortcoming in the future, the results of this research could be generalized. In the future, the research could also be directed toward the research of the sustainability of event tourism in the border zones and their benefits for the economic and social development of the local community and the protection of the environment in that region. The paper itself encourages further research in terms of innovation and promotion of events in order to emphasise their uniqueness, whereas the limitations of the research lie in a small sample of the questionnaire and the analysis of the tourists' satisfaction with the event based on one criterion – tourists' origin.

The activation of ethnographical events such as „Danube Fair" would certainly enable the presentation of the cultural heritage of Serbia through learning, connecting and preservation of the tradition, the development of ethnical and cultural identity of the visitors through learning about the past, the development of multicultural character through presenting the foreign visitors with the cultural differences of the peoples in Serbia and, generally, the widening of the cultural insights of the visitors. In the further development of the event, it is necessary to innovate the program of the event in order to improve its attractiveness, preserve the traditional heritage and widen the scope of promotional activities. In that sense, it is necessary to create a network of similar events which would have a joint appearance on the tourism market. It is important to research the motives for visiting this event among the existing tourists, both foreign and domestic, and accordingly change the contents and the overall tourist offer of the destination, i.e. the strategy of the tourism development of this region.

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CORPORATE SOCIAL RESPONSIBILITY AND TOURISM INDUSTRY: STAKEHOLDER APPROACH

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Abstract: In terms of tourism companies, the corporate social responsibility commonly known as (CSR) can be addressed as basic guidelines for tourism business which enable them to assimilate environmental, socio-economic, and political concerns of indigenous people and local businesses in line with their own goals and objectives. In the modern era corporate social responsibility is seen in the context of multiple stakeholders. These stakeholders are not only considered as a beneficiary but also considered as partners in any such activity. Nowadays it has become an integral part of tourism companies' policies and strategies. Its growing importance can be accessed from the fact that over 70% of research articles on the topic have been published in the last half of the decade. The main focus of this study is the evolution of corporate social responsibility in terms of literature and identifying the potential gaps in the present body of literature from the stakeholder's perspective. Present research mainly takes into account the tourism industry and challenges the earlier approaches adopted by the researchers to assess corporate sustainability by incorporating the latest empirical evidence. The evidence point towards the importance of incorporating the stakeholder's perspective in terms of research. This evidence also stresses the importance of incorporating policies about corporate social responsibility at stages of any tourism business at both the planning and execution level.

Key words: Corporate social responsibility, Stakeholders, Tourism, Sustainability

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INTRODUCTION

In present times with the advent of information technology, people around the world are having started to more and more attention towards corporate and social sustainability. Issues related to environmental pollution, issues regarding waste management, and control along with global warming have become discussion points at all levels of communities. These issues are of major importance for tourism companies as they play a vital role in the economic welfare of many countries around the world. Although the tourism industry has helped many countries around the world to achieve a high-level economic growth and sustainability, it is not the complete picture as it has also created many problems for indigenous communities around the world. These problems at first were seemed in isolation and were considered local issues but in a wider perspective, these problems directly or indirectly impact everyone around the globe.

The industry needs to realize this and take responsibility for their actions. (Logar (2010), Idahosa (2019)) states that the tourism industry is considered as the backbone of many third world countries but the malpractices of tourism companies create more social and economic problems for the host countries than the revenues they bring with them. These problems mainly relate to the exploitation of natural resources, health issues, and cultural degradation. Only a few of the countries have formulated legal regulations to curb the negative impact of this industry. In the case of the overall corporate sector the compliance with CSR mainly results from the stakeholder's pressure and this is mostly achieved by following international standards and obtaining certification, these practices are seldom adopted by the tourism industry in general. Levy and Park (2011) hold that to sustain the corporate and financial growth the tourism industry needs to consider corporate social responsibility as the cornerstone of their corporate policies. Chen and Wang (2011) also endorse this philosophy followed by researchers such as (Benavides et al., 2014; Kang et al., 2007). Butler (1980) mainly raised the importance of inculcating CSR activities as part of the overall objectives of tourism companies. His research was followed by (Tosun, 1998) have stressed on the importance of CSR for the industry. Their findings were further endorsed by the researches (Bonilla et al., 2014; Lee et.al 2013; Weaver, 20016).

Even though there are volumes of research on the topic, but the main issue seems to lack of reluctance on behalf of researches to explore the relationship between CSR and the tourism industry along with the impact of the incorporation of social responsibility as the cornerstone of their overall business policy, in terms of the tourism industry. There is very limited research on the impact of such policies on the sustainability and growth of this industry. According to Jones et al. (2016); Sheldon and park (2011)the main reasons periodic growth of research on this topic mainly relates to facts that tourism has a deep impact on the environmental resources and as a consequence of the growth of tourism industry many socio-economic issues have arisen, which have brought the sustainability of this industry in question. Thus, many researchers started to focus on this topic as they tended to explore the impact of widely accepted practices of this industry on the natural resources, cultural issues, and long term economic impact of this industry on the indigenous communities and host countries. These researchers not only explored the positive impact of the tourism industry but also explored the adverse impacts brought by the growth and development of the tourism industry (Nicholas and Thapa, 2013).

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Aronsson (2000) had also criticized the tourism industry for not following the international CSR standards. He puts forth the example of "eco-labeling[1]" which is increasingly becoming the norm in the hotel industry in developed nations. At the same time, he argues that the tourism industry whether just eco-labeling relinquishes the industry from the CSR, given the ecological, social, and economic problems caused by this industry. He further adds that "eco-labeling" is still a voluntary practice and cannot be considered as an alternative for CSR as a whole. All through the body of literature on CSR is considerable but the still the academics do not have any consensus on the universal standard to measure CSR performance in any industry in particular. In addition to this one fact remains prevalent that the tourism industry needs to acknowledge the social, ecological, and economic issues of the indigenous communities and can be financially and economically viable at the same time. According to Edgell Sr (2019), the tourism industry can develop the tourism programs in such way that tourists are not only educated about the indigenous communities cultural, ecological and social values but also manage tourism in such way that it not only benefits indigenous communities economically but also preserves the environment and social fabric of the communities. This easily is done by adopting and following CSR practices. The studies on the relationship between CSR and tourism industry, such as (Aragon-Correa et al., 2015, Coles et al., 2014) were mainly focused on the perspective of the tourism companies. These studies explored different aspects of corporate performance such as profitability, ethical decision making, and political impact. de Leaniz et al. (2012) contended that the focus of these studies was the use of CSR as a tool for enhancing the corporate profile of the company and the wider stakeholders and their perspective was largely ignored. In this article, we divert the focus of attention from the above-mentioned perspective and shift the focus towards the wider stakeholders. Structure of the article is as follows: the first part contains a detailed review of existing literature on the topic mainly focusing on accountability of different stakeholders, followed by the examination of phrase "elephant in the room", which embodies the implementation of CSR guideline as discussed by Friedman (1970), in this study we also explored that impact of CSR activities on the wider economy. Afterward, we have discussed the marketing tactics that companies typically adopt to showcase their CSR activities. One of the interesting points of this study is that we have excluded the role of NGOs and government from our discussion, mainly because their academic literature on the given topic seldom discusses their role and how they contribute towards persuading companies to adopt CSR practices.

MATERIALS AND METHODS

Holcomb et al. (2007) noted that although literature and research on the impact of CSR are on the rise there is very limited literature available on the CSR from the perspective of the tourism and hospitality industry. Grine et al. (2007) further these arguments and state that the industry is directly associated with the environment and society, which are the main reasons for tourism.

1. CSR and Society

The main implication of CSR for society relates to the positive impact of the business on the general public as they are held responsible not only for the welfare of their businesses but also for society. Coles et al. (2014) state that in modern era companies have made artificial changes to the way they operate for them to look as if they are following CSR practices. This notion is also held earlier by (Dodds and Kuehnel, 2010) and later (Weaver, 2006) via his research further enforced the notion held by earlier researchers. This can also be seen in the industry-wide survey conducted by the official association of different industries. One such example, most relevant to our research is that of the travel industry association of America, who mostly highlight the CSR actions related to the environment and ignore the socio-economic and socio-cultural activities. Sheldon and Park (2011) state that this is done to justify their hollow efforts and to enhance their reputation. Burns and Cowlishaw (2014) point out a similar situation in the UK airline industry and (Whitfield and Dioko, 2012) state that most companies are just content to organizing summits and conferences on the environment rather than taking concrete actions.

One fact that has emerged over time relates to the accountability of companies regarding CSR activities as accountability increases the effectiveness of these activities. According to Wocke and Merwe (2007), the South African "responsible tourism" association's membership rate improved when the association improved their communication of CSR activities. Frey and George (2010) argued that even the companies who had incorporated CSR into their policy regard these activities as increasing the over cost of their operations and thus they might lose competitive advantage over their competitors. The outcome of such researches also suggests that shareholders pressure is the main reason for these companies to peruse and keep on perusing the CSR activities. Preferably CSR should be measured by incorporating the requirements of stakeholders such as the general public, the socio-economic environment in which the business operates, but in reality, this seldom happens (Martinez et al., 2013). One such issue is pointed out by (Leung and Snell, 2017) of Macao. In Macao, the gambling industry has seen tremendous growth and the companies operating the casinos to the figuratively take up social activities, as they always point out the positive impact of this industry on the local economy, but ignored wider social issues caused by gambling such as addiction. Chang and Yeh (2016) further the above-stated notion and state that even the stakeholders of the CSR do not consider it as the primary responsibility of business to carry out such activities. The researchers concluded this after they researched Taiwan's airport series where they found that passengers were more concerned about the security and service quality rather than the treatment of employees or environmental damages caused by airport operators. The customers generally believe that the long-term financial sustainability of the business is more important than that of their CSR programs (Martínez et al., 2013). Bonilla-Priego et al. (2014) hold CSR reports to be a vital tool for measuring socially responsible actions of any organization. This notion is also backed (Guix et al., 2018) but at the same time, they state that in terms of tourism industry only 36% of largest hotel chains only 15% of the cruise companies issue reports which have any meaningful information regarding environmental, economic and cultural information. When it comes to accounting for CSR there seems to lack of single or acceptable standards as pointed out by (Holcomb et al., 2007, Bonilla-Priego et al., 2014). This issue allows companies to exaggerate the actual CSR activities and the rift appears amongst the reported activities and actual activities undertaken, thus undermining the quality of reporting (Garay and Font, 2012). The compromise on the quality of reporting not only impacts the shareholders but also the stakeholders such as suppliers, employees, and other stakeholders (Castelao et al., 2014). Garay and Font (2012) sate that the major cause can be attributed to the fact that these reports are reflective of the priorities of the company rather than those of its stakeholders.

The two most influential article reading accountability of stakeholders are as follows. The study by Ringham and Miles (2018) focuses on the "marginal" or minimum level of CSR activities which stakeholders expect to be carried out by any company operating in their economy, as they perceive the company to be accountable in this respect. This mainly depends upon the nature and scope of business. In the case of the industry in question, most of the big hotel chains do not report or include their franchised business and cite a lack of control over them when it comes to CSR activities even though they have a significant financial stake in them. Meanwhile the public expect them to be included (Melissen et al., 2016. In this context, the airline industry even has narrowed down definition CSR for their selves, by ignoring the priorities and concerns of stakeholders (Ringham and Miles, 2018). The second article is by Guix et al. (2018) which explores the opaqueness of CSR reporting, with their focus on hotel chains. These chains mostly ignore the requirement of stakeholders when it comes to CSR activities and the reporting can mainly be considered as a source of publicity rather than having an actual impact.

"Ecolabelling" is a voluntary method of environmental performance certification and labelling that is practiced around the world. An ecolabel identifies products or services proven environmentally preferable overall, within a specific product or service category" https://globalecolabelling.net/what-is-eco-labelling/

2. CSR and Economy

Although CSR has many dimensions the most important one is economic, as it refers to how economic resources are disseminated within the society, in this perspective social responsibility includes the distribution of resources from the perspective of all the major stakeholders such as consumers, human resource of company, environment, the competitors of business and society in general. As the economy of any country is deeply affected by the power held by the business over the resources of the country. The interrelationship between the environments has a great impact on the economy. Environmental concerns such as pollution impacts society. The major business may exploit the natural and human resources of the country to breaking point and move their operation to other countries if these concerns are not properly addressed. Steven Covey, who authored the influential book titled "The Habits of Highly Effective People", held that consumers' concerns are of great importance for companies' future financial stability. He states that disregarding consumer concern is a sign of internal strife and weakness for a company which results in the production of low-quality goods and services, which in turn results in a lack of customer loyalty and low profitability. From the perspective of the employees, the economic impact of businesses is even more telling. For them, major concerns relate to the provision of equal opportunities, diversity in the workplace, their privacy, and health and safety policies along with the salary difference of top management and general employees and their accountability.

3. CSR and consumers

In present times customers also place importance on the socially responsible actions of companies, such as the carbon footprint of companies their environment-friendly policies, the working environment provided by these companies for human resource avoidance of child labor (Chafe and Honey, 2005). These issues are considered by tourists and travelers. The people take into account the actual impact of social activities performed by tourism companies and if they deem them to be making an actual impact than they reward them by increasing the frequency of their tractions with them. They are also quick to realize if the activities are only marketing gimmick (Becker-Olsen et al., 2006). Becker-Olsen et al. (2006) state that even though the primary concern of the customers is the quality of goods and services, these activities may provide business with a competitive edge. In the case of tourists, the priorities are not similar as they are varying from group to group. The tourists who are nature lovers are more to place importance on the conservation efforts of companies and at the same time, the other might consider community-based programs to be more important (McGehee et al. 2009). Another factor might be the age of the group as younger people place more importance on social activities as compared to old ones. The study by Nielsen Company (2012) also backed these claims, who added that younger customers are more willing to pay an extra cost if the product is of a socially responsible company.

4. CSR and marketing

If we analyze the market for ethical consumers or people who prefer the ethically sourced product, it was very limited almost a decade ago. The market was considered a niche (Crane, 2010). Nowadays it has grown to be one of the fastest-growing markets and businesses have to prove the source of the products (Crane, 2010). Edgell sr. (2019) states that this phenomenon has also penetrated the international tourism industry and nowadays the companies are compelled by consumers to provide CSR reports and social audits. The tourist, in general, is becoming more sensitive to social issues. (Davies and Crane (2010), Crane (2010) explains that although consumer pressure is one of the main motives for companies to conduct CSR activities the extant and their impact still needs to be explored. With time the tourism industry realized the marketing potential of this and created brands such as eco-traveling, eco-tourism, as they realized "Green" has become fashionable (Wight, 1996). Mowforth and Munt (2015) also endorses this view. Barone et al. (2000) state that companies have started to use CSR as a marketing tool to increase the overall sale and image of companies, this opinion is also endorsed by (Stokes et al., 2013). Such a marketing campaign is known as social marketing (Vlachos et al., 2010). This social marketing has become a field on its own and the only reason for discussing it was to provide a basic introduction to readers about the concept. Nowadays the marketing professionals specialized in the tourism industry are well aware of these facts and preferences of potential and present customers. So they place more importance on this aspect of marketing while research is continuously conducted on this topic. Horner and Swarbrooke, 2016 hold that to be financially viable companies need to maximize profit from each customer and at present high competition applies that customers are the core around which the companies need to construct their policies and it is reflected in the culture of modern any organization. Now days, transaction with customer is considered as exchange under customer relationship services. The success in this field is considered as achievement of customer satisfaction, their retention by offering them high level of customer services.

RESULTS AND DISCUSSION

Many less-developed nations have a serious problem of lack of planning related to tourism, so these nations should develop tourism ministries with clear objectives and goals. For the enhancement of sustainable tourism development in developing countries, there should be a focus on those elements which can put an impact on the society of developing countries. Corporate social responsibility means that firm is more apparent and responsible to stakeholders and investors to avoid risk and customers to protract more sustainable businesses which will lead to multiple effects. With the advent of the 21st century, CSR has gained importance and in the case of the tourism industry, it is no longer a requirement but has become a norm. Nowadays it is considered pivotal, and the policies ranging from the strategic to operational level are made keeping CSR in mind. The tourism companies have come under pressure from their customers and other stakeholders to renounce previous anti-environment and anti-social activities in favor of new sustainable eco-friendly activities. At the same time, governments and regulators around the world are pressuring companies to adopt a more transparent social reporting system. In this regards governments have started rewarding companies with eco-friendly policies by providing tax incentives and subsidies (Vollebregt, 2012).

CONCLUSION AND FUTURE RESEARCH

This research was carried out from the perspective of stakeholders and how CSR literature became a vital part of academic literature relating to the tourism industry. The gaps in the existing body of literature on the topic were also identified. The main contributions of the study are an examination of accountability related to CSR, both in terms of social reporting and quality of these reports (Guix et al., 2018, Ringham and Miles, 2018). The second contribution is the analysis of the actual impact of CSR activities on the economy and community. The third main contribution is the examination of the literature regarding the role of the consumers in forcing companies to adopt socially responsible activities and contribute towards the betterment of the environment and the last contribution relates to raising awareness of reader regarding the phenomena of social marketing by providing a practical and brief introduction.

We have deliberately ignored the role of government stakeholders such as suppliers and NGOs. The main reason is that their role has largely been researched and usually overshadows the role of less talked about stakeholders. Although the industry in question at the moment might not face the pressures faced bother industries but still is susceptible to these pressures in the coming future.

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AFRICAN CULTURES AS TOURISM INNOVATIVE CAPABILITY IN SOUTH AFRICAN TOURISM SECTOR: A GAUTENG PROVINCE PERSPECTIVE

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Abstract: South Africa, a culturally rainbow nation comprising of various cultures. In tourism industry new trends has emerged whereby tourists consume/ experience indigenous cultures. The study presented a unique historical experience in tourism sector. In order to achieve long-term sustainability, South African tourism industry needs focusing on providing more cultural experiences.The study aimed at understanding impact of South African innovative cultures as an emerging trend in tourism industry and revealed how embracing South African cultures can lead to revisit intentions contributing to tourism business growth. Theoretically, the customer satisfaction theory was employed and enhanced understanding of experience development process in tourism sector. Positivism philosophy was used, Hypotheses were deductively tested SEM, Confirmatory Factor Analysis (CFA) tested reliability and validity, random sampling employed to respondents. AMOS and SPSS 25 obtained CFA, path model determining best model fit. Findings indicated a positive relationship in innovative cultures in the Southern African tourism sector.The results indicated that tourists are more interested in experiencing the cultures of their tourism destinations and this will impact the level of satisfaction that they acquire, as well as their overall revisit intention.

Key words: Cultural Experience, Innovative Cultures, revisit intention, Tourism

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INTRODUCTION

The tourism industry plays a colossal role in the Global economy and its emoluments are reaped across the various economic sectors. Because of this immense role that tourism plays, as one of the world's largest economic sectors, jobs are created, exports are driven, and the overall welfare of tourism sector has the potential to grow (David, 2017). Through this, African countries are given the platform to manifest their economic, social, cultural, environmental, and heritage value that the sector can bring they can do wonders (Bryman, 2007). In South Africa the top tourist attractions are, Cape Town and Cape Peninsula, The Winelands, Garden Route, Johannesburg and The Kruger National Park Popular South African Attractions (Pedro, 2008). They offer ample sightseeing experiences, yet a deficit on cultural experience. In previous years South Africa's richness in wildlife parks, scenery and cultural diversity is what gave them a competitive advantage in the tourism industry, this is, however, changing (Burger et al., 2001). This may be problematic for the long-term sustainability of this sector as tourists seek more from their travels. The change of tourists' expectations has given rise to cultural and heritage tourism and is now advocated as an important niche (Merwe, 2016). To remain competitive in the tourism industry, the resources of the country need to be more efficiently and effectively managed to complement human skills and innovations (Burger et al., 2001). Sadly, it can be argued that through colonialism, South Africa lost a significant amount of African representation within the tourism industry.

South Africa is a culturally rich and diverse country, as Desmond Tutu referred to as "The Rainbow Nation" (Chiger, 2016). The original people of the land were the KhoiKhoi and the San. They were later in history joined by the Bantu people, Asian and Europeans during the colonisation of South Africa South African Culture (Chen and Chen, 2010). The Bantu Africans, a term used by the colonist, was made up of northern migraters (Defining the term 'Bantu', 2016). The Bantu migrants are made up of various African cultures which include Zulu, Xhosa, Sotho, Ndebele, Shangaan and Venda South African Culture, (Pedro, 2008) Innovative South African Cultural Music and Dance Entertainment like everything else in South Africa, music and dance too has been influenced by other cultures. Born to African traditions is participation in singing, dancing, clapping and banging of drums (Baker and Crompton, 2000). The Khoi played a guitar like instrument, called a ramkie. With this instrument they made a new form of music by blending Western and Khoi sounds (SAHO, 2016).

The music and dance industry in South Africa has been heavily influenced by the country's political environment which leads to new forms of music like, kwaito, African jazz and mbube (Collison, 2016). South Africa is home to numerous cultures; African, Coloured, Malay, Indian, Chinese and European (South African Culture, Pedro (2008). Despite South Africa's thriving tourism industry and the richness of cultures, it can be argued that the 'rainbow nation' cultures of South Africa are heavily underrepresented in this industry, and thus a cultural experience is not strongly offered to tourist (Babbie and Earl, 2010). This research aimed at showing how embracing African cultures in the tourism entertainment sector can influence the cultural tourism experience of individuals leading to a tourist cultural satisfaction and revisit intention and cultural tourism loyalty. Innovative South African Cultural Festivals Entertainment: The largest arts festival takes place in Grahamstown annually (About the National Arts Festival, n.d.), (Munien et al., 2019). It is known as

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the National Arts Festival. This festival is open to anyone who would like to showcase their drama, dance, theatre, comedy, music. Cultural Tourism Expected Experience refers to the expectations of the individual and the perfomance (Pizam, 2008). And Cultural Tourism Actual Experience is Cultural tourism experience is a subdivision of special interest tourism (Stebbins, 1996). It is based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological (Gunn, 1996). The attractiveness of a tourist destination is becoming more reliant on cultural tourism (Sukanthasirkul and Trongpanich, 2016). Tourist cultural satisfaction is the bases of tourist cultural satisfaction grounded in consumer satisfaction models was used in this study. Many studies have been made to show the relationship between cultural attribute and tourist satisfaction (David, 2017). And the Revisit intention can be understood by analysing the behavioural intention (Pratminingsih et al., 2014) in the tourism sector. A direct relationship between intention engagement and performance behaviour- the stronger intention to engage in behaviour, they are more likely to perform the behaviour (Gortan-Carlin and Krajnovic 2016). Within the tourism segment, this takes form as a repurchase of a tourism benefit or recreational benefit or a return to of a destination or attraction (Pratminingsih et al., 2014).

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

South Africa is a culturally rich and diverse country, as Desmond Tutu referred to as “The Rainbow Nation” (Chiger, 2016). The original people of the land were the KhoiKhoi and the San. They were later in history joined by the Bantu people, Asian and Europeans during the colonisation of South Africa (South African Culture, n.d.). The Bantu Africans, a term used by the colonist, was made up of northern migraters (Defining the term 'Bantu', 2016). The Bantu migrants are made up of various African cultures which include, Zulu, Xhosa, Sotho, Ndebele, Shangaan and Venda (South African Culture, n.d.) and Post 1994, Archbishop Desmond Tutu coined the term ‘Rainbow Nation’ to describe South Africa. The term was intended to capture the unity of many cultures and the coming together of people of different nations. South Africa has 11 official languages and many different cultures including the Malays, indigenous African and the KhoiSan as well as Dutch and British settlers, making it one of the most culturally diverse nations in the world (Kellerman, 2014). The first inhabitants of South Africa were the Khoi and the San, recently termed collectively as ‘Khoisan’. The term ‘KhoiKhoi’ means ‘men of men’ or ‘people’ and was named in opposition to the term ‘Hottentot’ used by the White colonialists which applied to herding communities in general. ‘San’ was used to denote those who did not speak the ‘Khoi’ language. It is estimated that these people had been living in Southern Africa for at least 2000 years before the arrival of European settlers in 1652. Unfortunately, with the invasion came warfare and diseases such as smallpox which is estimated to have wiped out 90% of the Khoisan community due to their lack of innate immunity. As the years went on and Apartheid took over, they were eventually forced to identify as ‘coloured’ having only recently regained their identity. This has resulted in much commotion with regards to land restitution act of 1994 which makes no provision for land lost before 1913 (SAHO, 2001).

Initially the Dutch were primarily concerned with fresh produce en route to other countries of interest. Their initial attempt to get cattle and other produce through negotiation failed which resulted in the implementation of slavery. They began to settle in and around the Cape and became what is today known as ‘Boers’ or ‘Afrikaners’. Their attempts to recruit the KhoiKhoi as substantial labour proved to be fruitless which resulted in them using their numbers to place pressure on the Khoi as they expanded. This resulted in them being dispossessed of their land and their independent means of living had come to an end (Education). In 1795, the Cape was occupied by the British in the battle of Muizenburg with the Dutch regaining control only in 1802. This was short lived as the British once again took control of the Cape during the Anglo Boer war to protect the sea route to their Asian empire. Britain held control up until 1961 when South African became a republic which was taken over by the Afrikaners without any black or mixed-race representation. This was known as the ‘Apartheid Era’ which separated the people of South Africa according to the colours of their skin where each group were treated differently with the white people at the top and the blacks at the bottom. The Apartheid regime continued until 1994 when the first free elections were held (Oliver and Oliver, 2017). The largest part of our country is made up of the Bantu Migrants who arrived at around the same time as the Khoisan from further North, bringing with them an iron age culture and domesticated crops.

From the 1770’s, colonists came into conflict with the Bantu speaking chiefdoms and their relatively sophisticated social and economic structures had initially fended off the colonists who lacked the military superiority (Ushakov et al., 2019). Unlike the Khoisan, the black farmers were immune to the diseases of the colonists and did not face the same fate as the Khoisan which resulted in their prosperity and is largely responsible for them making up majority of the black population today. Around 1820, much of the Zulu Kingdom was under the rule of the then innovative King Shaka. Being the majority, obviously the Bantu generation contributes the most to the multi-cultural diversity of our country. The black population of South Africa can be divided into 4 major groups: Nguni (Xhosa, Zulu, Ndebele, Swazi), Sotho, Shangaan-Venda and Tsonga (SAHO, Race and Ethnicity in South Africa, 2011). Westernisation and integration of other cultures and views resulted in much of the cultural loss and movement towards a more modern way of life, however some traditions are still practiced (Pedro, 2008). The Nguni group makes up the majority of Black South Africans, Nguni characteristic individual cone and cylinder rondawels can still be found in rural areas around South Africa (Halpenny et al., 2016). Although cattle are not used for every purpose they were used for before, it is still used as a symbol for status and wealth. It is also used for the payment of a bride (lobola) and extensively in important rituals and events, especially weddings and funerals (Wang, 2017).

The staple diet consists of maize and sour milk. In former times, clothing was mainly made of skin but has been taken over by cotton and woollen blankets with the skins preserved for special occasions (Wahyuningtyas et al., 2019). With regards to religion, there is a focus on Ancestors to which offering are made at all important times during the life cycle (SAHO, Nguni, 2014). The Sotho group makes up the largest proportion of black people second to the Nguni. The main difference between Sotho and Nguni is the contrasting marriage customs with marriage between a bride and groom of a close relation being preferred by Sotho’s and frowned upon by the Nguni (Mckercher et al., 2012). The spiritual being that the Sotho most commonly refer to is ‘Modimo’. The spiritual ancestors can bring sickness and misfortune to those who forget them or treat them disrespectfully. Today, most churches combine traditional African religion with the doctrines of Christianity (Phillips et al., 2013). Traditionally, men are the heads of the households with women being the farmers and child bearers. Sotho is one of the official languages of South Africa with approximately 8% of the population using it as their home language (SAHO, Sotho (South Sotho or Basotho), 2011). The Shangaan and their sister tribe, the Tsonga, make up the smallest part of Black South Africans inhabiting mostly Limpopo and Mpumalanga. Generally, both groups are grouped together as one group, i.e. the Tsongas (Wan and Saw, 2013). They are traditionally farmers with Cassava being the main crop of cultivation.

Polygamy is popular amongst this culture with some villages consisting of a single family. One of the main rituals is the face carving ritual which had been used by slave traders as a form of punishment but is now an element of beauty (Rust and Oliver, 1994). One of the main aspects of the Tsonga culture is the story telling which is usually done by the elderly women of the community who keep the history alive. Their full attire is made up of the doek, the neckpiece (vuhlalu), the shirt (yele), the belt (nkhamu) and the Queens (ti queeni) (Puh, 2014). Although many of the Khoi women were incorporated into society as low status slaves, the Boers had to find alternate means of labour if they wanted to make the most of the agricultural opportunities. The Indian subcontinent was the main source of slaves and approximately 80 % of slaves came from India (Wan and Saw, 2013). In the second half of the 19th century, two categories were brought to South Africa, the first as indentured labourers in 1860 and later as 'free' Indians who came at their own expense. Emigration, however, was stopped in 1911 and the indentured laborers were free to remain in the country or move back, of which the remaining make up majority of Indians in South Africa today (SAHO, Indian South Africans, 2016).

During Apartheid however, the Indians were also racially categorized, albeit they did not have it as bad as the coloureds and blacks. Majority of the Indians are Hindu, with a large percentage also made up of Muslims, Christians and Sikhs. With a population of approximately 1 million, South African Indians have contributed to the multi-cultural diversity of South Africa (SAHO, Indian South Africans, 2016). As the term 'Rainbow Nation' symbolizes a beacon of hope after the travesties of Apartheid and represents hope for a brighter future South Africans. Although there has been a lot of social and economic growth since the 1994 elections, many South Africans still struggle under the burden of poverty and inequality (Kellerman, 2014).

Innovative Cultural Music and Dance

Innovation ensures the advances in processes for discovery, experimentation, and the development of existing operations (Mckercher et al., 2012). It involves taking an original idea and adjusting it over a period in accordance to environmental changes (Linders, 2018). By not evolving one's systems according to the changing environment, over time, could lead to a loss of competitiveness (Mckercher et al., 2012). Central to innovation is the understanding one's customer, their patterns in attitudes, and market evolutions (Kontsiwe and Visser, 2019). By understanding the customer and their changes in their attitudes, one will be better equipped to make innovative changes that will be beneficial in the long run (Phillips et al., 2013). To integrate innovation to the context of cultural music and dance in the tourism industry, one must be cognisant of the development of the cultures over the years. South Africa's music industry comprises of ample genres and style (Collision, 2016). If the South African music industry is looked at, the development of the music industry over the years and the influence of its history on cultural music become more apparent. In addition, two main broader categories of music are noted – the music of the white and the music of the blacks. Each had different roots; European music and ethnic tradition, respectively (South Africa,) (Kontsiwe and Visser, 2019). These very distinct roots have over the years borrowed from each other which have resulted in the innovative cultural music.

These two distinct forms of music were a result of South Africa's apartheid government. The apartheid government prohibited the mixing of ethnic groups with the goal of "cultural purity" (Prayag, 2009). This meant that there were bans placed on the mixing of languages and the collaboration between artists of different ethnic backgrounds (Prayag, 2009). Heavy legislation was placed in the music industry to ensure that people of the country listened to music of "their own" people. The covers of albums had to be labelled in accordance to this legislation. It meant that, for example, an album created by a black person must be in their native language and has go be labelled "Zulu" (Prayag, 2009). Innovative Cultural Festivals, the largest arts festival takes place in Grahamstown annually (About the National Arts Festival, n.d.). It is known as the National Arts Festival. This festival is open to anyone who would like to showcase their drama, dance, theatre, comedy, music. Forged by the traditions and cultures of the lands, festivals might become a part of an area's make-up. Festival tourism is yet another aspect of tourism, festival tourism is one of the fastest growing segments of the world's leisure industry". It is by festivals that a unique opportunity is created by which visitors may be provided an opportunity to have cultural experiences for both leisure and social reasons. Cultural heritage tourism is seen as one of the major development opportunities for Africa. In the South African context, festival tourism is not very prominent even though it may be the most prevalent type of tourism in the rest of the world.

This is especially noticeable when one explores the festivals of South Africa. If one is to do a "Google Search" on "Cultural festivals in South Africa", there is not much representation of indigenous cultures in South Africa to those who would be searching for such information. An example would be, found on is the Kaapse Klopse (Prayag, 2009). a listing of South Africa's top ten festivals, not one of the festivals listed have any ties to indigenous cultures. The list includes; the Knysna Oyster Festival, Hermanus Whale Festival and the Oppikoppi Bushveld music festival. There is a list of festivals occurring in South Africa month to month for the year, a single festival includes indigenous elements, this festival being "Macufe", which would showcase music in local languages. On the website "Culture trip", festivals are listed according to the regions of South Africa, the only festival involving South African local culture is that of the Cape Town, the Minstrels. Other than that, no inclusion of indigenous cultures is listed or propagated. "South Africa Holiday and Festivals", once again the Minstrels of Cape Town are mentioned, whilst the Royal Reed Dance features as well. The rest of the list is the Arts Alive festival, Oppikoppi, The Jacaranda Festival, Knysna Oyster festival and the Cape town international jazz festival. In an article featured in, a quote by Samuel Nassimov, managing director of Premier hotels and resorts, states" the country has a number of sites that serve as a reminder of our unique past, how far we've come as a nation and how much further we need to go in building a better South Africa for all". The webpage then goes on to list cultural attractions in different cities, not making mention of any cultural festivals.

Cultural Tourism Expected Experience and Actual Experience

Cultural tourism experience is a subdivision of special interest tourism (Stebbins, 1996). It is based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological (Stebbins, 1996). The attractiveness of a tourist destination is becoming more reliant on cultural tourism (Sukanthasirkul and Trongpanich, 2016). Thus, to attain a competitive advantage in the tourism industry, developments of authentic, enriching and memorable new experiences are dire to the sector (Dalton, 2011). It should be noted that the attraction of a cultural tourism site does not merely depend on the predilection to discover physical attractions (Prayag, 2009). The experience further includes once personal and emotional bond with the heritage (Wang, 2017).

Therefore, to offer a cultural experience that meets the needs of a consumer, both the core physical asset of cultural tourism needs to be fulfilled, as well as the experiences that target higher self-induced need, which go beyond the tangible offering (Xu, et., al 2009). In Dalton's article, she emphasizes the importance the destination having a special meaning to the tourist to create a favourable experience for the consumer. She refers to an article by Brunner-Sperdin and Peters (2009), which highlights their argument that the experience value of a tourism offering is the overriding factor influencing a consumer's motivation to visit an attraction. The composition of a tourist experience encompasses both a tangible and intangible constituent. Since the tourist experience is multi-faceted it is dire that each element-the tangible and intangible- are cautiously outlined to meet both the expected and actual experience that the tourist has (Dalton, 2011).

Due to the multifaceted nature of tourism experience, extensive research is still being done to understand how the various contributors to the experience can be understood to create a uniform management of a tourist's experience. According to Dalton, (2011), two prevailing issues often confront both academics and tourism practitioners when trying to understand cultural experience. This is that the understanding of what comprises a commercial experience is meagre (Beerli and Martin, 2004), and the appropriate manner to create and put into practice the new desire for tourism experiences (Morgan et al., 2009).

Tourist cultural satisfaction

The basis of tourist cultural satisfaction is rooted in consumer satisfaction models. Many studies have been made to show the relationship between cultural attributes and tourist satisfaction. Tourists who embark on journeys intending to have cultural experiences in the place visited may complete their trips either feeling that they have satisfactorily experienced said culture or perhaps feeling that the experience was deficient in some way (Wan and Saw, 2013). Ample research has been conducted to develop an understanding of the tourist's cultural satisfaction as it is relevant in the realm of tourism, proving to be a useful tool in gauging the success of a destination in the opinion of visitors (Stebbins, 1996). It may also be used as an indicator of the visitor's intention to revisit a destination. To begin with, cultural tourism may be defined as, "Implying the notion of patrimony, represented by both the material and immaterial components of the identity of any society" (Sukanthasirkul and Trongpanich, 2016). Plesoianu et al further go on to detail what would qualify as the material and immaterial heritage listing museums, monuments, etc. as the material while mentioning that cultural traditions, holidays and accumulated traditions would form the latter. Depending on what the initial intention of the tourist was, they may find that their trip culturally satisfactory or not (Sukanthasirkul and Trongpanich, 2016). There may also be situations in which the intention had not been to embark on cultural tourism at all but because of the nature of the destination, they still had experienced cultural facets and were satisfied with the experience even though it was not planned. Plesoinau observes the relations that exist between those who would be the inclined towards embarking on cultural tourism by choice and draws some interesting conclusions. Cultural tourism practices vary significantly, having specifically investigated the practices in the Brasov County, bringing attention to the fact that cultural tourism is based on the facilities that the tourist has at their disposal, hence, having a basis of touristic material is vital for the flourishing of cultural tourism activities (Dalton, 2011).

Their research goes on further to recommend that to improve cultural tourism in an area, the improvement of infrastructure and transport networks should be created, coupled with the provision of tourist information on diverse cultural objectives. too, observes that cultural tourism is a substantial facet of tourism as well as addresses the economic and cultural impact of tourism in tourism marketing, stating that the beneficial economic impact of it is obvious (Prayag, 2009). The study also presents the positive cultural impact that cultural tourism may have, listing the increase in people's confidence, allowing people an influence over how others may perceive them, stimulation of the interests and confidence in the arts, development of pride in local traditions and cultures and the provision of a unique and genuine source of enjoyment. He also makes mention of the statistics from the World Tourism Organization, mentioning that almost 40% of tourist trips are related to cultural tourism. stated, on cultural tourism, that it is an aspect that is recognized and managed by the local community itself and serves to not only diversify the local economy but also creates additional value and allows for the resilience of the community to be strengthened. It is further stated that cultural tourism proves beneficial in that cultural heritage, if adequately managed, could be instrumental in promoting social inclusion, creating intercultural dialogue, forming the identity of the area, improving the overall quality of the environment, the provision of social cohesion as well as stimulating the development of tourism which has the ability to create jobs and draw in investment (Rogerson and Collins, 2019). All of which would be useful in the South African context.

Tourist revisit intention

Revisit intention can be understood by looking at behavioural intention (Chang et al., 2012). A direct relationship between intention engagement a performance behaviour- one stronger intention to engage in a behaviour, they are more likely to perform the behaviour (Pratminingsih, et al., 2014). Within the tourism and diversion segments, this takes frame of a repurchase of a tourism benefit or recreational benefit or a return to of a destination or attraction (Bole, et al., 2017). Revisit intention can be understood by looking at behavioural intention. A direct relationship between intention engagement a performance behaviour, one stronger intention to engage in a behaviour, they are more likely to perform the behaviour. Within the tourist and diversion segments, this takes frame of a repurchase of a tourism benefit or recreational benefit or a return to of a destination or attraction. The intention of a tourist to revisit a destination has been an area that has had some investigation undertaken so as to develop a better understanding of tourist behaviour. This factor would also be one of significance as it allows for there to be a guide formed with regards to how to not only attract tourists initially but also provide an experience that would create the desire to return to the tourist destination (Pizam et al., 2008). Observed by , an area may be enhanced with regards to tourism marketing when there is an element of place attachment involved. Tsai then further explains that although this may prove true, there is much complexity that further develops as attachment is a concept difficult to conceptualize as there exists within it inherent diversities. The model developed by Tsai portrayed that there exists a comprehensive attachment that encompasses a "holistic tourist experience", containing facets such as self-expressiveness, emotional pleasure, physical growth and communal awareness. He concludes further that as such, place attachment may be a powerful tool that influences a tourist's revisit behaviour. Tsai defines 'place attachment' as, "the emotional and psychological bonds formed between an individual and a particular place. It is then further explained how it is then that place attachment may be considered a prominent tourism marketing strength which in turn has a substantial impact on a tourist's loyalty towards a destination as well as their revisit behaviour. A study by confirms that place attachment may indeed serve as a potential predictor of one's plans to return to a specific destination.

Tsai also draws a similarity between interpersonal attachment and place attachment, drawing on the fact that place attachment can bond the tourist psychologically and emotionally with the destination. Some benefits that would influence the attachment that Tsai mentions include, amongst others; the functional benefits of the destination, emotional benefits, uniqueness, trust (i.e. the visitor has confidence in the destination and feels a sense of security), attractiveness and self-connection. As such, it is suggested that efforts should be made to attempt to mold and translate the symbolic meaning a destination may have into a representation that suits the socio-cultural context and matches with the tourist's desires they might harbour as well as the dreams and aspirations that they might have in mind. point out that the service one experiences on a tourist visit has a valuable influence on the evaluation and satisfaction of the consumer (Wang, 2017). They also make known that the current global trend that exists with regards to partaking in heritage tourism, observing that it is becoming more popular than before, indicating at the growing numbers that have been observed.

The notion said to be attributed to "a more visitor-oriented development that emphasizes consumer preferences and quality of personal experience",. Chen and Chen, (2010) also advise that the provision of high-quality satisfying experiences that could be perceived as good value by visitors would be a manner by which to increase visitors' behavioural intentions suggest that a way to ensure sustainability in destinations is to foster loyalty amongst the visitors, again reinforcing the need to have consumer satisfaction. Loyalty is then manifested through recommendation by those who have visited to others, a positive spreading of information amongst people, and repeat visitation (Wang, 2017). The research also draws attention to the fact that promoting repeat visitation is especially desirable as it costs less than it would to draw in new visitors. The paper also makes mention of the need that exists to increase revisits and suggests that there should be efforts made towards the creation of desire and need which could be done by developing more attractions and amenities (Apostolakis, and Jaffry, 2005). It is also stressed that revisit need, and desire should be sought from a wide market to develop the tourism industry. The paper also suggests that to encourage revisits of a destination there should be a positive destination image created, as well as ensure that there is consistent quality service, amenities and a variety of events and programs to attract re-visitation.

MATERIALS AND METHODS

The research philosophy that has been adopted is positivism. Positivism research adopted quantitative research methods that tested hypothesis deductively and examined possibilities to reach a specific, logical conclusion (Chi and Qu, 2017). The hypothesis was tested by analysing the influence that the dependent and independent variables have. This study made use of a quantitative research technique that generally involved the collection of primary data from a target population of those that have consumer experience in cultural tourism in the Gauteng Province. Participants were male, female, and other. In addition, South African citizens and non-south African citizens were included in the population. A random probability sampling was used. The sample size consisted of 200 participants. Three hundred questionnaires were distributed to participants from a variety of social and financial backgrounds. 50 of the issued questionnaires were not completed and a further 50 had to be discarded due to errors in completion. This was done for the purpose of capturing the wider population of consumers of the tourism sector. Quantitative primary research was conducted using a self-administered questionnaire to collect data. The questionnaire design allowed the determination of the Confirmatory Factor Analysis indices, Chi-Square/degree of freedom, Comparative Fit Analysis and the Incremental Index of Fit. A cross-sectional study was conducted due to time limitations which restricted the use of longitudinal studies. The population refers to the total group and or elements of interest to the researcher which the researcher sets out to interrogate with a view to obtain information and making informed inferences (Best and Khan, 2003).

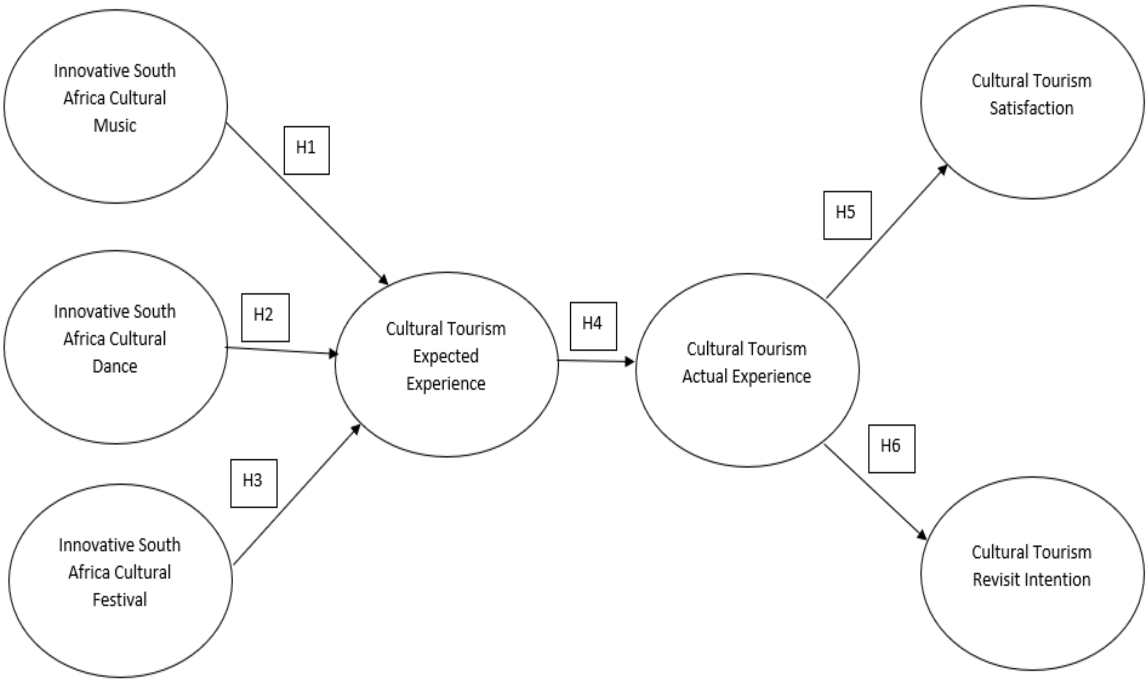

Figure 1. Conceptual Framework and Hypothesis Development

H1: There is a positive relationship between innovative South African Cultural Music and Cultural Tourism Expected Experience
H2: There is a positive relationship between innovative South African Cultural Dance and Cultural Tourism Expected Experience
H3: There is a positive relationship between innovative South African Cultural Festivals and Cultural Tourism Expected Experience
H4: There is a positive relationship between Cultural Tourism Expected Experience and Actual Cultural Experience
H5: There is a positive relationship between Actual Cultural Tourism Experience and Tourist Cultural Satisfaction
H6: There is a positive relationship between Actual Cultural Tourism Experience and Cultural Tourism Revisit Intention

RESULTS DISCUSSIONS

The overall finding implies that each research variable has its unique way towards the contribution and the influence of innovative African cultures in the south African tourism industry. Sample Description-The demographic profile is given of the respondents of age and gender type of travel and source of information and type of cultural tourism experienced. Thereafter the average mean standard deviation of each research construct is given.

The reliability of the instrument was tested by making use of the Cronbach Alpha. According to Hair et al, a value greater than or equal to 0.7 represents an acceptable reliability of the instrument. The closer the Cronbach Alpha value is to 1, the more reliable the internal reliability of the variables is. In Table 22, all the variables were above the recommended threshold. The highest value was 0.913 and the lowest 0.770. All the measures are, therefore, reliable. Composite reliability According to Hair .et al, an acceptable value is any number greater than 0.7. If values are 0.6 and higher, they can also be considered as reliable. The lowest CR was 0.48, and the highest was 0.86. Not all the variables met the required criteria. Average variance Extracted. The average variance estimate measures the shared common variance in a latent variable (Fornell and Larker, 1981). For the construct to be considered reliable, the AE should be a value greater than 0.4 (Fraering and Minor, 2006). All the variances for the variables were in line with this requirement, and where thus, reliable. The variances extracted for this study ranged from 0.48 to 0.87.

Table 1. Summary of demographics

Gender	Age			
	Frequency	Percentage		Frequency
Male	78	39	20-21	55
Female	119	59.5	26-30	52
Prefer not to say	3	1.5	31-35	43
Total	200	100	36-40	21
Citizenship	41-45	7	3.5	
Non-South African	5	2.5	46-50	8
South African	195	97.5	51-55	14
Total	200	100	56-60	0
Marital status	Total	200	100	
Married	36	28	Type of travel	
Single	106	50	Inbound travel	57
None of the above	44	22	Outbound travel	12
Total	200	100	Domestic	83
Type of cultural tourism experienced	International	48	24	
Purposeful	18	9	Total	200
Serendipitous	44	22	Sources of information	
Casual	39	19.5	TV	9
None of the above	36	18	Newspaper	22
Total	100	200	Travel Agent	30
			Friends/ Relations	72
			Tour books/guides	33
			Other	34
			Total	200

Table 2. Summary of descriptive statistics

Research Construct	Cronbach's Test	C.R Value	AVE Value	Factor Loading	
	Correlated total to item	α Value			
IM	IM2	0.604	0.781	0.80	0,57
	IM3	0.744			
	IM4	0.570			
ID	ID1	0.683	0.855	0.86	0.60
	ID2	0.651			
	ID3	0.841			
	ID4	0.670			
IF	IF1	0.663	0.816	0.80	0.57
	IF2	0.733			
	IF3	0.634			
CEE	CE3	0.597	0.770	0.73	0.48
	CE4	0.585			
	CE5	0.630			
CEA	CE1.3	0.665	0.809	0.48	0.73
	CE1.4	0.669			
	CE1.5	0.640			
	CE1.6	0.546			
CS	CS1	0.654	0.841	0.45	0.76
	CS2	0.633			
	CS6	0.690			
	CS7	0.758			
TI	TI1	0.787	0.913	0.63	0.87
	TI2	0.733			
	TI3	0.699			
	TI4	0.654			
	TI5	0.681			
	TI6	0.708			
	TI7	0.504			
	TI8	0.792			
	TI9	0.792			
	TI10	0.581			

Table 3. The correlation matrix for the study is illustrated below

IM		ID	IF	CE	CEA	CS	TI
IM	Pearson Correlation	1					
ID	Pearson Correlation	.718**	1				
IF	Pearson Correlation	.476**	.524**	1			
CE	Pearson Correlation	.169*	.165*	.102	1		
CEA	Pearson Correlation	.046	-.003	-.177*	.745**	1	
CS	Pearson Correlation	.184**	.006	-.074	.429**	.550**	1
TI	Pearson Correlation	.251**	.090	.128	.401**	.453**	.829**

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

To achieve high discriminate validity, values of 1 are the goal, however, 0,8 is accepted (O'Rourke and Hatcher, 2013). From the table above, it is noted that all the inter-correlation values deviate from one. In addition, all are less than 0.8. Based on this, it can be said that all the correlations were significant.

Table 4. Model Fit Indices

Model Fit Indice	Chi Square	GFI	CFI	TLI	IFI	RFI	NFI	RMSEA
Indicator Value	2.814	0.738	0.846	0.797	0.852	0.717	0.787	0.095

The Chi Square for the model was 2,814, which is less than 3. This indicates that the model is good. Baseline values. According O'Rourke and Hatcher, 2013), the NFI, IFI, TLI, and CFI should be greater than 0.9. The baseline value for this model range from 0.717 and 0.852. According to Hair et al (2006), baseline values above 0.8 are marginally acceptable. The NFI is 0.787, which is below 0.9 which indicate that the model needs to be re-specified (Huand Bentker, 1995).The IFI and CFI are above 0.8 and indicate that the model is marginally acceptable.The GFI value is 0,738, which is below the acceptable value. This indicates an unacceptable model fit (Fraering and Minor, 2006). The RMSEA should be less than or equal to 0.05 to be a good model, or 0,08 to be adequate (Browne and Cudeck, 1993). The value for this study is 0.095 which does not meet the model requirements, but it is a close fit.

Table 5. Summary of Indices

Model Fit Indices	Acceptable Threshold	Study Values	Comment
Chi-Square	<3	2.814	Acceptable
CFI	>0.9	0.846	Marginally Acceptable
GFI	>0.9	0.738	Close Fit
NFI	>0.9	0.787	Close Fit
IFI	>0.9	0.852	Marginally Acceptable
TLI	>0.9	0.797	Close Fit
RMEAS	<0.08	0.095	Close Fit

Path modelling and hypothesis testing

The higher the path coefficient value, the greater the relationship between the variables being tested (McIntosh and Gonzalez-Lima, 1994). The path coefficients d=indicate the strength between the variables. The hypothesis was tested at a 95% level of significance and supported hypotheses were shown by asterisk (***). Values which displayed a significance level $p<0,05$ were marked with *, significance level $p< 0.01$ were marked with **, and significance level $p<0.001$ were marked ***.

Table 6. The results for the hypotheses testing are represented in table below

Hypothesis Relationship	Hypothesis	Path Coefficient	P Values	Outcomes
IM>CE	H1	0.396	***	Supported and Significant
ID>CE	H2	0.161	0.015	Not Supported and Insignificant
IF>CE	H3	-0.216	0.002	Not Supported and Insignificant
CE>CEA	H4	0.842	***	Supported and Significant
CEA>CS	H5	0.540	***	Supported and Significant
CEA>TI	H6	0.471	***	Supported and Significant

Drawing from the above, the relationship between CE and CEA, H4, is the strongest as CE has a strong positive relationship on CEA, with a path coefficient of 0.842 and a p<0,0001 level of significance. H3 displayed a negative relationship, which was also the weakest and it was also not supported. H1, H4 and H6 were all supported and significant. H2 was supported yet was insignificant

H1: There is a positive relationship between innovative South African Cultural Music and Cultural Tourism Expected Experience. Based on the findings presented, it indicates that the hypothesis (H1) is supported and significant. It found that there is a positive relationship between innovative cultural music and customer expected experience. This means that a positive attitude toward innovative South African cultures will most probably have a positive effect on cultural Tourism Expected Experience. The hypothesis agreed with previous studies that the encounters that tourist have with innovative cultural dance affects the expected experience is the perceived value that a tourists have in mind in relation to the costs and benefits that It can be concluded that by expecting a positive interaction with innovative cultural dance, music and festivals will impact the expected cultural tourism expectation positively.

H2: There is a positive relationship between innovative South African Cultural Dance and Cultural Tourism Expected Experience. The second hypothesis, H2 was found to be supported and insignificant. This implies that there is a positive relationship between the variables. However, the effect that the one variable has a very small effect on the other variable. The hypothesis agrees with previous studies that the encounters that tourist have with innovative cultural dance affects the expected experience is the perceived value that a tourists have in mind in relation to the costs and benefits that It can be concluded that by expecting a positive interaction with innovative cultural dance, music and festivals will impact the expected cultural tourism expectation positively.

H3: There is a positive relationship between innovative South African Cultural Festivals and Cultural Tourism Expected Experience. A negative relationship between the variables were found for H3. The hypothesis was both not supported and insignificant. This means that regardless of the impact on innovative cultural festivals on expected cultural tourism experience will not be affected. The hypothesis was not in agreement with previous studies that the encounters that tourist have with innovative cultural dance affects the expected experience is the perceived value that tourists have in mind in relation to the costs and benefits.

H4: There is a positive relationship between Cultural Tourism Expected Experience and Actual Cultural Experience. Based on the finding, hypothesis 4 was both significant and supported. This indicates that an increase in the expected experience, leads to an increase in the actual experience. This confirmed that the actual cultural experience can be understood by looking at the perceived value. This can be defined as "the overall assessment of the utility of a product based on the perceptions of what was received and what is given" (Frey, (2010).

The expected experience is the perceived value that a tourists have in mind in relation to the costs and benefits that they have developed mentally. If a tourist has high expectations, and they are met, this will lead to a stronger actual cultural experience.

H5: There is a positive relationship between Actual Cultural Tourism Experience and Tourist Cultural Satisfaction. Hypotheses 5 was found to be supported and significant. An increase in the actual experience leads to an increase in customer satisfaction. This confirms that customer satisfaction in a tourism context can be described as a function of the pre and post travel experiences. If the tourists have a positive experience in terms of their actual and expected expectations, this will lead to a positive satisfaction level from the tourist.

H6: There is a positive relationship between Actual Cultural Tourism Experience and Tourist Revisit Intention. Hypotheses 6 was found to be supported and significant. An increase in the actual experience leads to an increase in revisit intention. This agreed with the previous studies that one of the factors which contribute to whether a tourist has an intention to revisit a destination, is indeed the tourists' experience. I the tourist's expectations are met, and they have a positive experience, they are more prone to revisit the destination Yuan et, al., 2007).There exists a positive relationship between tourists' experience and intention to revisit the tourism destination This means that the experience of the tourist will influence whether a tourist will have an intention to revisit the destination. In addition, the theory of planned behaviour can be used as a theoretical backing to further understand the tourists; intention to revisit the destination.

Practical managerial implications and recommendations- The results may be used by managers and marketing personal within the cultural tourism industry to formulate strategies to better market cultural tourism products. In addition, the tourism industry can use this research to further understand their customers and their expectations, this will help to provided more tailored products and services that will meet and exceed tourist's expectations which will lead to revisit intention and thus a stranger brand image for South African tourism. For the South African tourism to remain completive and sustainable in the long run, they need to ensure that they embrace more cultural experiences as opposed to just site-seeing. Marketing Contributions - the research findings of the study provide valuable practical implications for marketers to develop better customer retention strategies. the findings also provide a contribution to the marketing environment on tourism service providers behaviours by determining that most persons that utilise or access tourism services get information from a variety of sources with many respondents use social media innovations. Thus, allowing marketers to understand the consumer behaviour of the consumer and competition to the tourisms segment. Furthermore, the study findings indicate that consumers are attitudinally loyal, thus marketers can act on this attitudinal loyalty through establishing cultural tourisms brands programs, discounts, incentives as well as added value in order to get the consumer to revisit the tourism destinations, thus establish behavioural cultural tourisms loyalty priority for marketers to win their business and heart of tourists .The results of the study were in line with both theoretical grounding factors, the theory of panned behaviour and its effect on revisit intention and the theory of customer satisfaction. Its highlighted how the experiences that the tourist had will impact the revisit intention and satisfaction. Limitation and future research Most participants were from Gauteng. This therefore, did not provide a full representation of tourist who visited the Gauteng Province for cultural tourism Limitations- The study does not come without its limitations and the limitations for the study are the exclusion of the greater Johannesburg region, in which further research can be examined in regard to the variables of cultural tourism that where analysed and determined. In further studies cultural identification, tourism cultural quality and other precursor of tourism cultural experience that were excluded from the study can be analysed also be included. Future research -The future research can look at the greater Southern African region since it also cuts across cultures and share tourism attractions and destinations.

CONCLUSION

South Africa is a culturally rich nation, however, through this research it was noted that true African experiences are still a market that is underutilized. It can be understood that South Africa offers a Western experience in and African setting. It will be extremely beneficial for the South African tourism industry to capitalise on a more authentic African cultural experience. Theoretically, this study contributes to literature in tourism marketing, also the study contributes academically by confirming the relationships of variables in the research conceptual model. This indicates that the elements of cultural tourism, actual experiences are precursor of cultural tourism entertainment that can be determined through brand revisit intentions. Tourists are more interested in experiencing the cultures of their tourism destinations and this will impact the level of satisfaction that they acquire, as well as their overall revisit intention.

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