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## DETERMINANT FACTORS OF MUSLIM TOURIST MOTIVATION AND ATTITUDE IN INDONESIA AND MALAYSIA

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**Abstract:** Muslim tourists are one of the fastest growing segments in the global travel industry. The purpose of this study is to explore the determinant factors of Muslim tourist motivation and attitude in Indonesia and Malaysia. A total of 400 questionnaires were collected by purposive sampling. The findings showed that demographic differences do not affect the level of motivation of Muslim tourists. The process of finding information in the characteristics of tourist travel influences Muslim tourist motivation in traveling while most environment factor differs significantly on motivation level. Furthermore, the motivation has a positive influence to Indonesian and Malaysian consumer's attitude. Knowledge about the Muslim tourist motivation are the key to improve the services for the government and travel provider involved.

**Key words:** Muslim Tourist, Demographic, Travel Characteristic, Environment factor

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### INTRODUCTION

The tourism industry is a whole series of businesses selling goods and services needed by tourists. Some aspects that characterize the tourist and influence their decision include: personality, self awareness, expectations, satisfaction, and loyalty to a particular destination (Ajzen and Fishbein, 2000). Another important element of the tourist decision-making process is the motivation. Knowing the tourist needs and motivations are the key to adapt to the requirements of demand, and also to improve the services offered by decision-makers and stakeholders involved in tourism to lead a successful business (Yeong et al., 2009).

Religion is one of the vital factors that affect some people's behavior and daily matters including leisure and tourism activities. For Muslims, religion provides guidance in all human activities (Hamed and Elmoghazy, 2018). World Muslim population with respect to the total world population has increased steadily from 15% in 1870, to 17% in 1950 to 26% by 2020, to 34% by 2070 (Kettani, 2010). According to Global Muslim Travel Index (GMTI) 2019, more than 230 million tourists are expected to embark on travel, locally and abroad by 2026. By that time, Muslim travelers are expected to inject \$300 billion into the global economy. Halal tourism has grown significantly in the last decade (Maghrifani, 2018). In this sense, the term "Halal" refers to practices allowed or approved in accordance with Islamic law (El-Gohary, 2016). Muslim tourists represent one of the fastest growing segments in the global travel industry. Based on the GMTI 2019 results, the major highlight is Indonesia moving to be the joint top destination with Malaysia. Indonesia's ranking has been steadily increasing the last few years. Comparing to countries in South-East Asia, Indonesia has a rapid development in the Halal destination context (Kementerian, 2015). While Malaysia has successfully positioned itself in the top list among the countries that are considered as Muslim friendly destination (Kementrian and Kebudayaan, 2017).

There has been a growing consensus among tourism researchers that understanding tourist motivation and attitude is an important aspect in tourism (Nengovhela et al., 2017). Tourists' motivation is substantial to understand tourists' behavior (Maghrifani, 2018). Motivation refers to needs, goals and argues to influence preferences (Jiang et al., 2015). Segmentation based on tourists' motivation guides destination marketers in better product development, target promotion, and destination positioning (Boo and Jones, 2009).

Many studies have been done in the past to examine various dimensions of travel motivations that are the effect of religious dimensions (Chek, 2014). When it comes to Islamic tourism, there are many ambiguities surrounding the concepts (Hassan, 2015). This paper aims to identify the determinant factors of motivation and attitude of Muslim tourists. Moreover, with the global Muslim population growth, Halal tourism is undeniably becoming a huge niche market in the global tourism industry (Kim et al., 2015; Jeaheng et al., 2019). On the other hand, there was a drastic drop of Muslim travel to both USA and European Countries, in which this situation has provided an opportunity for Muslim countries to become popular destinations among Muslim travelers (Suid et al., 2017).

Among all destinations in Southeast Asia, Indonesia and Malaysia are the most similar in terms of their geographical location, people, history, language, culture, and natural resources (Tan et al., 2002). In view of the fierce competition and the many opportunities presented by the tourism industry, factors that affect international tourists' demand for Indonesia and Malaysia deserve immediate attention. Through this

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research, it is expected to be an input for the tourism industry players in formulating marketing strategies and also academics to enrich studies on motivation and attitudes in the tourism industry. The findings of the study also contribute to existing tourism literature by providing new empirical and region-specific evidence to the conceptual relationship between travelers' motivations and destination choices specifically related to Muslim travelers' motivation and halal-friendly destination.

## **LITERATURE REVIEW**

### **Tourist Motivation**

Tourists' motivation has long been an essential topic in the international tourism industry (Caber and Albayrak, 2016). The question of what motivates tourists to travel is a fundamental first step to generating an understanding of travel phenomenon (Agyeiwaah et al., 2019). Travel motivation is directly associated with reasons for tourists' behavior, and it is important to understand it (Lee and Gyumin, 2014). Travel motivation has always been considered as the essential part of the dynamic process of tourist behavior (Li and Cai, 2016), which is of central interest to tourism marketers and managers in the design, planning, and promotion of tourism destinations. The core of marketing is to understand what motivates a consumer to buy a product. In the tourism industry, this refers to understanding what motivates tourists to travel and to buy a tourism product (Jiang et al., 2015). Definition or traveler's motivation, according to Jones (2011), is the reason why people travel, what the reasons for their traveling are, what they desire to fulfill from their traveling and why they chose one destination.

Tourism motivations are the reasons of the religious tourism development. Among the variety types of tourist's motivation such as holiday tourism, cultural tourism, social tourism, economic tourism and politics tourism, religious tourism is motivated by religious reason or faith (Laderlah et al., 2011). Muslim travelers' overseas traveling is an intended/directed behavior activated by their desire to fulfill their traveling needs and wants that comply with Islamic rules. Halal-friendly travel motivations refer to Muslim tourists' dynamic procedure of intrinsic psychological factors that direct their act and generate a state of pressure for conduction the behavior within themselves (Han et al., 2019). In the halal tourism sector, convenient access to Muslim culture (e.g. accessibility to Muslim prayer place, familiarity with Islamic culture), halal-friendly tourism facilities (e.g. shopping facilities), quality of tourism infrastructure (e.g. airport, train, transport, road), technology, availability of halal-friendly service providers, halal-friendly travel environment, and availability of halal food service operations can be important travel motivation dimensions (Kim et al., 2015).

### **Attitude**

Attitude is evaluation of people, objects and ideas. Attitude reflects a person's favorable or unfavorable evaluations, perceptions and feelings of executing a specific behavior. Consumer attitudes consist of 3 key elements: Affective, Behavioural and Cognitive. These three components are known as the ABC model of Attitudes. Affect relates to the emotional reaction of a consumer and the way they feel about an object. The behavioral component focuses upon the consumer's intention to respond in a certain manner toward an object and finally the cognitive element describes the consumer's beliefs about the object (Hawkins and Mothersbaugh, 2010). The interrelationship between the various factors of consumer behavior like motivation, belief and attitude is studied in reference to consumer market and industrial market (Najib and Kiminami, 2011). Many researchers have agreed that attitude is an evaluative judgment of products and services that helps in understanding consumers' specific attitudes toward those offerings (Fu et al., 2017; Kwun, 2011). Auf et al., (2018) found significant differences between the two national groups and posited that cultural orientation preconditions travelers' behaviors and attitudes toward a destination. Social, cultural, and economic factors have made the attitudes and behaviors quite different (Kim et al., 2015).

### **Demographic and Tourist Motivation**

Many studies have explored the demographic factors in various research fields, such as attitude (Lee and Hwang, 2011), motivation (Zhang and Peng, 2014), food preference (Mak et al., 2012), online channel selection (Qi et al., 2013), and destination image (Beerli and Martín, 2004). Theoretically, Demographic attributes refer to several indicators, such as age, gender, marital status, educational level, occupation, and income level (Mak et al., 2012). These indicators played a crucial role in explaining the difference in lifestyles and travel motivations (Kim and Chulwoo, 2020). Demographic change can affect different aspects of tourism. It impacts directly on tourist demand, the tourism labor market, and has an indirect effect on jobs within the tourism industry and tourism services (Grimm et al., 2009). One of the research on demographics related to tourism is conducted by Jensen and Hjalager (2013) which mentions that younger travelers are the first-movers in taking advantage of online media. The use of social media for information sharing is consistently related to socio-demographic factors as well as to travel motivations. Furthermore, age has a positive correlation with the sense of relaxation and nature exploration, while education level is positively related to motivation regarding social influence (Ma et al., 2018). Some research indicates that different demographic characteristics and motivational factors have relationship with each other for tourists. Yu (2012) found that older individuals take trips mainly to meet new people and culturally interact with local residents, arguing that this function of tourism particularly appeals to older individuals, who generally lack sufficient opportunities to interact with others. Many older individuals selected human relationships as the most important motivation to travel, while this motivation has been infrequently cited in previous studies on younger generations, whose motivations were more varied and included education, excitement, self-actualization, and risk-seeking (Ryu et al., 2015). There were significant differences based on nationality regarding travel motivations of tourists (Jonsson and Dwayne, 2008). Kim and Seokho (2000) concluded that the difference in travel motivation was attributable to the gap between cultures. Japanese tourists exhibited more collectivistic characteristics in travel motivation while American tourists showed more individualistic characteristics. Kozak (2002) took a direct approach to examine the differences in tourist motivations between nationalities and destinations. The study found that the factor structure of a measure of travel motivations comprised four dimensions of motives: cultural motives, pleasure-seeking/fantasy-based motives, relaxation-based motives, and physical motives. The results showed motivational differences between nationalities. Travel providers should ascertain customer motivations based on an interrogation of demographic data in order to provide satisfying travel experiences.

### **Traveler Characteristic and Motivation**

Traveler characteristics include six aspects: travel companion, travel frequency, main travel purpose, recommendation, the strongest influencer, and price acceptance (Lou, 2014). Traveler characteristics affect the information search. Information search comes from both internal and external sources. When a person decides to travel, he/she gathers information to make informed travel decisions. Information search behaviors have also been seen to influence outcomes such as length of stay, spending, and number of attractions visited (Fodness and Murray, 1999). Information search prior traveling is done through internet, guidebooks, family and friends (Perret, 2007).

Recommendation from friends was ranked the first most used information source (Lou, 2014). Lou (2014) also mentioned that discovering the travel characteristics that influence motivations can be applied to tourism market segmentation studies.

Perrett (2007) indicated that tourist who conform to certain characteristics may be more likely to have some motivation than other. Tourists' travel characteristic features reflect that it is helpful to use a motivational approach to identify their expectations and predict their future behavior. The motivation of potential travelers is a multidimensional construct that demonstrates distinctive characteristics. By analyzing tourist's characteristics according to segments, travel provider can identify their travel motivation and correctly select target markets to cater to their particular needs and wants (Otoo et al., 2020). Tourism market segmentation is undertaken by grouping characteristics to predict potential behavior and to direct specific marketing strategies for each segment (Alén et al., 2016).

### **Environmental Factors and Motivation**

Environmental factor is a factor outside the individual consumer that influences travel motivation. According to Engel et al., (1995) environmental factors can be categorized as physical environment and social environment. Physical environmental factors are related to place, attraction and so on. For the Muslim traveler, halal environment is important factor to decide a destination. The halal environment according to (Abror et al., 2019) relates to the availability of halal products and facilities, such as halal foods and kitchen. Moreover, Battour et al., (2017) explain that there are some halal or Islamic tourism attributes, they are worship facilities, halal, general Islamic morality and alcohol drinks and gambling free. Besides physical environment, social environment also influences motivation of Muslim traveler. Social environmental factors are in the forms of culture, social class, reference groups, families and situations influencing tourist behavior. According to Jang and Cai (2002) recognition and admiration from neighbors, friends, and workers are part of social environment that is important as a motivational factor for traveler. Moreover, cultural factors, social classes, reference groups, and families have influence on motivation of traveler to visit certain destination (Baker and Ritsuko, 2008).

### **Travel Motivation and Consumers' Attitude**

Motivation can be described as an "energising force" (Hawkins and Mothersbaugh, 2010) that activates certain behaviours that in turn provides purpose and direction to these behaviours. Psychological factors such as motivation and consumer attitude are all influential factors that affect consumer decision making (Vainikka, 2015; Auf et al., 2018). Factors such as information sources, travel motivations, and socio-demographic characteristics also have an impact on destination image formation (Chek, 2014). Strong motivations are also exhibited among people with a strong commitment to travel (Agyeiwaah et al., 2019). Eventually, revisit intention is affected by tourist motivation (Kim et al., 2015). Although theoretical connectedness exists for tourists' motivation and consumers' attitude (Chu, 2011; Taylor et al., 2011), no study has empirically identified the relationship between demographic, travel characteristic, and environment factors on motivation and consumers' attitude among Muslim tourist. Targeting Muslim tourist market may not be the same as targeting the mundane tourism segment (Suradin, 2018). The model we posited in here as a determinant factor that motivated Muslim to choice of destination.

## **MATERIALS AND METHODS**

This research was conducted in Indonesia and Malaysia. Lombok was chosen to represent halal tourism of Indonesia and Kuala Lumpur were chosen to represent Malaysian halal tourism. According to Ministry of tourism and culture of Malaysia (2017) Kuala Lumpur as a region in Malaysia which received an award from the Muslim Travel Shopping Index (MTSI) in 2015 as the second best Muslim shopping. Meanwhile Lombok is a pioneer of Sharia Tourism Destination in Indonesia, with 1000 mosques available and local regulations on halal tourism (Khan and Michelle, 2017). Time of this research is held on May-September 2018.

Survey was used to generate information about the motivation factors that influence attitude. It was conducted by distributing surveys to Muslim respondents. Respondents were chosen based on the purposive sampling method. The criteria of respondents in this study are Malaysian Muslim traveler who visited in Lombok and Indonesian Muslim traveler who visited in Kuala Lumpur. Survey was conducted in Lombok and Kuala Lumpur. The questionnaire consists of several questions that will be scored using likert scale (1-5) and with closed question. The total number of samples used in this study were 400 respondents consisting of 200 respondents from Malaysia and 200 respondents from Indonesia. Following the rule of thumb for determining sample sizes by VanVoorhis and Morgan (2007), 200 participants are enough to maintain adequate power when using independent t-test statistics and one way ANOVA. In reviewing the factors that influence consumer decisions, the purposive sampling technique has been applied in this research. Purposive sampling is a technique of determining the sample with certain considerations. Data collection method used is with self administered questionnaires, for example respondents are asked to fill in their own questionnaire given. The scope of this study will limit the factors that effect the motivation such as demographic factors, tourist characteristics and environment factors, and the effect motivation factors to consumer attitude.

The variables observed of this research are as follow:

- Demographic factors (X1). According to Khalabikhina and Shishalov (2016) segmentation and analysis of the relationship between socio-demographic variables and travel motivation could be based on gender, age, social relationship with family or friends, education, income and region.
- Traveler characteristics (X2). The variables of traveler characteristics such as family status, influencer, information search and factors considering to choose destination (e.g. price, safety, easy to access) influence Muslim traveler motivation. Perrett (2007) indicated that traveler who conform to certain characteristics may be more likely to have some motivation than other.
- Environmental factors (X3) is a factor outside the individual consumer that influences decisions. In this study, environmental factors refer to social environmental factors. According to Baker and Ritsuko (2008) Muslim norm, social class, family, religion condition, and friends are environmental factors that influences Motivation of Muslim traveler.
- Motivation (Y) is the reason why people travel, what the reasons for their traveling are, what they desire to fulfill from their traveling and why they chose one destination to travel (Jones, 2011). Motivation has a dominant influence on consumer decision on traveling. According to Muhammad (2017) motivation consists of self fulfillment needs, self esteem needs, relationship needs, safety, and physiological needs.
- Consumer attitudes (Z) is reflects a person's favorable or unfavorable evaluations, perceptions and feelings of executing a specific behavior. Consumer attitudes consist of three key elements: Affective, Behavioural and Cognitive.

Based on the literature review and the objective of this study, hypotheses developed as follow:

**H1:** Demographic factors influence motivation of Muslim tourist

**H2:** Traveler characteristic influences motivation of Muslim tourist

**H3:** Environmental factors influence motivation of Muslim tourist

**H4:** Motivation of Muslim tourist affects consumers' attitude

This study is to explain demographic differences, differences in travel characteristics and environmental differences on motivation between Indonesian and Malaysian consumers, and also to analyze the effect of motivation on consumer attitudes in both Indonesia and Malaysia. To get results, these variables will be analyzed by independent t-test analysis and ANOVA using SPSS.

## RESULTS DISCUSSIONS

### Effect of demographic on motivation

Demography in economics is a lifestyle. Lifestyle is the lifestyle of a person in the world revealed in the activity, interests and opinions. Personality is a unique characteristic of the behavior of someone different from each other (Jaelani, 2017). Personality between women and men is also different when deciding to take a vacation. Kattiyapornpong and Miller (2008) suggested that demographic variables may act as qualifying variables or constraining variables rather than determining variables of travel behavior. To evaluate the relationship between motivation and demographic variables, the total mean score of items related to the motivation dimension was computed. This variable was subjected to a normal test, and the results indicated that the mean score of motivation is distributed normally. Afterwards, this mean score was compared across different levels of socio-demographic variables through parametric tests, including independent t-test and one way ANOVA. The effect of demographic on motivation Indonesian and Malaysian consumer can be seen on Table 1 and Table 2.

Table 1. The effect of demographic on motivation Indonesian consumer

Variable	Level	N	Mean	SD	t/F	p-value
Age	18-40	178	19.60	2.62	0.150	0.861
	41-60	21	19.5	2.8		
	>60	1	21	2.63		
Gender	Man	67	19.6	2.7	0.007	0.934
	Women	133	19.59	2.59		
Income	Lower	14	19.5	2.74	0.180	0.910
	Lower middle	32	19.44	2.49		
	Upper middle	76	19.78	2.74		
	Upper	78	19.53	2.60		
Education	Basic	6	18.16	2.48	1.277	0.281
	Middle	48	19.37	2.22		
	High	146	19.73	2.75		
Occupation	Student	41	19.39	2.49	1.290	0.275
	Private employee	74	20.0	2.65		
	Public servant	27	18.78	2.61		
	Entrepreneur	48	19.75	2.59		
	Others	10	19.1	3.1		

Based on Table 1, the age of 18-40 was the most dominating in this study both Indonesian consumer and Malaysian consumer, age simultaneously affects income, thus income and age will also influence decisions. According to Pramika (2017), income increases with age, where the age of 18-40 years is that of having high income. Based on p-value ( $>0.05$ ), motivation of Indonesian and Malaysian consumer are not statistically different between age groups. Woman has the highest number in this study both Indonesian and Malaysian consumer, research conducted by Cosmin (2012) showed that women tended to be pioneers in decision making. A wife have an important role in the decision of destination for family vacation (Arizon et al., 2010). Moreover a wife also have an important role in finding accommodation information, shopping and choosing a travel agent (Decrop 2005). However in this study, motivation of Indonesian consumer is not statistically different between man and women (p-value  $>0.05$ ).

Table 2. The effect of demographic on motivation Malaysian consumer

Variable	Level	N	Mean	SD	t/F	p-value
Age	18-40	193	20.06	2.3	0.765	0.383
	41-60	7	20.86	3.29		
	>60	0	-	-		
Gender	Man	62	20.39	2.19	1.396	0.239
	Women	138	19.96	2.40		
Income	Lower	36	20.67	2.54	3.947	0.009
	Lower middle	34	20.36	2.02		
	Upper middle	73	20.36	1.78		
	Upper	57	19.23	2.82		
Education	Basic	-	-	-	0.338	0.562
	Middle	36	19.89	2.81		
	High	164	20.14	2.24		
Occupation	Student	50	20.54	2.17	2.141	0.077
	Private employee	90	19.9	2.29		
	Public servant	8	20.5	2.73		
	Entrepreneur	48	19.64	2.41		
	Others	4	22.5	3.0		

The most dominant monthly income for Indonesian consumer was in upper income and for Malaysian consumer is upper middle, meaning that the income of visitors to halal tourism in Indonesia and Malaysia in this study was dominated by tourists with high income. This result can also mean that with a high income they can save some money to care more about their lifestyle including doing halal tourism.

Based on p-value ( $>0.05$ ), motivation of Indonesian consumer is not statistically different between income groups but for Malaysian consumer p-value ( $<0.05$ ), so those who have lower income ( $M=20.67$ ,  $SD=2.54$ ) have the highest motivation to come to Indonesian halal tourism, compared with the lower middle, upper middle and upper income. Lower income has the highest motivation is because the curiosity has the biggest part to try and discover Indonesia, and because convenience and affordable prices make even lower income groups can buy flight tickets, stay costs, food and souvenir. Moreover local transport tickets is easily to get from their home country. Respondents with

higher educational backgrounds occupied the highest number in Indonesia and Malaysia. The level of education can influence the person in making decisions during the trip. According to Jensen and Hjalager (2013), education is very closely related to work and income, for example the higher the educational background, the better the job to be obtained, thus affecting one's income. It is well known that the higher the income, the greater the chance for someone to maintain one's lifestyle, including halal tours to certain destinations. However, based on p-value ( $>0.05$ ), motivation of Indonesian and Malaysian consumer is not statistically different between the education groups. Based on the type of works of the respondents, the profession as an employee in the private sector was the most dominant both in Indonesian and Malaysian consumer. The work done by consumers will affect their lifestyle. Nevertheless, in this study, based on p-value ( $>0.05$ ), motivation of Indonesian and Malaysian consumer is not statistically different between profession groups.

#### Effect of traveler characteristics on consumer motivation

Test ANOVA was also used to address the second research objective. Traveler characteristics in this study are status, influencer, information search and considering to choose destination. The result are presented in Table 3.

Table 3. Traveler characteristics on Indonesian and Malaysian consumer motivation

Variable	Level	N	Mean	SD	t/F	p-value
Indonesian Consumer						
Status	Married	80	19.68	2.58	0.094	0.759
	Single	120	19.56	2.67		
Influencer	Friends	52	19.83	2.23	1.281	0.282
	Family	57	19.72	2.42		
	They self	89	19.34	2.34		
	Others	2	22.5	2.25		
Information search	Print media	11	21.45	2.34	2.901	0.036
	Electronic media	147	19.53	2.53		
	Verbal	25	19.92	1.92		
	Agent	17	18.59	1.59		
Considering to choose destination	Price	91	2.57	2.57	1.692	0.170
	Easy to communicate	23	3.08	3.08		
	Safety and security	47	2.66	2.66		
	Good name of places	39	2.35	2.35		
Malaysian Consumer						
Status	Married	64	19.75	2.57	2.046	0.154
	Single	136	20.26	2.22		
Influencer	Friends	71	20.59	1.88	1.681	0.172
	Family	67	19.79	2.64		
	They self	54	19.8	2.59		
	Others	8	20.0	0.53		
Information search	Print media	2	20.0	0.00	1.481	0.221
	Electronic media	126	20.3	2.01		
	Verbal	31	20.2	2.89		
	Agent	41	19.4	2.80		
Considering to choose destination	Price	101	19.97	2.42	0.645	0.587
	Easy to communicate	25	19.9	2.25		
	Safety and security	47	20.51	2.27		
	Good name of places	27	20.0	2.30		

The results presented in Table 3, show that the level of Indonesian consumers motivation differs significantly among different levels of information search with the (t-value = 2.901; p-values  $< 0.05$ ), where by using print media, Indonesian consumers will be more motivated to visit Malaysia with (M=21.45; SD=2.34). While for Malaysian consumers motivation is not significantly different (p-value  $> 0.05$ ).

#### Effects of Environmental factors on consumer motivation

Table 4 showed that the motivation of Indonesian traveler is significantly different in terms of levels of Muslim norm, social class, family, religion condition and friends. Environmental factors are factors that shape the behavior of tourism consumers such as culture, social class, reference groups and families influencing tourist behavior. Cultural, social class, reference groups and family factors partially influence the visiting decision-making process of tourists (Baker and Ritsuko, 2008). The community environmental factors and the convenience of tourist attractions are some of the elements supporting tourism. In this study, the motivation of Malaysian traveler differs significantly among different levels of Muslim norm, social class, family, religion condition except friends. Friends in this context means friends as a reference group that influencing consumer to get the motivation to go or not to go to chosen destination.

Table 4. Environmental factor on Indonesian and Malaysian consumer motivation

Variable	t/F	P-value
Indonesian consumer		
Muslim norm	12.69	0.000
Social class	10.633	0.000
Family	9.524	0.000
Religion condition	28.46	0.000
Friends	6.720	0.000
Malaysian consumer		
Muslim norm	28.284	0.000
Social class	32.522	0.000
Family	3.948	0.004
Religion condition	24.354	0.000
Friends	1.999	0.096

### Effect of motivation on attitude of consumer

Motivation is a key factor in tourist behavior and is fundamental to the development of tourists (Zhang and Peng, 2014). Meanwhile Kellerman (2014) mentioned that hierarchy of need from Maslow is the key theory of travel motivation, where everyone has different motivations and different needs when visiting tourist attractions. Attitude is one of the most important concepts used by marketing to understand consumers and important factors that will influence consumer decisions. Test the effect of motivation to attitude analyzed by SPSS ANOVA, can be seen in Table 5.

Table 5. Effect of Motivation Indonesian and Malaysian consumer to attitude

Consumer	t/F	p-value	R <sup>2</sup>
Indonesian consumer	47.339	0.000	0.439
Malaysian consumer	118.843	0.000	0.612

Based on Table 5, the result of effect motivation on attitude have a p-value <0.05, it can be concluded that there is a positive influence between the motivation of Indonesian and Malaysian consumers on attitude in halal trips both to Indonesia or to Malaysia, it means that the increasing of motivation to come to halal tourism both in Indonesia or Malaysia and make the tourist come back to visit. This study is also in line with the research of Mahmoud (2014) which states that motivation has a positive relationship and have a direct and positive effect on attitude. Moreover, R<sup>2</sup> value are 0.439 for Indonesian consumer and 0.612 for Malaysian consumer meaning that variable of motivation has 43.9% and 61.2% predictive power to explain Indonesian and Malaysian travelers' attitude.

### THEORETICAL AND MANAGERIAL IMPLICATIONS

This study is vital for several reasons. First, it extends Chek's (2014) studies of travel motivation dimension from Muslim tourist perspective. Second, it extends discussion on the attitude of Muslim tourist who are more and more in number. Third, the results derived from this study could give the Indonesia and Malaysia government an insight of what motivates Muslim tourists to visit a tourist destination and perhaps encourage the government to set strategic policies to better host Muslim tourist. Furthermore, when dealing with Muslim tourist, implementing some of the approaches of this study will make a comprehensive resource for travel agencies. By understanding what factors motivate Muslim tourists to travel and believe that motivation influences tourist attitudes, travel service providers can create more attractive promotional packages with specifications that are on target including promotion in online media (Nurlaela et al., 2019). For example, making travel package advertisements by highlighting the ease of getting halal food or access to worship for Muslims. These findings would help tour operator to provide better facility and services for Muslim tourist and cater them more cautiously.

### CONCLUSION

This research was one of few studies to develop a conceptual framework by comprising Muslim tourists' motivations as major variables and considering its effect on Muslim tourists' attitudes. This study examines demographics, travel characteristics, and environment as determinants of travel motivation. In addition, this study complements previous research by Han et al., (2019), which tested accommodation, food, facilities, encounter services, and other tourists as determinants of tourist motivation. Overall, the findings of this study help us to have better understanding about the determinant factors of Muslim tourists' motivation. Moreover, our results help us better comprehend the role of travel motivations on their attitude to consider tourist destinations.

This study indicated that the Muslim tourists surveyed had demographic differences groups on age, gender, education, and occupation that was concluded not statistically different on motivation of Indonesian and Malaysian consumer. However, also need to be said that for Malaysian consumer, tourist who has lower income, has the highest motivation to come to Indonesian halal tourism, compared with the lower middle, upper middle, and upper income. Choosing promotional activities specifically targeting lower income consumers can be a smart decision for the government and travel providers in Indonesia to attract more Muslim tourists.

Among the travel characters assessed in this study: Status, influencer, information search, and considering to choose destination, only on the information search level variable shows that Indonesian consumers has a significant difference in motivation. By information searches through print media, Indonesian consumers will be more motivated to visit Malaysia, but its does not apply for Malaysian consumers. The level of respondent Indonesia motivation differs significantly among different levels of environment factors, such as Muslim norm, social class, family, religion condition and friends. While for Malaysian consumers, the same applies, except friends. Friends in this sense means as a reference group that make effect to get the motivation to purchase or not.

Furthermore, the motivation has positive influence to Indonesian and Malaysian Muslim tourist on attitude in trips both to Indonesia and to Malaysia. Altering consumer attitude is a key for marketing strategy. Marketers have to create positive attitudes in consumer minds in order to attract them in comparison with the competitors' services.

This study contained several limitations. First, this study examined Muslim travelers' motivation in Indonesia and Malaysia. Their travel motivations and attitudes can differ from other non-Islamic countries. As an extension of this study, future research should test the effectiveness of our proposed conceptual framework in other non-islamic destinations. Second, this research focused on the influence of demographics, travel characteristics, and environmental factors on the motivation of Muslim tourists and their relationship to attitude. It is recommended to conduct further research by using other determinants of motivation to confirm their effects.

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## PROFILING ENTREPRENEURIAL BEHAVIOUR BASED ON DEMOGRAPHIC VARIABLES: TOURISM-RELATED ENTREPRENEURS IN MTUBATUBA LOCAL MUNICIPALITY, SOUTH AFRICA

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**Abstract:** This paper profiles entrepreneurial behaviour based on demographic variables, using Mtubatuba Local Municipality in South Africa as a case. A structured questionnaire survey was used to collect data. The study used a convenience sampling method of the non-probability sampling design to select 124 tourism-related entrepreneurs living in different regions of Mtubatuba Local Municipality, KwaZulu-Natal Province of South Africa. The results suggest that entrepreneurs' demographic variables such as 'age', 'gender', 'cultural group', 'nationality' and 'business experience' have significant influence on entrepreneurial attributes. This study is exploratory in nature and not conclusive, requiring further confirmatory studies.

**Key words:** entrepreneurship; tourism entrepreneurship; entrepreneurial attributes; entrepreneurial behavior; sub-Saharan Africa

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### INTRODUCTION

Mtubatuba Local Municipality is located within uMkhanyakude District Municipality, in the province of KwaZulu-Natal, South Africa. Mtubatuba caters for a wide spectrum of tourists and travellers, boasting the presence of iSimangaliso Wetland Park (a World Heritage Site), Mfolozi River and St Lucia Town. St Lucia is a tourism and service centre for the surrounding rural area of Mpukunyoni and a scenery belt which links the Mtubatuba Town and St Lucia Town (Mtubatuba Municipality, 2017). Its accommodation facilities (hotels, guest houses, and bed and breakfasts) compare favourably to the world standards (Nyawo and Mubangizi, 2015). Mtubatuba Local Municipality has many tourism-related businesses established by tourism entrepreneurs.

Globally, there has been much attention to entrepreneurship research, however a significant number of academic papers on this area of research have not been published in the tourism and hospitality journals (published studies include Altinay et al., 2012; Aydemir and Ortay, 2017; Chandler and Ve Lyon, 2001; Li, 2008). The entrepreneur is usually seen as a designer or an innovator of new business ideas. Rusu et al. (2015) state that the entrepreneur is engaged or active in entrepreneurial activity with a purpose of becoming self-employed. Entrepreneurs are a significant part of the global pursuit for sustained economic development and social progress in the world (Santhi, 2017). In recent years, there has been an increasing interest in studying entrepreneurial characteristics, entrepreneurial intentions and entrepreneurial behaviour to sustain the culture of entrepreneurship. Previous research (Singh and Singh, 2016) provided valuable information regarding entrepreneurship. The aforementioned authors posit that entrepreneurship is used as an instrument to create more jobs and to eradicate poverty in the country. This means that, entrepreneurship has been considered as a key element in the process of economic growth, as it helps entrepreneurs' economic independence and improves their social status (Premand et al., 2016; Villasana et al., 2016). Actually, investigating entrepreneurial behaviour is of a continuing interest within entrepreneurship discipline. Earlier studies and researchers in the field of entrepreneurship focused much on personal characteristics that differentiate entrepreneurs from non-entrepreneurs (such as Pirnar, 2015; Santhi, 2017). This study argues that although there are differences between entrepreneurs and non-entrepreneurs, and entrepreneurs have attributes that qualify them as entrepreneurs; however, these attributes may be influenced by some demographic variables, causing entrepreneurs to behave differently. A study that explores how demographic variables may relate with different entrepreneurial attributes, as suggested in literature, is necessary. Entrepreneurs have a significant part to play in the South African economy and social progress (Pirnar, 2015). Thus, this paper explores how the entrepreneurs' demographic variables may relate with documented entrepreneurial attributes, using the case of Mtubatuba Local Municipality, KwaZulu-Natal Province in South Africa (Figure 1). There is a dearth of literature in sub-Saharan Africa regarding this study focus. This study used tourism-related entrepreneurs as respondents. This study area was chosen based on personal interest as one of the authors resides in this local municipality. Also, the researchers chose to focus on tourism-related entrepreneurs due to this study area's reliance on tourism as an economic activity and the presence of many tourism-related businesses in this part of South Africa.

### RELATED WORKS AND RESEARCH PROBLEM STATEMENT

Tourism is a viable tool to enhance local economies in sub-Saharan Africa, with tourism development strategies being adopted by numerous local authorities in South Africa as a significant part of their local economic development initiatives (Abrahams, 2019; Ramukumba, 2019; Strydom et al., 2019). Tourism is one of the most rapidly growing industries and an important economic activity in most countries worldwide (Solvoll et al., 2015; World Travel and Tourism Council, 2017; Kallmuenzer and Peters, 2018). Mamabolo et al. (2017) argue that despite efforts to invest in entrepreneurship, South Africa is challenged by a low entrepreneurial activity and high unemployment rate compared to the other sub-Saharan African countries. Kallmuenzer and Peters (2018) affirm that in South Africa, chances are very slim for a new Small Medium Enterprise (SME) to survive beyond 42 months. The Global Entrepreneurship Monitor report (GEM, 2014) reveals that only about 2.3% of South African owned SMEs have been in existence for over 3-5 years. On the 18 May 2018, Richard Downings, made a very touching statement in his speech. He said that "8 out of 10 entrepreneurs who started businesses in South Africa failed within

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the first 18 months”, especially in rural areas. This is an indication of high failure rate among start-ups. It is however, worthy to note that this situation is not only peculiar to South Africa, but is common in the rest of the world (Neneh, 2011). More recently, Iwu et al. (2016) reveal that entrepreneurial activities are very low in South Africa compared to other sub-Saharan countries.

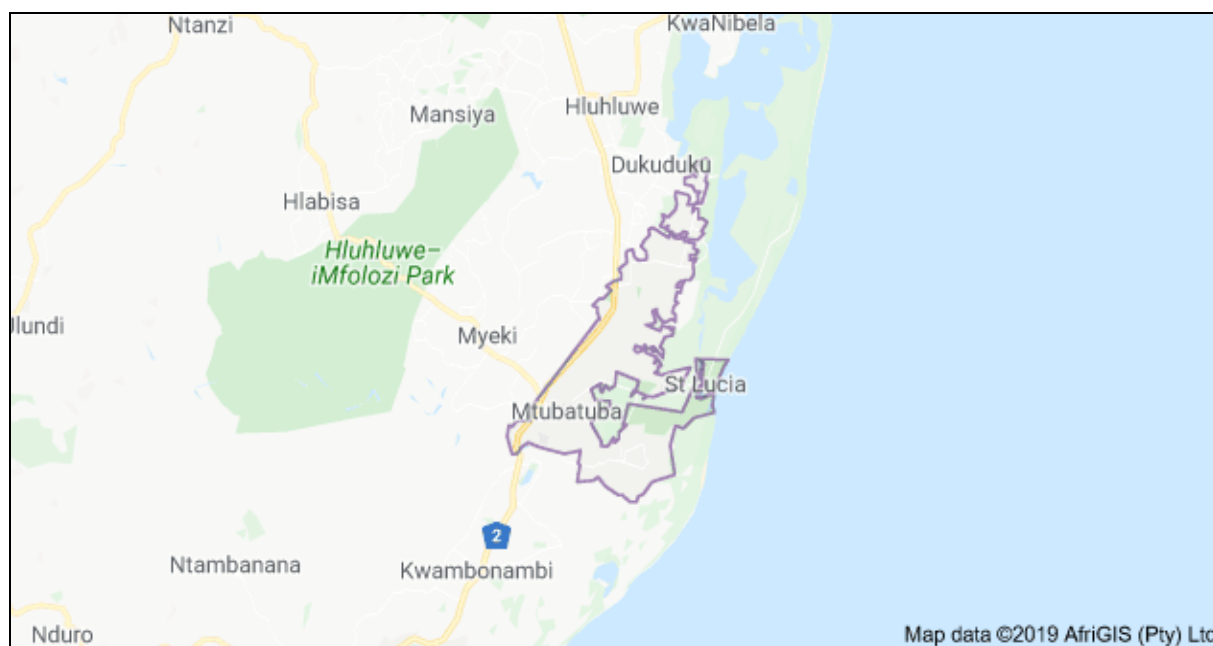


Figure 1. The map of Mtubatuba Local Municipality (Source: AfriGIS (Pty) Ltd.)

Ahmad (2015) posits that entrepreneurial ability is perceived as possession of skills necessary for the starting and nurturing to growth of a new enterprise, especially in a competitive environment. Based on the review and synthesis of relevant literature, different attributes are associated with entrepreneurs some of which the researchers found very germane to the present study. There is a large number of published studies (such as De Raffe, 2011; Pirnar, 2015; Omerzel, 2016; Premand et al., 2016; Villasana et al., 2016; Machín-Martínez and de-Pablos-Herederó, 2017; Santhi, 2017) that explore various entrepreneurial attributes.

The study, based on the literature review, synthesized and adopted attribute clusters, namely: innovative thinking and networking; learning and resource acquisition; drive and enthusiasm; the use of technology; visionary and achievement motivation; level of preparedness for risk taking; and efficiency and effectiveness as the main attributes associated with entrepreneurs, also in the South African tourism industry. As stated in the introductory part of this paper, entrepreneurs are associated with certain attributes in literature, however there is a dearth of literature on how entrepreneurs differ based on demographic variables. This research explores how demographic variables (such as age, gender, ethnicity/cultural group, business experience, and nationality, etc.) may relate with documented entrepreneurial attributes, using the case of Mtubatuba Local Municipality, KwaZulu-Natal Province in South Africa.

## RESEARCH DESIGN AND METHODS

Survey research is a frequently used mode of observation in the social sciences (Babbie, 2017), and the constructs to be tested in this study are better presented in quantifiable ways; hence, this study was designed as a survey. Survey entails researchers selecting a sample of respondents and administering a standardized questionnaire to each person in the sample. In most cases, tourism research needs quantitative data for researchers to get the required information (Nkwanyana et al., 2016; Ezeuduji and Mbane, 2017). This research involves a large number of respondents (Goeldner and Ritchie, 2012), and a structured questionnaire was used in the sample survey. Questions in the questionnaire were set on a 5-point Likert scale: 1 - strongly agree, 2 - agree, 3 - neutral, 4 - disagree and 5 - strongly disagree. The quantitative approach allows us to generate statistical data and present them in frequencies, percentages and tables. The type of sampling used in this study was non-probability sampling as the research population is unknown (Veal, 2011). The researchers employed convenience sampling in selecting tourism-related entrepreneurs doing business in different regions of Mtubatuba Local Municipality, KwaZulu-Natal Province of South Africa.

In some of the places where the study was conducted, the researchers and the tourism-related entrepreneurs had an agreement that the questionnaires were to be dropped and later collected after completion (weekly and at times after two weeks). A total of 150 questionnaires were distributed, however the researchers used 124 questionnaires that were fully completed, for analyses. This sample size of 124 entrepreneurs was considered large enough to reach conclusions on the research purpose, especially as the number of tourism entrepreneurs in this locality is unknown and not relatively large compared to the number of those in bigger cities or towns in KwaZulu-Natal, such as Durban, Pietermaritzburg, or Richards Bay. The respondents were chosen based on convenience and availability, when the researchers visited the business areas. The participants were fully informed of the purpose of the study before they participated in the study. Furthermore, participants were given assurance of privacy, confidentiality and anonymity with regard to the information provided. The questionnaire variables consisted of close-ended questions in a form of matrix questions, to save time for respondents, and to increase the comparability of responses (Chawla and Sondh, 2011).

Data analyses were done using IBM's SPSS version 25 software for statistical purposes. Descriptive statistics were used to generate frequency of respondent's profile (in percentages), mean scores, and standard deviation. Bivariate analyses (comparing two variables) employed Mann-Whitney U test to check for relationships between variables (Bolboacă et al., 2011). For the purpose of data analysis using Mann-Whitney U test, variables such as respondents' ethnic group and age group were re-coded into two categories. The ethnic group variable was recoded from "Black Africans, White, Indian and Coloured" to "Black" (consisting of Black Africans, Indians, and Coloured) and "White", while the age group was recoded from "18 - 29, 30 - 39, 40 - 49, 50 - 59, 60 and above" to "Below 40 years", and "40 years and above", to allow the performance of the Mann-Whitney U test, and this was conducted at 95% confidence interval. The reliability test

(using Cronbach's Alpha) was conducted to check for the level of internal consistencies of variables used to explain seven entrepreneurs' attribute dimensions (drive and enthusiasm, efficiency and effectiveness, innovation and networking, learning and resource acquisition, level of preparedness for risk taking, use of technology, and visionary and achievement motivation). The reliability tests conducted show internal consistency among variables used to explain all the entrepreneur success attributes. A cut-off point of 0.7 has been mostly used to denote internal consistency in social science research (Bühl and Zöfel, 2005; George and Mallery, 2003; Hair et al., 2005).

## RESULTS AND DISCUSSION

The respondents that participated in the study were tourism-related entrepreneurs in Mtubatuba Local Municipality, South Africa. This study aims at profiling entrepreneurial behaviour based on demographic variables. The results in Table 1 show the profile of the respondents.

Results in Table 1 show that majority of the respondents were South Africans (75%); and female respondents were somewhat in the majority (about 58%). The sample consists more of the White racial group (about 53%), suggesting that they dominate the tourism industry in this region. About 43% of the respondents were below 40 years old, and about 57% of the respondents were above 40 years old, reflecting that the sample is relatively matured. It has been argued that the younger people are more involved in entrepreneurial activities, however, most of them failed to demonstrate the level of maturity along the way, and that results in a high rate of failure of businesses (Ramasobana and Fatoki, 2017). Most of the respondents are fairly new entrepreneurs (about 70% of the respondents are 6 years or below in the business, while about 30% have operated their businesses for more than 6 years). The research findings by Jonker et al. (2009) confirmed that when entrepreneurs stay in business for many years, their entrepreneurial skills also increase. The results reveal that the majority of respondents are owners of accommodation businesses (about 45%). Results in Table 2 through Table 8 show that respondents tend to agree mostly to the entrepreneur attributes statements in the questionnaire.

Table 1. Profile of the respondents (N = 124)

Variable	Category	Frequency (%)
Origin	South African	75
	Non South African	25
Gender	Female	58.1
	Male	41.9
Ethnic group	Black (Black Africans, Indians, and Coloured)	46.8
	White	53.2
Age group	Below 40 years	42.7
	40 years or above	57.3
Number of years in business	6 years or below	70.2
	Above 6 years	29.8
Type of business	Accommodation	45.2
	Food and Beverage	14.5
	Events Management	12.9
	Tour Operation	7.3
	Travel Agency	4.0
	Tour Guide	6.5
	Car rentals	6.5
	Resorts	2.4
	Consultancy	0.7

Table 2. Relationship between entrepreneur's perceptions of 'learning and acquiring resources' and entrepreneur's demographic variables

Learning and acquiring resources - Statements	Mean <sup>a</sup>	Compared with entrepreneur's socio-demographic variables <sup>b</sup>
South African entrepreneurs or business owners lack the expertise to develop tourism in South Africa	2.00	**age group – 40 years and above agree more
Attending business courses <b>before</b> starting tourism business is important	1.84	** age group – 40 years and above agree more
Attending any business courses <b>after</b> starting tourism business is important	1.87	* age group – 40 years and above agree more
I have the ability to learn from failure	1.83	N.S
I was able to acquire resources on my own to start a tourism business	1.87	N.S
I have a strong skill of acquiring financial resources to run my business	2.04	N.S
I have the ability to learn new ways of doing things	1.81	N.S
<b>Reliability Statistics (learning and acquiring resources), Cronbach's Alpha = .754, N of Items = 7, Valid cases = 124 (100%), Excluded cases = 0 (0%), Total = 124</b>		

Notes: <sup>a</sup>Questionnaire was itemised along a 5-point Likert-type scale ranging from 1, Strongly agree; 2, Agree; 3, Neutral; 4, Disagree; 5, Strongly disagree

<sup>b</sup>Mann-Whitney U test significance: N.S, no significant results; \*,  $p < 0.05$ ; \*\*,  $p < 0.01$ .

The results in Table 2 indicate that the entrepreneurs who are 40 years old and above agree more to these three entrepreneurial attributes statements: 'South African entrepreneurs or business owners lack the expertise to develop tourism in South Africa', 'attending business courses **before** starting tourism business is important', and 'attending any business courses **after** starting tourism business is important' compared with those who are younger in age. However, the entrepreneur's perceptions of the entrepreneurial attributes – 'learning and acquiring resources' show no significant relationships with these four entrepreneurial attributes statements: 'I have the ability to learn from failure', 'I was able to acquire resources on my own to start a tourism business', 'I have a strong skill of acquiring financial resources to run my business', and 'I have the ability to learn new ways of doing things' compared with the respondents' demographic variables. Interestingly, this evidence posits that entrepreneurial success has some relationship with 'the level of maturity' of the responding entrepreneurs. These results reflect those of Urban (2014), Ahmad (2015), and Premand et al. (2016) regarding positive relationships between entrepreneurial abilities and the level of maturity. In Table 3, relationship tests were conducted between entrepreneur's statements on 'innovative thinking and networking', and 'entrepreneur's demographic variables'. The results in Table 3 show that the respondents who are 40 years and above agree more than those who are below 40 years of age with this statement: 'innovation and networking are important aspects for the entrepreneur in daily business operations'. Results also show that the White ethnic group agree more than the Black ethnic group with this statement: 'I know how to create better products and services in my business'. This provides possible explanations as to why many tourism businesses owned by youths and Black ethnic group have less survival rates in South Africa. This gives room for further research. Regarding those who are below 40 years of age, the results in this study supports evidence from previous observations (such as

Ezeuduji and Ntshangase, 2017a, b) that the tourism entrepreneurs, especially youths, are facing a number of difficulties, including lack of expertise to carry out an economic activity, lack of training, and lack of skills in the field of management and marketing.

Table 3. Relationship between entrepreneur's perceptions of 'innovative thinking and networking' and entrepreneur's demographic variables

Innovative thinking and networking - Statements	Mean <sup>a</sup>	Compared with entrepreneur's socio-demographic variables <sup>b</sup>
Innovation and networking are important aspects for the entrepreneur in daily business operations	1.46	** age group – 40 years and above agree more
As an entrepreneur, I depend on my own creativity to develop my business and to make a mark in the industry	1.80	N.S
I believe that networking is often connected with the notion of friendship to overcome competition	1.63	N.S
I know how to create better products and services in my business	1.91	*White ethnic group agree more than Black ethnic group
Sometimes I depend on other business owners to be successful	2.21	N.S
Networking is one of the way for entrepreneurs to know each other's product offerings	1.88	N.S
I believe my business will grow quicker if I form connections with or become a member of professional bodies	1.88	N.S
<b>Reliability Statistics (innovation thinking and networking), Cronbach's Alpha =.779, N of Items = 7, Valid cases = 124 (100%), Excluded cases = 0 (0%), Total = 124</b>		

Notes: <sup>a</sup>Questionnaire was itemised along a 5-point Likert-type scale ranging from 1, Strongly agree; 2, Agree; 3, Neutral; 4, Disagree; 5, Strongly disagree

<sup>b</sup>Mann-Whitney U test significance: N.S, no significant results; \*,  $p < 0.05$ ; \*\*,  $p < 0.01$ .

Table 4. Relationship between entrepreneur's perceptions of 'business drive and enthusiasm' and entrepreneurs' demographic variables

Business drive and enthusiasm - Statements	Mean <sup>a</sup>	Compared with entrepreneur's socio-demographic variables <sup>b</sup>
I feel motivated and energetic to make a difference in the South African tourism industry	1.60	* age group – 40 years and above agree more *Entrepreneurs who are more than 6 years in business agree more
How to run my business successfully is always in my mind	1.60	N.S
I think I am one of the best entrepreneurs in South Africa	2.03	*Females agree more than males
I feel very attached to my business	1.82	N.S
It would be difficult for me to get rid of my business	1.73	N.S
It would be easy for me to start another tourism business because of experience and energy that I have	2.06	* age group – 40 years and above agree more
I always want to achieve greater things	1.81	* Females agree more than males
<b>Reliability Statistics (business drive and enthusiasm), Cronbach's Alpha =.710, N of Items = 7, Valid cases = 124 (100%), Excluded cases = 0 (0%), Total = 124</b>		

Notes: <sup>a</sup>Questionnaire was itemised along a 5-point Likert-type scale ranging from 1, Strongly agree; 2, Agree; 3, Neutral; 4, Disagree; 5, Strongly disagree

<sup>b</sup>Mann-Whitney U test significance: N.S, no significant results; \*,  $p < 0.05$ ; \*\*,  $p < 0.01$ .

The results in Table 4 suggest that those who are more than 6 years in business agree more than those who are less than 6 years in business that: 'they feel motivated and energetic to make a difference in the South African tourism industry'. In accordance with the present results, previous studies have advocated that those who had no prior business experience probably inherited the business from their family members without any prior experience in managing the business. They have a bigger chance of not doing well in their businesses (Neneh, 2011; Nene, 2015). Hence, this study agrees that training programs are very important and should be provided to low-skilled tourism entrepreneurs for the long-term survival of their businesses (Ezeuduji and Ntshangase, 2017b; Boermans and Willebrands, 2017; Santhi, 2017; Kallmuenzer and Peters, 2018). Such a lack of business skills is one of the crucial barriers to a firm's success (Pinar, 2015; Omerzel, 2016). The most striking result to emerge from this study is that females are more energetic and confident than males. Females agree more than males to these statements: 'I think I am one of the best entrepreneurs in South Africa', and 'I always want to achieve greater things'. This is enough evidence to state that females in this study agree more to a strong business drive and enthusiasm than their male counterparts. Rasul et al. (2016) opine that these are common characteristics that describe successful entrepreneurs. Again, respondents who are 40 years and above agree more than their younger counterparts regarding business motivation.

Table 5. Relationship between entrepreneur's perceptions of 'use of technology in the business' and entrepreneur's demographic variables

Use of technology in the business - Statements	Mean <sup>a</sup>	Compared with entrepreneur's socio-demographic variables <sup>b</sup>
The most important resource for tourism business is the Internet	1.67	** age group – 40 years and above agree more
Technology has a significant role in the success of the tourism entrepreneur	1.73	*South Africans agree more than non-South Africans
It helps to get additional technology education and training on an ongoing basis as an entrepreneur	1.66	N.S
The entrepreneur will struggle if she/he lacks modern technology	1.84	** Females agree more than males * South Africans agree more than non-South Africans
The entrepreneur's competitiveness increases by introducing and using modern technologies	1.77	** Females agree more than males * Entrepreneurs who are 6 years or below in business agree more
An entrepreneur cannot communicate effectively with his/her customers if he/she cannot use technology	1.87	** Females agree more than males
Modern technology is a very important source of information for an entrepreneur	1.75	** Females agree more than males
<b>Reliability Statistics (use of technology in the business), Cronbach's Alpha =.830, N of Items = 7, Valid cases = 124 (100%), Excluded cases = 0 (0%), Total = 124</b>		

Notes: <sup>a</sup>Questionnaire was itemised along a 5-point Likert-type scale ranging from 1, Strongly agree; 2, Agree; 3, Neutral; 4, Disagree; 5, Strongly disagree

<sup>b</sup>Mann-Whitney U test significance: N.S, no significant results; \*,  $p < 0.05$ ; \*\*,  $p < 0.01$ .

Results in Table 5 indicate that the respondents who are 40 years and above agree more strongly than those who are below 40 years of age, with this entrepreneurial attributes statement: 'the most important resource for tourism business is the Internet'. This is in line with the findings of Mamabolo et al. (2017) and Tichaawa (2017) who argue that the success of an entrepreneur greatly depends on attributes of the entrepreneur including the use of technology. Moreover, South Africans agree more than non-South Africans to these statements: 'technology has a significant role in the success of the tourism entrepreneur'; 'the entrepreneur will struggle if she/he lacks modern technology'. This concurs with previous studies that recognize technology as a key role player in determining the success of the tourism

entrepreneur and the tourism business (African Development Bank, 2016). Female entrepreneurs tend to support the necessity of the use of technology in the business, more than their male counterparts. This shows that female entrepreneurs are more aware than their male counterparts, of the barriers and opportunities that technology can bring in the way of an entrepreneur. Most of the entrepreneurs surveyed do not have adequate computer skills and internet access in their businesses.

Table 6. Relationship between entrepreneur's perceptions of 'being visionary and having achievement motivation' and entrepreneur's demographic variables

Being visionary and having achievement motivation - Statements	Mean <sup>a</sup>	Compared with entrepreneur's socio-demographic variables <sup>b</sup>
I know where I will be or what I will achieve as a business owner in 5 years' time	1.65	* Females agree more than males
Lack of acceptance of personal responsibility for outcomes can hinder the entrepreneur's success	1.82	N.S
I enjoy facing and overcoming obstacles to my ideas	1.86	N.S
Entrepreneurial achievement motivation is one of the key components for entrepreneurial success	1.68	* Females agree more than males
I know how to set goals and reaching these goals through my own effort	1.87	N.S
I have love and passion for work in the tourism industry	1.78	** White ethnic group agree more than Black ethnic group
Hard work is very important for entrepreneurial success	1.71	N.S
<b>Reliability Statistics (being visionary and having achievement motivation), Cronbach's Alpha =.780, N of Items = 7, Valid cases = 124 (100%), Excluded cases = 0 (0%), Total = 124</b>		

Notes:<sup>a</sup>Questionnaire was itemised along a 5-point Likert-type scale ranging from 1, Strongly agree; 2, Agree; 3, Neutral; 4, Disagree; 5, Strongly disagree

<sup>b</sup>Mann-Whitney U test significance: N.S, no significant results; \*,  $p < 0.05$ ; \*\*,  $p < 0.01$ .

In Table 6, results indicate that females agree more than males with these entrepreneurial attributes statements: 'I know where I will be or what I will achieve as a business owner in 5 years' time', and 'entrepreneurial achievement motivation is one of the key components for entrepreneurial success'. Previous research has established that the psychological characteristics associated with entrepreneurship is needed for entrepreneurial achievement (Chen et al., 2012). Previous studies such as Neneh (2011) and Chen et al. (2012) posit that the individuals who have a great need for achievement possess five important qualities, namely, the individual responsibility; moderate risk taker; knowledge of results of decisions; novel instrumental activities and the anticipation of the future possibilities. Entrepreneurs from the White ethnic group agree more than those from the Black ethnic group with this entrepreneurial attributes statement: 'I have love and passion for work in the tourism industry'. We can therefore infer that the entrepreneurs from the Black ethnic group have less entrepreneurial achievement motivation. Entrepreneurs who have high achievement motivation also have attitude and behaviour which support their aims (Sutanto and Eliyana, 2014). Being visionary and having achievement motivation can translate into action in order to have a significant impact on the business performance (Neneh, 2015).

Table 7. Relationship between entrepreneur's perceptions of 'preparedness for risk taking' and entrepreneur's demographic variables

Preparedness for risk taking - Statements	Mean <sup>a</sup>	Compared with entrepreneur's socio-demographic variables <sup>b</sup>
No matter what the odds, if I believe in something, I make it happen	1.88	N.S
I always fix things that I do not like immediately	1.64	* age group – 40 years and above agree more
It is good to take some level of risks to succeed as a business owner	1.75	N.S
I test my abilities by engaging myself in complex tasks	1.81	* Females agree more than males * Entrepreneurs who are 6 years or below in business agree more
I am always looking for better ways to do things	1.87	N.S
Wherever I have been, I have been a powerful force for creating change	2.08	N.S
Taking calculated risks comes with being an entrepreneur	1.89	* South Africans agree more than non-South Africans
<b>Reliability Statistics (preparedness for risk taking), Cronbach's Alpha =.700, N of Items = 7, Valid cases = 124(100%), Excluded cases = 0 (0%), Total = 124</b>		

Notes:<sup>a</sup>Questionnaire was itemised along a 5-point Likert-type scale ranging from 1, Strongly agree; 2, Agree; 3, Neutral; 4, Disagree; 5, Strongly disagree

<sup>b</sup>Mann-Whitney U test significance: N.S, no significant results; \*,  $p < 0.05$ ; \*\*,  $p < 0.01$ .

The results in Table 7 show that the respondents who are 40 years and above agree more, compared with those who are below 40 years old with this entrepreneurial attributes statement: 'I always fix things that I do not like immediately'. Females and entrepreneurs who have been in business for 6 years or less agree more with this entrepreneurial attributes statement: 'I test my abilities by engaging myself in complex tasks'. South Africans agree more than non-South Africans with this entrepreneurial attributes statement: 'taking calculated risks comes with being an entrepreneur'. Two of the most important attributes for any business to grow are risk-taking and self-organisation (Omerzel, 2016; Amin and Hasbullah, 2018). More so, a real entrepreneur cannot put aside whatever problems she/he is facing; the entrepreneur must solve that problem (Bruwer and Smith, 2018). These findings strongly support those of Mohamed and Baqutayan (2016), and Boermans and Willebrands (2017). They posit that the risk attitude dimension is an important entrepreneur's attribute for success, as the risks-taking behaviour is an example of courage that must be possessed by the entrepreneurs.

In Table 8, results show that those who are 40 years and above agree more strongly than those who are below 40 years to these entrepreneurial attributes statements: 'I am good at turning resources into profitable outcomes', 'I am very concerned if I or my employees make mistakes', 'I know how to anticipate problems in advance and deal with them before they occur', and 'I am constantly seeking to improve my business operations'. Again, the White ethnic group agree more than the Black ethnic group; and entrepreneurs who are 6 years or less in business agree more with this statement: 'I am very concerned if I or my employees make mistakes'. Furthermore, females agree more than males regarding these statements: 'I know how to anticipate problems in advance and deal with them before they occur', 'I am always working hard towards delivering products or services to the customers on time', and 'I get myself or my employees regularly trained to do things better'. As far as this study is concerned, it seems that female entrepreneurs are more goal-driven than their male counterparts, especially in terms of putting more efforts in delivering better services and products to the customers. Surangi (2016) posits that the majority of the female entrepreneurs emphasized the purpose-driven nature and had more evidence of organized networking as a powerful weapon for them to succeed in the business world. They are able to create a good environment for them to operate efficiently (Omerzel, 2016). Based on the body of research on personality and entrepreneurship, entrepreneurs have to be efficient and effective to be able to control their behaviour and navigate business opportunities (Singh and Singh, 2016).

Table 8. Relationship between entrepreneur's perceptions of 'being efficient and effective' and entrepreneurs' demographic variables

Being efficient and effective - Statements	Mean <sup>a</sup>	Compared with entrepreneur's socio-demographic variables <sup>b</sup>
I am good at turning resources into profitable outcomes	1.74	** age group – 40 years and above agree more
I am very concerned if I or my employees make mistakes	1.63	* age group – 40 years and above agree more * White ethnic group agree more than Black ethnic group * Entrepreneurs who are 6 years or below in business agree more
I know how to anticipate problems in advance and deal with them before they occur	1.90	** age group – 40 years and above agree more * Females agree more than males
I am always working hard towards delivering products or services to the customers on time	1.75	** Females agree more than males
I am constantly seeking to improve my business operations	2.17	** age group – 40 years and above agree more
I get myself or my employees regularly trained to do things better	1.90	** Females agree more than males
I am always making profit in my business	1.91	** White ethnic group agree more than Black ethnic group
<b>Reliability Statistics (being efficient and effective), Cronbach's Alpha =.803, N of Items = 7, Valid cases = 124 (100%), Excluded cases = 0 (0%), Total = 124</b>		

Notes: <sup>a</sup>Questionnaire was itemised along a 5-point Likert-type scale ranging from 1, Strongly agree; 2, Agree; 3, Neutral; 4, Disagree; 5, Strongly disagree

<sup>b</sup>Mann-Whitney U test significance: N.S, no significant results; \*,  $p < 0.05$ ; \*\*,  $p < 0.01$ .

## CONCLUSIONS

This study found that the entrepreneurs' demographic variables such as 'age', 'gender', 'cultural group', 'nationality' and 'business experience' have significant influence on entrepreneurial attributes. These study results are particular to the study area (Mtubatuba Local Municipality, South Africa) at the time the study was conducted, and cannot be generalized across regions and nations. This study has limitation as it made use of convenience sampling (a non-probability sampling method). It therefore implies that one has to be careful in interpreting or implementing the results, as the results can be statistically argued to not be representative of the study population (Mtubatuba Local Municipality). This study however is significant as it contributes to the body of knowledge regarding how demographic variables may influence entrepreneurial attributes.

The older entrepreneurs studied (40 years of age and above), place more importance than the younger ones on 'learning and acquiring resources', 'innovative thinking and networking', 'business drive and enthusiasm', and 'being efficient and effective'. Female entrepreneurs demonstrated stronger possession of entrepreneurial attributes of 'business drive and enthusiasm', 'use of technology in the business', 'being visionary and having achievement motivation', and 'being efficient and effective' than their male counterparts. Entrepreneurs belonging to the White ethnic group demonstrated stronger possession of entrepreneurial attributes of 'innovative thinking and networking', 'being visionary and having achievement motivation', and 'being efficient and effective' than those in the Black ethnic group. South African entrepreneurs place more importance than non-South African entrepreneurs regarding 'use of technology in the business', and 'preparedness for risk taking'. Finally, entrepreneurs who have 6 years or longer business experience demonstrated somewhat stronger possession of entrepreneurial attributes of 'business drive and enthusiasm', 'use of technology in the business', 'preparedness for risk taking', and 'being efficient and effective'.

Further research is needed in other regions of the world to validate the findings of this study (as this research is exploratory in nature) and shed more light into the probable causal factors regarding these demographic differences in entrepreneurial behaviour. Cultural differences across the world regions can also be established using multivariate analyses of data collected from larger sample sizes, as this study is only descriptive employing bivariate analysis.

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## THE EFFECT OF ONLINE TRAVEL AGENCIES (OTA) ON BRAND RELATIONSHIPS IN LOW AND HIGH-END HOTELS IN SOUTH AFRICA

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**Abstract:** The purported study explored Online Travel Agencies (OTA) influence on consumers brand relationships towards hotels and provided convenient and easy purchase decisions for South African Millennial consumers who travel or intend to travel. Empirical and theoretical investigation in in low and high-end hotel groups was executed, explored the research problem aimed at filling the gap. Hypotheses were quantitatively tested using Structural Equation Modelling (SEM), Confirmatory Factor Analysis (CFA) tested reliability and validity. A quantitative methodology philosophy was used, and random sampling employed to selected respondents among the millennials and Amos and SPSS 25 obtained CFA and path model to determine best model fit. Findings indicated that there is a positive relationship between hotel brand loyalty and repurchase intentions. However, consumer may be attitudinally loyal and may need marketing incentives to ensure that the consumer become behaviourally loyal to ensure visitation to the hotel brand. Originality and value of the research is in the study proving significant insight into the travel industry and in its ability to provide marketers an understanding of customer satisfaction and retention, fresh contemporary evidence supported by reliable information contributing to body of knowledge giving lieu-way into further research on brand relationships in low & high-end hotels.

**Key words:** Brand Loyalty, Hotel Groups, -End, Low -End, Relationships, Millennials, Travel Agents.

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### INTRODUCTION

The web has changed the travel industry and the conduct of voyagers by giving a wellspring of circulation and correspondence that crossed over any barrier among customers and providers. Preceding the web the lodging business was dependent on movement intermediates, for example, travel operators, to circle promoting material and to guarantee buys were made by buyers. The web permits go providers to achieve clients straightforwardly without depending on middle people (Amaro and Duarte, 2015). With the following 10 years recent college grads (Generation Y) will be a huge client sections for inns around the world, in this manner, it is essential for advertisers to make associations with twenty to thirty year olds (Bilgihan, 2020). Online and portable booking can be finished through a middle person, for example, Online Travel Agencies [OTA] (Yang et al., 2015). OTA's are helpful and simple by giving a variety of exchanges, including flights and inn appointments. Enabling buyers to asses' practical advantages and mental advantages and that may drive brand reliability (Ozturk et al., 2016; Yeh et al., 2016). An online delegates' job, for example, an OTA is to discover providers and potential buyers. Besides, to decide the costs of the item or administration, building up the terms of exchanges, keep record of installments and exchanges just as give arrangements of accessibility of merchandise and ventures (Yang et al., 2015).

Customer value theory states that value perception is the fundamental to brand loyalty as consumers remain loyal if they notice more value from a brand (Yeh et al., 2016). Datta et al (2018) stated that the factors of brand loyalty are functional value, emotional value, and social value as grounded on consumer value theory. However, value can elicit brand loyalty this can be understood in terms of functional value, emotional value and social value (Kherrou et al., 2018). Whereby, functional value creates consumers' preference and loyalty to the brand (Kontsiwe and Visser, 2019). Emotional value when perceived higher, consumers have brand loyalty evidently seen in repurchase intentions, will to pay, and positive word-of-mouth (Munien et al., 2019). Social value when perceived as higher, consumers show greater brand loyalty behaviours of disseminating positive information and accepting premium prices (Yeh et al., 2016). Furthermore, Baiburiev et al (2018) found that value motivates consumers to purchase repeatedly where consumer purchase decisions are made on product evaluations. Whereby perceived value is the customer's valuations on quality and price of products and services post-purchase as well as the advantage gained from the product and brand (Ercis et al., 2012). Pre-purchase information is whether the product or service meets customer's functional needs and is affected by product factors, customer's factors as well as situational factors (Kotler and Keller, 2012; Schiffman and Wisenblit, 2015 in Chivandi, 2018).

### LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

IT has grown and has altered the behaviour of travellers (Crnojevac et al., 2010). Online distribution of services such as for hotel is increasing as these online services benefit both the hotels and travellers (Stangl et al., 2016). There is an increase in m-commerce (mobile commerce) as an increasing number of mobile devices that are being used to make payments online (Ozturk et al., 2016). Where Tourism is the top industry in online transactions volume and hotel reservations the second most bought online travel product (Bilgihan 2020; Stangl et al., 2016). Hospitality enterprises are using numerous online distribution channels to foster online purchasing and for visibility in increasing

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awareness and interest (Morgan et al., 2009). Rogerson et al. (2016) found that how those traditional channels (i.e., telephone, fax, letters and walk-ins) still play a dominant role in terms of distributing hotel room; however, OTAs who have a strong position as a booking channel. The OTAs have a global reach that can build on economies of scope and scale, aggregate products, offer deals in multiple languages and provide a convenient shopping for all travel one site. On average hoteliers use 3.61 OTAs Interestingly (Stangl et al., 2016). The Internet has transformed the way of business (Cantalops and Salvi, 2020). Whereby tourists are more demanding, more informed and educated as well as more aware of the diversity of choices available to them (Tuzunkan et al., 2018). Crnojevac et al (2010) found that due to online booking consumers are more sophisticated as online booking have made consumers increasingly powerful and more so able determine the elements of tourist products. The study established that customers of tourism have become increasingly difficult to satisfy (Datta et al., 2018). This change in behaviour has led to the growth of online distribution (Morgan et al., 2009). The key reasons for the internet's advancement as a reservations channel is the internet's dependability as a channel for intangible goods, customers presume items online to be sold are less expensive, the internet's allowance for fast price assessments and reduced search charges and customers can get in direct communication with the seller (Baiburiev et al., 2018). Online Travel Agencies (OTAs) came about in the 1990's. OTAs are third-party companies that sell products from multiple suppliers. OTAs place a disadvantage on hotels by compelling hotels to sell a great number of their inventory using intermediaries, sold frequently at discounted prices Cohen and Crabtree, 2006). OTAs create economies of scope, gather products and reduce costs for cost effective solutions in providing deals that are superior to the deals on hotels own websites (Rogerson et al., 2019). OTAs use data mining to adapt direct mail and loyalty programmes. There are many difficulties for hoteliers as OTAs can generate customer value and provide ease in information search and booking (Ferketich, 2015). Hoteliers are losing control over their products and brands because of their reliance on OTAs (Kherrou et al., 2018). OTAs hinder a hotel from nurturing a relationship with a customer by making price, location, photos and reviews as of greater significance than the hotel brand for potential guests.

The online price transparency of OTAs has caused price competition and reduced guest loyalty. However, Independent hotels are more so dependent on an OTA for brand awareness to attract guests (Logt, 2017). Thus, it is important that hoteliers assess their relationships in distribution networks to ensure that they get exposure to the market and exploit the share of the total value obtained from being part of a network (Datta et al., 2018). The booking process varied according to the type of travel, where guests did not book on the internet for a business trip or group tour. Whereas guests booked on the internet when staying for a conference or for holiday (Caruana, 2020). Generational cohorts share life experiences which cause them to develop similar attitudes and beliefs. Shared life experiences and social context trigger each generational cohort to develop different beliefs, expectations and views regarding their lives and consequently different behaviours which results in cohorts developing their own distinct characteristics (Bilgihan, 2020).

Marketers need to create relationships between their brands and the Generation Y consumers through various steps to increase brand loyalty of this disloyal segment (Ushakov et al., 2019). This cohort process websites faster than older generations and they are moving away from standard text toward images, compelling videos and social websites. Therefore, hotel marketers should understand their responses to online marketing efforts and design their websites accordingly to drive online bookings (Bilgihan, 2020). Websites can create a positive tie between the traveller and the hotel brand. It is fundamental for hotels to have websites that appeal customers and reassure online booking to establish customer loyalty (Tuzankan, 2018). Millennials are interested in travel as well as experiences and will be the most significant customer base for hotels. People under age 30 travel 4.7 times per year on business compared to 3.6 times per year for 30 to 45- year-olds. (Morgan, 2009). Chuah et al., (2017) study found that Gen Y consumers are price conscious yet have emotional value as greater importance. The difference is the generations, the study suggests may be a result of Generation Y having been brought up in a world of changes regarding experiences, technologies, and cultural and environmental changes. Making Generation Y's needs and expectations may different causing changes in satisfaction and loyalty decisions. The study of Rogerson et al (2019), furthermore stated the need for customer-centric (relational and customization) value to satisfying and retaining this cohort. Whereby this generation are motivated by incentives and they want their loyalty to be reciprocated. Consumer decision making process is when consumers search and evaluate the information and make a decision.

A model of customer basic leadership takes a gander at a buyers' methodology in choosing an item among the contenders just as presentations the stages shoppers experience when settling on a buy choice just as post buy conduct (Dudovskiy, 2013). As indicated by (Schiffman and Wisenblit, 2015) the items and administrations the buyer are settling on are required to fulfill their necessities. The Fornell and Larcker, 1981) model of customer basic leadership process incorporates three segments, info, procedure and yield. The model is utilized to make and facilitate significant ideas into an entire. As indicated by Yeh et al., (2016) this procedure stage is noteworthy to the investigation in deciding why twenty to thirty year olds settle on buy choices. The pre-data seek inside the investigation can be controlled by taking a gander at the useful, reasonable and enthusiastic requirements of the shopper (the client's qualities). Schiffman and Wisenblit (2015) states that post buy assessment is significant in the investigation repurchase is an aftereffect of a client's decisions and sentiments. Repurchase is noteworthy as the expectation for a shopper to repurchase means that the customer's image reliability and trust to the brand. Anticipation Disconfirmation Theory (EDT) - The hope disconfirmation takes a gander at the connection among disconfirmation and fulfillment (Datta et al., 2018). The investigation found that lament has a circuitous effect on reuse aim through fulfillment and lament impacts the degree to which clients are disappointed and fulfillment impacts the aim to reuse. Liao et al., (2020) recommends that administration quality may diminish lament therefore essentially improve online consumer loyalty. Liao et al., (2020) saw a positive connection between site characteristics to fulfillment, anyway was a negative relationship to lament. This investigation of (Dudovskiy, 2013) proposes estimating lament with EDP, as lament contrarily influences fulfillment and reuse aim. Elements that impact client faithfulness can be comprehended as inside and outside variables. Inside variables incorporate the item itself, administration quality, advancement blend, and expenses (Yoo and Baib, 2013). Outside components are including exchanging costs, situational factors, saw esteem, fulfillment, duty, and trust (Yoo and Baib, 2020). It is apparent from the talk underneath that in the friendliness/lodging industry division, brand loyalty impacts on authoritative notoriety, client esteem and repurchase goal. Accordingly in embraced this examination we conjectured that there is a huge connections on the exploration builds.

## MATERIALS AND METHODS

This examination made utilization of a quantitative research system that by and large included the gathering of essential information from an objective populace of those dwelling in Gauteng South Africa and are over the age of 18. This was improved the situation the reason for catching the more extensive populace of age y associate/millennial. Quantitative essential research was directed utilizing a self-managed poll to gather information. The poll configuration permitted the assurance of the Confirmatory Factor Analysis files, Chi-Square/level of opportunity, Comparative Fit Analysis and the Incremental Index of Fit. A cross-sectional examination was directed because of time impediments which limited the utilization of longitudinal investigations. The populace alludes to the all out gathering and additionally components important to the analyst whom the specialist embarks to question so as to get data and making educated

derivations (Likert, 2016). In this investigation the example outline are people in CBD-Braamfontein Johannesburg who are trying to travel or who are dynamic explorers, who possess a keen versatile device or claim a PC to direct on the web and portable appointments through an OTA and have an emphasis on the millennial populace (age y).

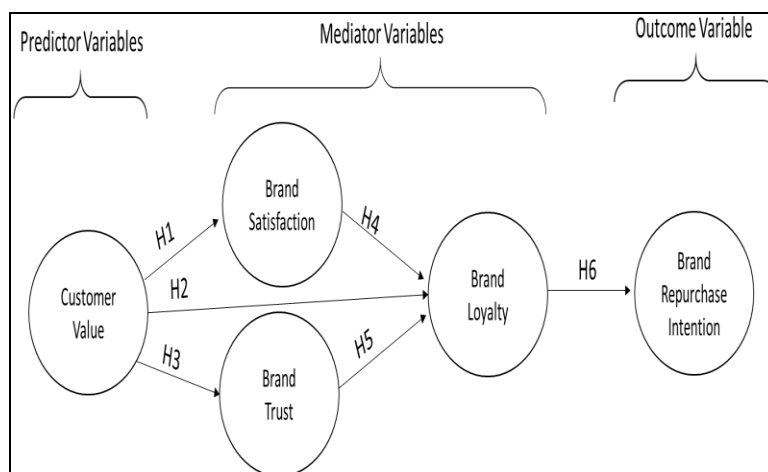


Figure 1. Conceptual Model (Source: Chivandi et al., 2019)

*H1: Customer Value has a positive relationship on customer brand satisfaction*

*H2: Customer Value has a positive relationship on brand loyalty*

*H3: Customer Value has a positive relationship on customer brand trust*

*H4: Brand satisfaction has a positive relationship on brand Loyalty.*

*H5: Brand trust has a positive relationship on brand loyalty*

*H6: Brand loyalty has positive relationship on brand repurchase Intention*

## RESULTS DISCUSSIONS

### Sample Description

Table 1. Summary of demographics (Data source: Chivandi et al., 2019)

Age	Frequency	Percent (%)
18-22	195	78.0
23-27	35	14.0
28-32	3	1.2
Above32	17	6.8
Total	250	100.0
Gender	Frequency	Percent (%)
Male	71	28.4
Female	175	70.0
Prefer not to say	4	1.6
Total	250	100.0
Do you own a smart device (e.g. mobile phone, tablet) or laptop/computer	Frequency	Percent (%)
Yes	247	98.8
No	3	1.2
Total	250	100.0
Have you booked accommodation at a hotel?	Frequency	Percent (%)
Never	29	11.6
I intend to in the future	67	26.8
Yes	154	61.6
Total	250	100.0
Have you used an hotel online travel agency (such as Trivago, Hotels.com and booking.com) to make hotel booking decisions?	Frequency	Percent (%)
Always	45	18.0
Sometimes	101	40.4
Never	104	41.6
Total	250	100.0
Do you use Air BnB when searching for travel accommodation?	Frequency	Percent (%)
I don't use Air BnB	153	61.2
I sometimes use Air BnB	81	32.4
I always use Air BnB	16	6.4
Total	250	100.0
If you have booked through a hotel, in your last hotel booking what was the star rating?	Frequency	Percent (%)
One *	4	1.6
Two **	6	2.4
Three ***	63	25.2
Four ****	115	46.0
Five *****	62	24.8
Total	250	100.0

The demographic profile is given of the respondents of age and gender. Followed by the questions on whether the respondents have a smart device (e.g. mobile phone, tablet) or laptop/computer, have booked accommodation at a hotel, have used an hotel online travel agency (such as Trivago, Hotels.com and booking.com) to make hotel booking decisions, have used Air BnB when searching for travel accommodation and whether the respondents last hotel booking was a star rating of either one star or to five stars.

Thereafter the average mean standard deviation of each research construct is given (Table 1).

The respondents, 78% are between the age ranges of 18-22 with 70% being female. Most of the respondents own a smart device or laptop/computer at 98.8%. Regarding booking of hotels, 61.6% have booked hotel accommodation before with 58.4% having at some stage booked accommodation through an online travel agency. Air BnB however is not a prominent accommodation service with only 6.4% of respondents stating that they always use Air BnB to book hotels. It is evident that most respondents of 70.8% book high end hotels of either 4 or 5-star ratings.

Table 2. Summary of descriptive statistics

Research constructs	Scale Item	Cronbach test	Factor Loadings	AVE	CR			
	Mean	Std. Deviation	Corrected Item-Total Correlation	$\alpha$ value				
CV	CV 1	3.86	0.830	0.468	0.745	0.653	0.42	0.74
	CV 2	3.63	0.990	0.414		0.625		
	CV 3	3.74	1.042	0.410		0.605		
	CV 4	4.01	0.845	0.540		0.706		
SAT	SAT 1	4.13	0.852	0.664	0.930	0.871	0.77	0.93
	SAT 2	4.15	0.840	0.709		0.913		
	SAT 3	4.12	0.858	0.654		0.878		
	SAT 4	4.02	0.869	0.719		0.852		
TR	TR 1	4.03	0.929	0.681	0.842	0.805	0.59	0.85
	TR 2	3.46	1.216	0.635		0.707		
	TR 3	3.86	0.951	0.682		0.815		
	TR 4	4.11	0.864	0.636		0.749		
LO	LO 1	4.12	0.908	0.765	0.913	0.845	0.69	0.92
	LO 2	4.13	0.918	0.767		0.877		
	LO 3	3.92	1.059	0.768		0.874		
	LO 4	3.60	1.068	0.700		0.729		
	LO 5	3.80	1.053	0.744		0.808		
INT	INT 1	3.02	1.225	0.568	0.888	0.840	0.67	0.89
	INT 2	2.96	1.228	0.500		0.854		
	INT 3	2.87	1.220	0.445		0.858		
	INT 4	3.00	1.242	0.509		0.715		

The standard deviation is the data values average distance from the mean (average), thus indicating how far-off a value is from the mean. A low standard deviation indicates that the results are near the mean (Plooy-Cilliers et al., 2014). Indicates for customer value that the respondents agreed to the statements measuring the construct with overall mean of (M=3.6), Indicates for brand satisfaction that the respondents agreed to the statements measuring the construct with overall mean of (M=4), Indicates for brand trust that the respondents agreed to the statements measuring the construct with overall mean of (M=3.8), Indicates for brand loyalty that the respondents agreed to the statements measuring the construct with overall mean of (M=3.9) and Indicates for customer value that the respondents where neutral to the statements measuring the construct with overall mean of (M=3) The Cronbach's Alpha Coefficient is the average of all split-half coefficients resulting from different ways of splitting the scale items. The coefficient assesses the consistency of the entire scale (Hair et al., 2010). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability (Malhotra and Birks, 2006). The agreed upon lower limit of the Cronbach Alpha is 0.70 (Hair et al., 2010). An important property of coefficient alpha is that its value tends to increase with an increase in the number of scale items (Malhotra and Birks, 2006). Thus, will increase the reliability value (Hair et al., 2010). The  $\alpha$  Values are greater than 0.6 for each research construct, all values are between 0.745 and 0.90.  $\alpha$  Value > 0.7, Customer value .745 > 0.7, Brand satisfaction .930 > 0.7, brand trust .842 > 0.7, brand loyalty .913 > 0.7, brand reuse intention .888 > 0.7. The reliability is confirmed for the measurement instrument 's variables. Average Value Extracted (AVE): The AVE values are larger than 0.4 for each research construct, values are between 0.42 and 0.77. All items surpassed the 0.4 benchmark thus there are acceptable levels of scale reliability.

Table 3. The correlation matrix for the study is illustrated below

		CV	SAT	TR	LO	INT
CV	Pearson Correlation	1				
SAT	Pearson Correlation	.507**	1			
TR	Pearson Correlation	.466**	.633**	1		
LO	Pearson Correlation	.528**	.725**	.751**	1	
INT	Pearson Correlation	.247**	.271**	.418**	.449**	1

**\*\*Correlation is significant at the 0.01 level**

NB: Customer value = CV, Brand satisfaction = SAT, Brand trust = TR, Brand loyalty = LO, Brand reuse intention = INT

The constructs identify if the correlations of the latent constructs are less than 1.0, where a value less than 0.7 is recommended and confirms existence of discriminant validity. A value less than 1 is acceptable. Table 2 shows that all the values are less than 1, thus showing discriminant validity.

Table 4. Model Fit Indices

Model fit Criteria	Chi-Square Index CMIN/DF	Norm Fit Index NFI	Relative Fit Index RFI	Incremental Fit Index IFI	Tucker-Lewis Index TLI	Comparative Fit Index CFI	Goodness of Fit Index GFI	Root Mean Square Error of Approximation RMSEA
	1.783	.923	.904	.965	.955	.964	.905	.056

The Chi-Square (1.783) is than the threshold of < 2, thus confirming that there is acceptable fit. The results (NFI of 0.923, RFI of 0.904, IFI of 0.965, TLI of 0.955, CFI of 0.964 and GFI of 0.905) confirm the good fit, where the threshold of (> 0.9) has been met. Furthermore, RMSEA (0.56) indicates that there is a good fit, by meeting the threshold of <0.05. Chi-square Index.

Table 5. Model fit assessment for path model

Model fit Criteria	Chi-Square Index CMIN /DF	Norm Fit Index NFI	Relative Fit Index RFI	Incremental Fit Index IFI	Tucker-Lewis Index TLI	Comparative Fit Index CFI	Goodness of Fit Index GFI	Root Mean Square Error of Approximation RMSEA
	1.517	.937	.918	.978	.971	.977	.921	.046

The Chi-Square (1.517) is less the threshold of  $< 2$ , thus confirming that there is acceptable fit. The results (NFI of .937, RFI of 0.918, IFI of 0.978, TLI of 0.971, CFI of 0.977 and GFI of 0.921) confirm the good fit, where the threshold of  $(> 0.9)$  has been met. Furthermore, RMSEA (0.46) indicates that there is a good fit, by meeting the threshold  $(< 0.05)$  (Yüksel and Yüksel, 2001).

### Hypothesis Testing

The hypotheses and the path coefficients will be discussed in the following section. The path coefficients indicate the strength of the relationship between variables whereby a strong relationship between the two variables is evident in a high  $p$  value. Thus, to establish whether a hypothesis is supported, the  $p$  values are looked at. The hypotheses coefficients of the research study are in the range of  $p < 0.01$  to  $p < 0.06$ ; thus, the hypothesis of the study are supported and significant (Schumacker and Lomax, 2004).

Table 6. Results of Structural Equation Model Analysis and hypothesis

Proposed hypothesis relationships	Hypothesis	Path Coefficients	P-Values	Rejected/supported
CV $\rightarrow$ SAT	H1	.665	***	Supported and significant
CV $\rightarrow$ LO	H2	.192	0.006	Supported and moderate significance
CV $\rightarrow$ TR	H3	.606	***	Supported and significant
SAT $\rightarrow$ LO	H4	.394	***	Supported and significant
TR $\rightarrow$ LO	H5	.419	***	Supported and significant
LO $\rightarrow$ INT	H6	.418	***	Supported and significant

The strongest relationship is identified as hypothesis one that tested the relationship between customer value and brand satisfaction. Thus, indicating a strong relationship between the two variables. the second strongest relationship is hypothesis three (that measured the relationship between customer value and brand trust). However the other hypothesis that had supported and significant relationships are hypothesis four ( that measured the relationship between brand satisfaction and brand loyalty), hypothesis five ( that measured the relationship between brand trust and brand loyalty) and hypothesis six ( that measured the relationship between brand loyalty and brand reuse intention), However the high  $p$  value of 0.006 with the low  $\beta$  Coefficient of 0.192 indicates that hypothesis 2 ( customer value and brand loyalty) still has a significant relationship yet has moderate significance.

#### **H<sub>1</sub>: Customer Value has a positive relationship on customer brand satisfaction**

**H1:** In support of the literature, the study findings were that the value offered by a hotel has a significant on the customer's hotel brand satisfaction. The study found that majority of the respondents agreed to having received value at their last hotel visit, whereby they believed they received a good deal that was highly reasonable as well as extremely good value and worthwhile and were satisfied, pleased, content and delighted about their overall experience of the hotel. The findings of the study are aligned with the findings of Kumar and Advani (2005), Nam et al (2011) and Shafiee and Bazargan (2018). Kumar and Advani (2005) found that the functional benefits of a product are essential for consumers to be satisfied with the brand. Nam et al (2011) confirmed that consumers' satisfaction with hotel or restaurant brands is reliant on functional as well as symbolic benefits and Shafiee and Bazargan (2018) found that regarding online shopping that e-service quality is a factor in generating customer satisfaction. The study suggests that hotels should meet and exceed that value offered to hotel guest to establish customer satisfaction. It is important for companies and brands need to meet the standards of quality, service, cleanliness and value; as customer satisfactions are a customer' perceptions of the product to their expectations.

#### **H<sub>2</sub>: Customer Value has a positive relationship on brand loyalty**

**H2:** The finding of the study revealed that Customer value has a positive relationship with brand loyalty. Value stimulates hotel brand loyalty as they feel they have received value, whereby customers would be more inclined to be brand loyal to a hotel if they felt they had received value from the hotel brand.

The findings revealed that the respondents would be brand loyal as they would say positive things about the hotel and recommend the hotel to other people as well as consider revisiting the hotel and encouraging others to visit the hotel. Evidently, the customers of the hotels are more inclined to repeat a purchase when there is value offered. This is supported by the significant and positive relationship between the customer value offered and the brand loyalty and whereby the functional value, emotional value and social value of the hotel increase repurchase intentions of the customer (the outcome of brand loyalty) To offer more value to retain and stimulate loyalty customers it may be important for hotels to offer value added services such as loyalty programs that may collaborate with entities such as airlines and restaurants to establish additional value for the guests.

#### **H<sub>3</sub>: Customer Value has a positive relationship on customer brand trust**

**H3:** The finding revealed that the value received from a hotel that met the expectations of the customer, ensured trust in the hotel brand. Showing a significant relationship between customer value and brand trust and is supported by literature on value and brand trust. So et al (2013) found that and excellent overall assessment of the utility (perceived value), showed greater brand trust and whereby this positive hotel brand evaluation turn into customers' loyalty. The study recommendations that in order remain authentic the brand communication needs to convey functional benefits as well as emotional and social benefits. (Kumar and Advani, 2005).

#### **H<sub>4</sub>: Brand satisfaction has a positive influence on brand Loyalty**

**H4:** The findings revealed that a positive relationship between the variables of brand satisfaction and brand loyalty. Thus, hotel satisfaction has a significant impact on hotel brand loyalty. The study supported by the literature that determined satisfaction as a precursor to brand loyalty. Mostert and Weideman (2016) found that loyalty cannot occur without customer satisfaction wherby there is a positive relationship amid customer satisfaction and behavioural and attitudinal brand loyalty with relationship intention among Generation Y. Nam

et al., (2011) also agrees to the positive relationship between satisfaction and loyalty and satisfaction is an indicator of future loyalty and business performance (Nam et al., 2011). Regarding the findings of Chuah et al (2017), the study suggests that to improve satisfaction, a base needs to be created for satisfied customers who stay loyal and spread favourable word-of-mouth about a company's services. Generation Y consumers' satisfaction is what leads to their loyalty and when their expectations are not met, this generation may change to a competitor (Mostert and Weideman, 2016). Thus, regarding the findings of Mostert and Weideman (2016) the study recommends understanding of Generation Y's needs and offer products and services to not only meet and exceed their needs.

**H5:** The findings revealed that there was a positive relationship between brand trust and brand loyalty as trust establishes an important bond between brand and customers, it is one of the determinants of brand loyalty (Ercis et al., 2012). The findings is supported by the literature on the relationship. Tuzunkan (2018) argued that trust has an important effect in the creation of consumer loyalty furthermore a study conducted. Kumar and Advani (2005) stated that consumers' loyalty will be sustained through brand trust where trust may be dependent the conveying of functional benefits (Kumar and Advani, 2005). High trust in a brand will help customers to lessen perceived risk and enable in repeat purchase of the brand. Thus, these customers will make repeat purchases as these customers' will be branding loyal (Kumar and Advani, 2005). For instance, Bilgihan (2020) eluded that the flow of the website during online shopping can develop a customer trust to a website.

#### **H<sub>6</sub>: Brand loyalty has a positive impact on brand repurchase Intention**

**H6:** Findings show that there is a positive and significant relationship between brand loyalty and reuse intentions. However, according to the mean value of respondents, respondents were mostly neutral to revising a hotel or recommending the hotel to others. The study suggests that consumers may be affectively brand loyal to a hotel however; consumers do not feel compelled to make a repeat purchase. Suggesting that behaviourally, consumers are not loyal to a hotel brand, yet they are affectively seen as loyal. Those who felt loyal did not feel compelled to use the same hotel, recommend the hotel to others and many have not repeated the hotel purchase and would look for alternative hotels on a travel agency. However, in the future the respondents, marginally, do plan to book the same hotel in the future and not look. However, regarding the revisiting intentions of hotel customers, it is important to understand that the tourism industry there are fewer opportunities for repeat bookings compared to other consumer goods and services. The findings of the study are supported by Dioko et al (2013) who agreed that hotel guests that are attitudinally loyal to a hotel brand are not resistant in switching across hotel brands that have been communicated to them. Furthermore, hotel guests may be unable or unwilling to switch hotel brands as they are constrained by factors thus keeping them in a state of stasis. Therefore, it is imperative not to see a consumer lack of switching (stasis) as loyalty. However, (Dioko et al., 2013 stated that it is important for the guest switching behavior among hotel categories to be understood by managers, as it gives an indication on the hotels brand performance and marketing results.

Hypothetically, this study contributes to literature on consumer behaviour, customer value, brand satisfaction, customer trust, brand loyalty and brand reuse intentions and study contributes academically by confirming the relationships of variables in the research conceptual model. This indicates that the elements of customer value, brand satisfaction, customer trust are precursor of brand loyalty that can be determined through brand reuse intentions. the research findings of the study provide valuable practical implications for marketers to develop better customer retention strategies for the Generation Y. the findings also provides a contribution to the marketing environment on hotelier's behaviours by determining that most persons that book accommodation at hotels use OTAs with many respondents using Air BnB. Thus, allowing marketers to understand the consumer behaviour of the consumer and competition to the hotel segment. Thus, allowing marketers to understand the consumer behaviour of the consumer and competition to the hotel segment.

## **CONCLUSION**

In a nutshell, the study findings indicated that consumers are attitudinally and loyal, thus marketers can act on this attitudinal loyalty through establishing brand loyalty programs, discounts, incentives as well as added value in order to get the consumer to revisit the hotel, thus establish behavioural loyalty and with technological advancement engagement of millennials and nurturing their loyalty is a top research priority for marketers to win their business and heart. 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 regarding the variables of brand loyalty that were analysed and determined. In further studies Brand identification, service quality and other precursor of brand loyalty that were excluded from the study can be analysed also be include. Future research The future research can look at the greater Johannesburg region as a sample and furthermore, the study can be conducted within hotel groups and various hotel boutiques to capture the direct target market.

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## ASSESSMENT OF THE PROSPECTS OF SPRINGS IN WESTERN KAZAKHSTAN FOR USE IN RELIGIOUS TOURISM

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**Abstract:** This work is devoted to the study of sacred springs in Western Kazakhstan, assessing their current state and prospects for use as objects of religious tourism. From the surveyed 75 springs of the West Kazakhstan region in the period 2012-2017, 20 springs corresponding to these parameters were identified. A field survey of famous Holy springs was conducted and their assessment as objects of recreation and cult worship was carried out. It is shown that on the territory of the region, Holy springs are characterized by a level of recreational and cult ratings from low to very high, with the predominance of a group of sources with a high rating, which indicates their excursion and pilgrimage attractiveness. Their sanitary and technical condition was assessed, the flow rate, pH, and hydrochemical composition of spring waters were determined, and spring passports were compiled. It is established that the sanitary condition is dominated by springs with a good rating. The presence of gazebo on the territories adjacent to the springs, their widespread improvement, make the springs promising objects of religious tourism of excursion, educational and pilgrimage directions.

**Key words:** springs, religious, tourism, sanitary, capture, holy places, ritual, pilgrimage, West Kazakhstan

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### INTRODUCTION

The tourism potential of Kazakhstan is rich and diverse and has unique opportunities for the development of almost all types of tourism, from educational, related to visiting cultural and historical sites to adventure, environmental and other active types of tourism (Yessimova et al., 2016; Mazhitova et al., 2018; Beketova et al., 2019; Kabdrakhmanova et al., 2019; Koshim et al., 2019; Koshim et al., 2020; Kerimbay et al., 2020; Akbar et al., 2020). Due to its unique nature, geographical location, and history, Western Kazakhstan has a fairly high potential for tourism development, however, tourist sites are still little known to the international community and the domestic market (Ramazanov et al., 2003; Sergeeva, 2011; Kubesova, 2015; Yegemberdiyeva et al., 2018). A huge number of various water bodies are concentrated on the territory of Western Kazakhstan, and some of them are of interest for the development of tourism and recreation. In particular, attention is being paid to religious tourism, which includes both pilgrimage and religious tourism with an excursion and educational orientation.

Research on the development of religious tourism is underway in Saudi Arabia (Ascoura, 2013; Triki, 2019), India, Japan (Ivanova et al., 2018), Norway (Jørgensen et al., 2020), France (McIntosh et al., 2020), Scotland, Canada (Wilson, 2020), Uzbekistan, Tajikistan (Bunakov et al., 2019), Russia (Krylov, 2011; Kuznecova et al., 2019), Armenia (Tovmasyan, 2016), Iran (Baranchikov, 2019) and other countries.

At the same time, there are few publications on the use of springs as objects of religious tourism. Works on Holy sources have been published in several regions of the Russian Federation (Belohvostikov, 2007; Anisimova, 2008; Bedula, 2010), they contain legends and legends related to the sources, the history of temples and monasteries that arose near them, and specific instructions about the location. In some works, the current state of Holy springs is considered, the peculiarities of their sanitary and technical condition are identified, and their assessment as objects of recreation and cult worship is given (Orekhova et al., 2016, 2017; Serak, 2017; Absalyamova, 2019; Di Puppo and Schmoller, 2019). Kazakhstan is not water-scarce in terms of total water supply per capita (MFA, 2016). However, the uneven distribution in space and time, in combination with excessive and often uncontrolled withdrawal for irrigation, create water scarcity (Zhupankhan et al., 2018).

At present, springs have a great recreational popularity, as a wide variety of near-water landscapes of springs attracts the attention of the population, and the water sources are widely used for balneological and drinking purposes, especially intensively used sources located in places that are well accessible to the population. In this regard, it is important to conduct a comprehensive assessment of the tourist potential of springs. At the same time, special attention should be paid to aesthetic properties, since they usually contribute to their attractiveness. In connection with the different tasks of types of religious tourism, there is a problem of evaluating the possibilities of using individual springs in various tours. In pilgrimage tourism, it is important to use the spring for religious rites. Excursion and educational tourism is based on the recreational attractiveness of objects.

### MATERIALS AND METHODS

Field surveys of 75 springs were conducted in 2012-2017 (Figure 1). Reconnaissance survey was conducted to assess the state of spring accumulation area and to specify the spring's location. Fixation of the spring on a topographic map has been done. Area, to be examined at each source, is 0.25 km<sup>2</sup>. Total examination area is 300 km<sup>2</sup>. Scope of work for the examination was fully accomplished together with the examination of flood bed, spring bolson, description of degree of peat formation, photographing. Water was sampled from all 75 springs in order to study their chemical composition and to evaluate the suitability for drinking. Analysis of indicators of sanitary-technical condition of the investigated water bodies, the determination of flow rate, pH, temperature and oxygen: pH directly in the field, nitrate content, turbidity, hydrocarbons, chlorides, sulphates, calcium, magnesium, total hardness, sodium and total mineralization in an accredited laboratory. The results of hydrochemical indicators were compared with the normative sanitary rules of the SanPiN of the Republic of Kazakhstan dated March 16, 2015 No. 209 "Sanitary and epidemiological requirements for water sources, places of water intake for drinking purposes, drinking water supply and places of cultural and domestic water use and water safety" (2015).

Methodological bases for assessing the recreational significance of springs and the prospects of their use for religious purposes were developed from a geosystem perspective by a group of well-known specialists (Sivokhip, 2005; Petin and Novykh, 2009; Katkova, 2013;

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Novykh & Demchenko, 2013; Orekhova et al., 2016, 2017), whose works were used by the author. The assessment of indicators of the sanitary and technical condition of the spring and its feeding area was based on the classification developed by the Moscow state geological exploration Academy (Shvets et al., 2002).

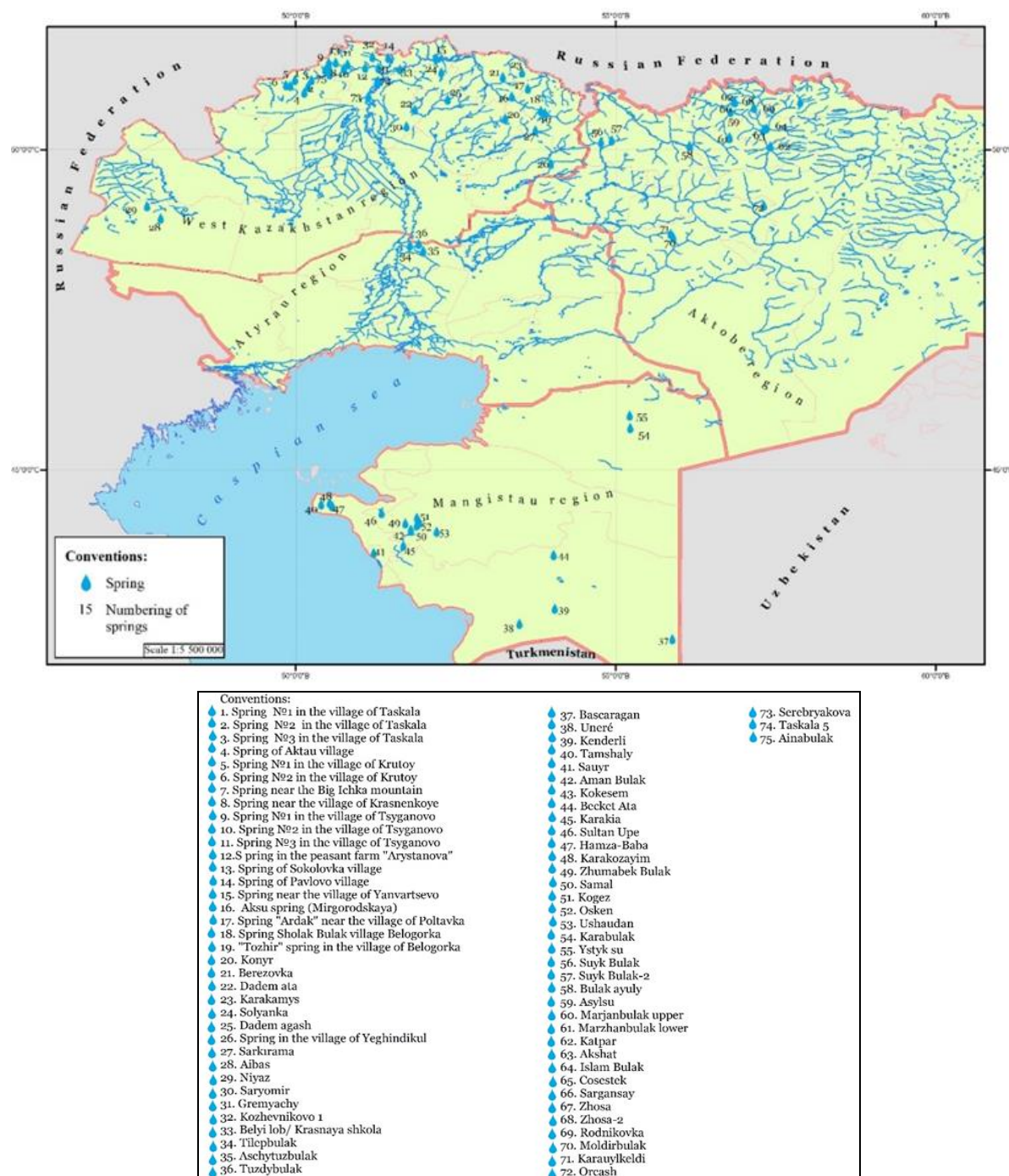


Figure 1. Location of springs in Western Kazakhstan (Source: a map with the legend compiled by the author and based on his own field data)

It covers three indicators: the technical condition of the capture Changed into capture, the sanitary condition of the spring and the sanitary condition of the feeding area. The technical condition of the capture indicator includes capture, technical equipment of the spring (a place to rest) and a place for water sampling. It can take three values:

- 1) Good – there is a capture and it is equipped with a place to rest and take water;
- 2) Satisfactory – at least one of the listed parameters is missing;
- 3) Unsatisfactory-the spring has only a capture, or it is not equipped.

Sanitary condition of the spring – an indicator that takes into account the contamination of the territory adjacent to the spring. If the territory of the spring location is cleared of household and industrial waste, the sanitary condition of the spring is called well, if there is household waste-satisfactory, and if placed near the spring of industrial waste – unsatisfactory. The sanitary condition of the spring feeding area is an indicator that takes into account the contamination of the spring's catchment area. If the feeding area of the spring is located within green areas, it is called good; if it is located on the territory of residential areas-satisfactory; unsatisfactory sanitary condition of the feeding area of the spring is characterized by the territories of industrial enterprises and landfills. The final assessment of the sanitary and technical condition of the spring is based on the lowest indicator (Orekhova et al., 2016).

In the method of evaluating the potential of springs for use in recreational and religious purposes includes score and the following: the presence of religious buildings; the presence of elements of ritual and ceremonial activities; aesthetics; landscape features spring-fed ravine; the presence and type capturing device; water quality; flow rate; frequency of attendance source; free access to the spring; the equipment places; ensuring sanitary and hygienic requirements when using a spring; the presence on the territory of household waste and other wastes. Each parameter was evaluated from 0 to 1 point, and the maximum score could reach 10 points. Based on the total score obtained for both scales, the following evaluation criteria were used: 0-2 points – very low (unsatisfactory); 2.5–4 points – low; 4.5–6 points – average; 6.5–8 points – high; 8.5–10 points – very high. The results of the assessments were included in the passports of the Holy springs. This method has been used by us in the field survey of springs in Western Kazakhstan for a number of years; in particular, some of the results of the assessment were reflected in publications (Akhmedenov and Idrissova, 2018; Akhmedenov and Idrissova 2019).

## RESULTS DISCUSSIONS

The veneration and sacralization of mountain ranges, rocks, caves, trees, and water sources, which is part of the traditional consciousness, has been known since ancient times. This worship of objects of nature as a relic was preserved by most of the Turkic peoples who adopted Islam, Christianity, and Buddhism, as evidenced by numerous works of ethnographers. Different aspects of the sanctity of water in the Turkic and Kazakh cultures are well developed in the works of Poyarkov (1891), Konshin (1901), Shulembayev (1975), Potapov (1991), Stasevich (2012), Tokhtabayeva (2017) and many others. When restrictions on religious worship were lifted in the 1990s, people flocked to shrines, reviving and rediscovering religious practices that never completely died out. They continue to do so today (Lymer, 2004). The cult of Holy places of natural origin is an integral part of the practice of pilgrimage to revered sites, which, in turn, has become one of the main features of the local (regional) form of Islam (Edelbay, 2012).

Pilgrimage to the Holy springs organically combines Islamized elements (reading the Koran, prayer, appeal to the moral foundations of Islam, sacrifice, etc.) and such pronounced pre-Islamic and non-Islamic forms of rites as an appeal to the spirits of the ancestors / aruaks who guard this place, "knot" magic, animism (worship of water, earth, wind, sun), etc. At present, it has become a tradition to worship "Holy places", which is a remnant of pre-Islamic beliefs (Basilov, 1992). Springs in Western Kazakhstan have healing properties and are places of pilgrimage. These springs and their spring tracts have fences, and springs and surrounding areas are regularly cleared. The map diagram (Figure 1) shows the location of all the studied springs in the period 2012–2017. The springs are located unevenly: 3 in the Atyrau region, 36 in the West Kazakhstan region, 17 in the Aktobe region and 19 in the Mangistau region. Of the 75 studied sources, 20, or 26.6% can be attributed to promising objects of religious and sacred tourism: Becket Ata, Dadem ata, Dadem agash, Sultan Upe, Sarkirama, Aksu, Akbulak, Bolshaya Ichka, Tamshaly, Sauyr, Moldirbulak, Cosestek, Sargansay, Islam Bulak, Asylsu, Karakozayim, Samal, Tilepbulak, Aschytyzbulak, Tuzdybulak (Figure 1). Analysis of the parameters for assessing the sanitary condition of the spring shows that some of them can be easily adjusted, while others are almost impossible to change (Table 1).

Table 1. Assessment of the sanitary and technical condition of sacred springs in Western Kazakhstan  
(Data source: Personal original data, and also Akhmedenov and Idrissova, 2019)

Evaluation parameter	Share of springs, %		
	good	satisfactory	unsatisfactory
The technical condition of the structure	50 (Becket Ata, Dadem ata, Dadem agash, Islam Bulak, Asylsu, Moldirbulak, Cosestek, Sargansay, Karakozayim, Akbulak)	20 (Bolshaya Ichka, Sultan Upe, Sarkirama, Aksu)	30 (Samal, Sauyr, Tamshaly, Tilepbulak, Aschytyzbulak, Tuzdybulak)
Sanitary condition of the spring	70 (Becket Ata, Dadem ata, Dadem agash, Sultan Upe, Sarkirama, Islam Bulak, Asylsu, Bolshaya Ichka, Tamshaly, Sauyr, Karakozayim, Tilepbulak, Aschytyzbulak, Tuzdybulak)	30 (Samal, Aksu, Akbulak, Moldirbulak, Cosestek, Sargansay)	0
Sanitary condition of the feeding area of the spring	70 (Becket Ata, Dadem ata, Dadem agash, Sultan Upe, Sarkirama, Tamshaly, Sauyr, Karakozayim, Samal, Bolshaya Ichka, Tilepbulak, Aschytyzbulak, Tuzdybulak)	30 (Islam Bulak, Asylsu, Akbulak, Moldirbulak, Cosestek, Sargansay)	0
Sanitary condition of the spring	50	20	30

Table 2. Characteristics of hydrochemical indicators of springs in Western Kazakhstan  
Data source: (personal original data, and also Akhmedenov et al., 2013; Idrissova et al., 2017)

Name of the spring	pH	NO <sub>2</sub> -, mg / l	NO <sub>3</sub> - mg / l	HCO <sub>3</sub> -, mg / l	Cl-, mg / l	SO <sub>4</sub> 2-, mg / l	Ca2+, mg / l	Mg2+ mg / l	Total hardness, mg-EQ/l	Mineralization, mg / l
Dadem ata	7.61	0.24	0.00	945.50	325.00	238.70	5.20	4.90	0.00	2020
Dadem agash	6.75	0.11	2.00	55.00	6.00	37.00	18.00	9.00	0.00	130
Sarkirama	7.75	0.00	0.80	250.10	14.85	58.02	55.00	37.70	0.00	310
Aksu	7.44	0.01	5.22	228.70	36.28	169.00	0.73	2.43	5.70	346
Akbulak	6.42	0.03	0.10	201.30	155.00	97.00	80.00	36.00	7.00	541
Bolshaya Ichka	6.27	0.00	0.00	103.70	17.50	43.20	36.00	0.00	1.75	179
Tamshaly	8.38	0.00	0.66	274.50	128.10	195.10	78.00	73.20	10.00	1036
Sauyr	7.78	0.00	0.05	134.20	443.60	414.00	45.00	46.20	6.10	1630
Becket Ata	7.51	0.00	0.30	189.10	1629.80	1645.60	222.00	129.60	21.90	5754
Sultan Upe	7.92	0.00	0.13	341.60	900.20	958.80	150.00	150.00	20.00	3691
Karakozayim	7.40	0.00	0.14	219.60	242.00	376.10	98.00	61.20	10.00	1077
Samal	7.00	6.30	0.06	195.20	96.00	193.40	62.00	37.20	6.20	625
Moldirbulak	7.58	0.15	0.10	401.30	33.25	114.55	49.63	10.88	3.35	560
Islam Bulak	7.60	0.30	0.00	427.00	96.00	147.00	52.00	44.40	6.30	702
Asylsu	7.10	0.60	0.00	170.80	12.00	48.50	55.00	9.00	3.50	225
Cosestek	6.29	0.00	0.00	142.25	37.75	111.95	57.85	9.75	3.55	325
Sargansay	7.38	0.01	0.30	229.95	13.80	20.40	51.85	22.65	4.30	225
Tilepbulak	6.90	0.00	0.02	274.50	22500	126.0	2000	3840	3300	33684
Aschytyzbulak	7.05	0.03	0.10	125.50	18410	53.50	3055	3799	3280	27480
Tuzdybulak	7.13	0.01	0.10	282.35	22800	128.00	2075	3910	3500	33832
SanPiN RK. № 209	6-9	3.3	45	not the norm	350	500	not the norm	not the norm	7-10	1000-1500



Figure 2. Examples of well-maintained springs in Western Kazakhstan: A - fence and arbor of Asylsu spring; B - capture of Asylsu spring; C - fence and arbor of Islam Bulak spring; D - capture of Islam Bulak spring; E - fence and arbor of Akbulak spring; F - capture of Akbulak spring

So the Sanitary condition of the spring can be made good even from unsatisfactory, by cleaning the waste area near the spring. The TSC can be changed by reconstructing the spring. At the same time, to transform the Sanitary state of the region from satisfactory to good, it is necessary to "remove" the residential area where the spring is located, which is hardly possible and appropriate. An assessment of the sanitary condition of the spring showed that most of the studied springs (50%) have this indicator classified as good (table 1). This is due to their location away from localities. The satisfactory and unsatisfactory assessment of a number of springs is due to the state of capture and the presence of household waste. According to the Sanitary condition of the spring, good springs prevail among the Holy sources (Figure 2).

Earlier we conducted research on the hydrochemical composition of some springs in Western Kazakhstan (Akhmedenov et al., 2013; Idrissova et al., 2017). It should be emphasized that the drinking value of spring water requires a separate discussion, since the areas where springs are located and their catchment areas are often contaminated with human waste, which can lead to contamination of groundwater. However, local residents remain strongly convinced of their cleanliness and advantages over tap water.

This misconception is even more pronounced if we are talking about Holy springs, and therefore it is necessary to control the quality of spring water. The determination of the flow rate of the studied springs showed a wide variety of this parameter, ranging from 0.002 to 1.02 l/s. The pH of the waters of the studied springs varies from 6.27 to 8.38, which corresponds to a neutral reaction (Table 2).

During the study, the excess of nitrites from the established standard MPC – 3.3 mg/l was recorded only in the spring water of Samal (1.9 times); the value of chlorine was exceeded from the established value of MPC-350 mg/l, in the spring waters of Sauyr 1.2 times, Becket Ata 4.6 times, Sultan Upe 2.5 times, Tilepbulak 64.2 times, Aschytyzbulak 52.6 times and Tuzdybulak 65.1 times (Table 2).

Sulphates were exceeded from the established MPC value of 500 mg / l in the spring water of Becket Ata and Sultan Upe by 3.29 and 1.9 times; the total hardness was almost 2 times exceeded also in the spring waters of Becket Ata and Sultan Upe, and a significant excess was established in the spring waters of Tilepbulak by 330 times, Aschytyzbulak by 328 times and Tuzdybulak by 350 times. The excess of MPC was recorded in terms of total mineralization (1500 mg / l) in the spring waters of Dadem ata by 1.3 times, Becket Ata by 3.8 times, Sultan Upe by 2.6 times, Tilepbulak by 22.4 times, Aschytyzbulak by 18.3 times, and Tuzdybulak by 22.5 times, respectively (Table 2). In general, in Western Kazakhstan, as such, pollution of spring waters is not observed in most cases, since they are located far from residential areas and agricultural use. Risk factors are: location in a locality, location in the lower part of the slope, presence of an active residential area or cultivated areas higher in the terrain, low flow rate, low level of development, which allows water to enter the water pollution from the surrounding area. Visual assessment of the sanitary state of the region also allows you to determine trends in the danger of water pollution by pollutants. Attention is drawn to the fact that 11 springs are landscaped, which is quite appropriate to ensure the cult function of the Holy spring.

When evaluating the prospects of springs for use in religious purposes, the indicator of the presence of elements of ritual and ceremonial actions in the springs is highlighted. The practice of veneration of these sacred spring tracts is regulated, and table 3 shows an analysis of traditional elements of veneration in the springs of Western Kazakhstan (Table 3).

Table 3. Evaluation of the prospects of springs for use in religious purposes based on the presence of elements of ritual and ceremonial actions in the sacred springs of Western Kazakhstan (Data source: personal original data)

Evaluation parameter	Share of springs, %		
	good	satisfactory	unsatisfactory
Observance of the form of clothing, ritual cleanliness (mental and physical cleansing)	50	20	30
Reading prayers (verses from the Koran)	100	0	0
Attributes of a place of worship ("nodular magic")	100	0	0
Ritual use of water from the source (drinking, face washing)	100	0	0
Overnight at the facility	50	20	30
The presence of a caretaker - chirakchi and the conductor of the ritual on the spring (healer, bucks, etc.) and accompanying stories (rules, history and related folklore)	25	0	75

From table 3 it is seen that the bulk items include: compliance with dress codes, ritual purity, prayers, attributes, places of worship, the worship of water source and overnight stay at the facility, the presence of the caretaker - *chirakchi* and conductor of the ritual at the spring. Almost all of these elements are "standard" forms of pilgrimage to sacred natural objects among Kazakhs (Levshin, 2007). Usually a sacred place consists of a tree, a water source, and the grave of a Holy person (Abramson and Karimov, 2007). In the countries of Central Asia and the Muslim countries of the Russian Federation, a water source (spring, well, house) and a religious building (Mazar) are interconnected (Rakhimov and Terletsky, 2006). For example, there is a grave of the Holy girl "Kyz Aulie" near the Aschytuzbulak spring in Atyrau region, which is associated with a local legend (Figure 3).



Figure 3. Famous Holy places of Western Kazakhstan with springs. a-Becket Ata religious complex; b-Becket Ata spring; c-grave of the Holy girl "Kyz Aulie"; d- Aschytuzbulak spring; e- Dadem ata mosque; f- Dadem ata spring

A significant feature of the life of the population of modern Central Asia is the growing interest in Mazars – "places of worship" associated with the names of Muslim Hazrat "saints", both real and belonging to the category of legendary characters. The saints left a good memory for their descendants, and after their death their qualities and virtues only increased in the eyes of the living, and the burial place quickly acquired a sacred character and became an object of pilgrimage (Terletskiy, 2007; Larina, 2016). For example, water bodies (wells, springs) that are widespread throughout Bashkortostan are named after the saints.

This is probably due to the preservation of the pre-Muslim cult of water in the Bashkirs. According to the views of Bashkirs, the sources associated with the name of the Saint are healing (Bukharova, 2017). At present, the visit of believers to these places of worship is widespread (Rakhimov and Terletsky, 2006; Idiatullov, 2018). At the same time, the range of practiced elements has significantly expanded to date. The so-called "knotting magic" - tying scraps of trees and shrubs, and in the absence of these, their analog-tuga (wooden pole) - a practice characteristic of the whole of Central Asia. Many researchers of this tradition note that in Central Asia, tying cloth ribbons around the tugh was practiced mainly on the graves of saints or those equated to them (Islamic tradition) (Terletskiy, 2009).

Part of the tradition of veneration of sacred objects has become the practice of hanging on the branches of nearby trees and bushes ribbons of white cloth (rags, less often parts of clothing), as symbols of hope for the fulfillment of desires (Figure 4).



Figure 4. Some Holy springs of Western Kazakhstan. A – flaps of fabric on the capture elements at the Tilebulak spring; B – tying bushes with rags at the Aksu spring

This practice is universal and quite widespread among many peoples, including the population of Central Asia. Among the Holy places are "specialized" shrines, that are visited for healing from specific diseases. Most often, such shrines include all sorts of Holy springs, water

from which, according to the tradition, relieves from stomach diseases, skin diseases, infertility, etc. (Stasevich, 2012). Many Holy places in Central Asia are not marked by any buildings. The only indication is pieces of cloth tied on tree branches (Lymer, 2004). Today, the tradition of tying cloth ribbons, in addition to a specific sacred object (fence of the grave, tree, etc.), has also begun to extend to all nearby objects. Now often use offerings in the form of fabric items (a piece of white cloth - actic, scarves - oramala, etc.).

In neighboring Central Asia, the religious authorities prohibit the use of ribbons at sacred sites, while many people do not comply with these instructions (Abramson & Karimov, 2007, p.320). For example, of the springs we have studied, the most visited in the West Kazakhstan region is the Dadem ata spring. The spring is located not far from the burial site of Dadem ata, which was revered as a Saint among Muslims. In fact, he was called Auliye Jumagazy Hazrat. It is known that he was born at the end of the XVIII century. Nearby is a small house for pilgrims, a separate spacious namazkhana (Figure 3). According to the established tradition, everyone who passes along this road tries to visit the grave of Dadem ata and collect water from the source, which is considered to be medicinal. And the main thing is to collect it with you, so that you can drink it later as medicine. Life-giving water never deteriorates, even after a few years. The source is located at the Ankaty river. According to the legend, this well was dug by Dadem ata himself, the water in it is of exceptional purity, and it never freezes. Many who seek healing try to pour this water all over them in order to be spiritually cleansed. To do this, a shower room was installed nearby. Due to the large flow of people, the sanctuary of Dadem ata was registered in the justice authorities in 2009 as the Dadem ata Foundation.

In the Mangystau region, there is an underground mosque of Sufi Becket Ata on the Ustyurt plateau in the Oglandy tract (Figure 3). Becket Ata chose the path of a wandering Sufi, but returned to Mangistau at the end of his life. The wise man gave health to the infirm people, reconciled the warring parties, and opened a madrasah where he taught children. To this day, the people's path to the mosque of the sage is not overgrown. The underground mosque is organically inscribed in the thickness of the chalk mountain a light hole is cut in the dome of the Central room. The mosque is located in the middle tier of a massive rock that slopes down into a deep ravine overgrown with bushes. The mosque is one of the famous places of pilgrimage in Kazakhstan. Near the mosque there are springs and wells that were used by Becket Ata. Pilgrims who spend the night near this cave see prophetic dreams that suggest a way out of critical situations.

The spring Islam Bulak is located in the Aktobe region at the foot of one of the hills of the Mugodzhar hill, along the route "Western Europe– Western China". Fenced, well equipped, has a gazebo, captioned with an iron pipe. A striking example of improvement of a roadside spring. Every day people come to this spring with various dishes to stock up on clean water (Figure 2).

According to local legends, the springs of Western Kazakhstan have healing properties. Often people passing by springs stop, quench their thirst with clean, cold water, make wishes, hang pieces of white cloth on a tree and collect water for further use for medicinal purposes. Due to the constant flow of visitors, the surrounding area of the objects is being improved: there are fences, entrances to springs. The healing function of revered springs is usually not emphasized, it is not always the main one (but it always accompanies them), hiding behind the General sacred attitude to a particular place or source. However, the revered springs differ significantly in status and in the breadth of pilgrimage to them: the spring may be known only in one district or a small circle of neighboring regions, and may be revered in General in Kazakhstan. The degree of veneration of modern springs depends, first of all, on the scale of the religious Shrine next to which it is located.

## CONCLUSION

Western Kazakhstan attracts pilgrims with its history and the presence of many sacred architectural monuments; however, an important role in the development of pilgrimage tourism is played by natural springs, most of which are considered healing. The region has a large number of Holy springs, but, unfortunately, not all are well- maintained. The most effective method to attract more pilgrims is to develop new routes. Due to the increased attention to the recreational use of territories, one of the directions of tourism development may be religious, including both pilgrimage and sightseeing. The "Holy springs", which are widely represented on the territory of Western Kazakhstan, have a great recreational potential in this direction. Holy springs are located in various natural and climatic zones and landscape areas. On the Podursky plateau-9, on the General Syrt -2, Mangyshlak-4, on Ustyurt-2, the Caspian lowland-3. Most of them are related to Podursky plateau. In terms of sanitary and technical condition, the leading springs are rated "good" - 50%, due to their location far from settlements within natural landscapes; the share of springs rated "satisfactory" is 20%.

The studied sources are characterized by a neutral reaction of the medium within 6.2-7.6, with the exception of water from the Tamshaly and Cosetek spring tracts with an alkaline reaction. The optimal pH of drinking water is from 7.0 to 8.0. The degree of acid -base indicators, determined by the concentration of hydrogen ions, forms the pH parameters, which are normal for drinking water, according to the SanPiN rules, are 6-9 units. According to this indicator, Kazakhstan's standards almost do not differ from the EU Directive-6.50 – 9.50 and from the requirements of the US environmental protection Agency (USEPA)-6.50 – 8.50.

The total salinity of water corresponds to sanitary and hygienic standards, except for water from the spring tracts of Dadem ata, Sauyr, Becket Ata, Sultan Upe, Tilebulak, Aschytybulak, Tuzdybulak. At the same time, water from the springs of Tilebulak, Aschytybulak, Tuzdybulak in the vicinity of Lake Inder in conjunction with balneological resources of the lake has a huge sanatorium-tourist-recreational potential. The waters of the surveyed springs mostly correspond to the SanPiN RK No. 209 in terms of nitrate content: the average content was 0.3; the maximum permissible concentration was recorded at the Samal spring. The increase in the concentration of nitrates in the water of this spring is due to the lack of infrastructure, which allows the water to receive pollution from the surrounding area.

Holy sources are characterized by their use for religious purposes. The prospects of using springs for religious tourism of excursion and educational orientation increase such elements of arrangement as fencing, gazebos and possibly fonts.

At the springs Sauyr, Becket Ata, Sultan Upe, Tilebulak, Tuzdybulak, Aschytybulak, it is necessary to install signs warning the population about exceeding certain parameters in the waters of the springs and recommending the use of water for ablutions, but not for drinking. It is necessary to develop springs, they are sources of non-centralized water supply, create targeted programs by the decision of regional Executive bodies, and find public and private sources of funding. Not only the source itself, but also the territory adjacent to it (a zone of sanitary protection within a radius of 100 m from the sources) require improvement, this is a kind of indicative zone of cleanliness and order. The recreational rating of the Holy springs of the studied region varies from low to very high, the total share of springs with a high and very high rating is 50 %. The cult rating of the Holy springs of Western Kazakhstan also varies from low to very high, the total share of springs with a high and very high rating was 70 %. In Western Kazakhstan, there are springs with the highest possible cult rating of 10 points - Becket Ata spring (Mangistau region) and Dadem ata spring (West Kazakhstan region).

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## GEOTOURISM BRANDING THROUGH THE NAMES OF TOURISM DESTINATIONS IN UNESCO GLOBAL GEOPARK BATUR BALI: MORPHOLOGICAL AND TOPONYMIC STUDIES

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**Abstract:** This research investigates names as brands of geotourism based on morphological and toponymic analysis tourism destinations in (UGG) Batur Bali – Indonesia. Qualitative descriptive method was employed by collecting data from UGG Batur. The purposes of the analysis are to describe the destinations and their branding function based on their word formations and toponyms. The research finds the morphological and toponymic patterns of the names. Their intersection generates the brands of geotourism namely characteristics of geotourisms, association to an event related to a person, memory or in honor of outstanding people, geographical peculiarities and names from one other location.

**Key words:** Geotourism, Word Formation, Toponym, Brands, UGG Batur

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### INTRODUCTION

Well-known as beach and coastal area, Bali is the most famous tourism destination in Indonesia since it has perfect combination of tourism aspects. It has nature, culture, and creativity tourism destinations. From the three aspects of tourism mentioned, Bali is a good model for tourism management and development. Bali has involved their society into the tourism, social and cultural lives, economical aspect, and nature that are melted and supporting one another into tourism. This condition makes Bali as the most visited destination in Indonesia as can be seen in the last five years based on the data of Statistics Agency, (BPS, 2019).

This significant number of international tourists, however, was not in accordance with the environmental issues on beach and coastal area of Bali. *National Geographic* reported, through article entitled Bali fights for its beautiful beaches by rethinking waste, plastic trash, it was reported that every year during wet season from November to March is nicknamed as garbage season since trash by the ton washes ashore (Siddharta and Laula, 2019). This condition was affirmed by a headline reporting Bali's battle against plastic pollution through a video showing a British diver swimming through swathes of rubbish off the coast of Bali of which it was confirmed by diving consultant in Bali told the BBC that it was "quite uncommon" to see such a large amount of rubbish (BBC, 2018). Furtherly, it was worsened with another report that Bali and all Indonesia are such polluted places with water and air pollution. The environment is getting seriously destroyed. Unbelievable, what amount of rubbish we have seen in the waters. Bali is a big tourism business, but it has no waste management. People are burning plastic in the streets. No words, how sad this plastic ocean and human made disaster actually looks like in reality. The way Bali is treated is a shame (Roehles, 2018). The issues on this water pollution become a crucial one since it is directly concerned with sustainable tourism principles, particularly environmental aspect as stated that sustainability as a general concept for tourism has three interconnected aspects: environmental, sociocultural, and economic. Sustainability implies permanence, so sustainable tourism include the optimum use of resources, including biological diversity, minimization of ecological, cultural, and social impacts, and maximization of benefits for the conservation of natural and cultural heritage and local communities" (Farsani et al., 2012). The water pollution issue happening in Bali endangers not only the environment regarding coastal biota, beautiful landscape in short time but also the tourism sector that implies to social and economic aspects of Bali. The oblique tourism information on this case more or less influences the perception of tourist towards the tourism visit to Bali in the future. In that case, there should be some strategic ways in order to restore Bali either the environmental case handling or the perception of the tourists towards Bali as sustainable tourism.

By emphasizing the general concepts of tourism towards environment, social and culture, and economics, hence geotourism follows the sustainable principles under the sustainable tourism (Cottrel et al., 2007). It is underlined with the statement that geotourism is the one that has close relation with the sustainable tourism concept (Alan, 2002). Geotourism is in line with the geosites located in village and rural areas which are rich of nature and local culture (Zouros and Martini, 2003). In other words, geotourism encompasses some contexts such as geography, socioeconomy and culture that are positioning under the umbrella of geographical tourism (Dowling and Newsome, 2006). Formally, since 2012 Bali has an area which has been acknowledged as Unesco Global Geopark (UGG) located in Bangli Regency which includes some destinations of geotourism consisting of geodiversity, biodiversity and cultural heritage.

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In promoting the geotourism destinations, it is necessary to maximize the communication science, promotion media, and the language of promotion and branding that employ language as the basic knowledge. One of the ways in order to restore the tourist perception towards Bali in today condition is, in addition to handling the waste and garbage problems in coastal area massively and effectively, the branding or promoting its tourism that is in favor of the environment. On the contrary, the interdisciplinary research involving linguistics, branding, and (geo) tourism have not been conducted jointly. Therefore, this research is investigating the linguistic analysis on branding the geotourism based on morphological and toponymic studies.

## MATERIALS AND METHODS

### 1. Word Formation

As the study of words and how the words are formed and constructed, morphology puts word formation as an important part and main branch of morphological study. Word formation is the branch of linguistics which studies the pattern on which a language forms a new lexical unit, i.e. words (Marchand, 1992). Related to tourism products and brands, word formation plays a strategic role in defining and constructing the naming of the product as the most important element of the brand and branding processes (Sujatna et al., 2019). Definitely, (Lieber, 2009), classified the English word formation into the following:

1. Affixation, word formation by employing prefixes, suffixes both in derivation and inflection, for example: *Depart –Departure, nation – international*.
2. Compounding, word constructed by combining two or more than two words together such as *white-house, blackboard, etc.*
3. Conversion: creating a new word by assigning existing word into a new word such as the word *email* can be used both as noun and changed into verb.
4. Coinage: forming the word by using the existing word that has been popular, such as using name *Sosro* as the name of bottled-tea, derived from the name of *Sosrodjojo* as the founder.
5. Back Formation: Creating the new word by reducing the component of the word such as *televise* is considered as back formation from *television*, etc.
6. Blending, creating a new word by combining the first syllable of the first word and the other syllable of the second word, for example: *brunch* derived from *breakfast and lunch*, *Fintech* is derived from *Financial Technology*, etc.
7. Acronyms (Initialism): creating the new word by using the initial letters of each words, for instances: *UNESCO* is derived from *United Nation Organization for Education Social, Cultural organization*.
8. Clipping: a new word creation by employing the first syllable, second syllable or the last syllable of the words, such as *Prof.* is derived from *Professor*.

### 2. Toponym

Toponymy is a science with geographical names or toponyms as its subjects which belongs to language and the language is the subject of linguistics (Tichelaar, 2002). Since talking about names of place, Toponym is studying about the naming of geographical sites and the naming relates closely to word formation study. This correlation is strengthened with the statement that there is linguistics study in toponym since its process through linguistic aspects (Poenu-Girigan, 2013). Supporting ideas stated by some scholars that toponym represents language units that denote elements of topographic environment (Urazmetova and Shamsutdinova, 2017). This is also in line with Leonovich (1994) in (Urazmetova and Shamsutdinova, 2017) who argued that the lexical system of a particular nation is involved in the geographical names. In addition, place is distinguished from mere location through being understood as a matter of the human response to physical surroundings or locations (Malpas, 1999). This statement is also supported by the argumentation that naming deals with a system of symbols in culture (Prihadi, 2015).

In relation with tourism, especially promoting the tourism destinations, toponym has an important role not only as information but also as the branding of the destination. Etymology or origin of a particular place name gives it emotional or cognitive significance on the basis of personal knowledge or experiences (Eriksen, 2012). From this analogy, it can be concluded that linguistic understanding is necessary for people who have an authority in giving the geographical names because the geographical names will represent the sites. The clearer information of the geographical names, the more interested the tourists to get the information or even visit the destination.

In order to identify the types of toponym as the tourism brands, it is signed by the elements found in the names. There are two important elements namely (1) The generic element referring to the form of relief, hydrographic or orthographic phenomena such as hill, mountain, plain, river, etc. and (2) The specific element through which geographical reality is distinguished by description and by reference to a person or a social-historical fact such as *High Hill* (Poenu-Girigan, 2013).

Stewart in (Urazmetova and Shamsutdinova, 2017) classified toponym into the following categories:

- 1) Descriptive names and compass-point names, giving description and characterization of the object's quality or its location;
- 2) Associative names, generating associations with different objects;
- 3) Incident names, deriving from an event associated with a person, acts of God, calendar names, animal names, names of human actions, names from feelings, and names from sayings;
- 4) Possessive names, deriving from ownership of something;
- 5) Commemorative names, relating closely to memory or in honor of outstanding people and names for abstract virtues;
- 6) Commendatory names, relating to some attractive geographical peculiarities;
- 7) Folk etymologies, deriving from false etymology;
- 8) Manufactured names, being consciously constructed of fragments of other words, or names from initials, by reversals of letters or syllables, or in other ways);
- 9) Mistake names, appearing from a mistake made in the transmission from one language to another, either from inaccurate hearing of what was said, or because of faulty rendering of the sounds in writing;
- 10) Shift names, naming which have been moved from one location to another.

Furthermore, toponymic studies also have a portion in geotourism studies. Toponymatically prepared in this way, tourists have excursions where they will consciously perceive the encountered names and also be able to verify directly on the ground whether those natural features that at one time caused the appearance of one or another name have been preserved (Abdullina et al., 2019).

### 3. Brands in Tourism

Branding is an effective marketing strategy tool that has been used with frequent success in the past (Rooney, 1995). It has been proven

to match with the human characteristics, life style and preferences (Jamaluddin et al., 2013). Branding research is talking around consumer goods markets and recently attention has been given to business markets (Cretu and Brodie, 2007). In addition, a consumer's brand image is the mental picture, that is, what is depicted in the minds of consumers of the products or services offered by marketers (Herman et al., 2016). Related to the tourist perception about a destination, strong and powerful brand equity is a crucial factor to influence (Yoo and Donthu, 2001; Ritchie and Ritchie, 1998; Konecnik and Gartner, 2007). Such a brand is resulted by great comprehension of brand equity that could make potential visitors and tourists (Blain et al., 2005), (Sasmitha and Mohd Suki, 2005). Destination branding (DB) is considered as one of the most important and effective strategies in the marketing area for tourism destinations (Shafiei et al., 2017).

Regarding to tourism products and brands, place names are important features of national and territorial identity (Saparov, 2003). In addition, words used as place names play an important role on a regional and national level in which the names may create strong feelings among large groups of people, especially in multi-ethnic areas towards the place names which have intimate relationship with the places (Helleland, 2012). Furthermore, word formation plays a strategic role in defining and constructing the naming of the product as the most important element of the brand and branding processes (Sujatna et al., 2019).

## RESULTS DISCUSSIONS

### Tourism Destination Naming

#### 1. Compounding

From 54 data of tourism destination in Unesco Global Geopark Gunung Batur Bangli Bali, there are 7 destinations which are using compounding by combining two or more words into one compounding word or phrase as seen in Table 1.

Table 1. Tourism Destination Names using Compounding

No	Destinations	Object
1-4.	<i>Oemah Strawberry, Agro Kopi Jeruk, Pendakian Gunung Abang, Agrowisata Jeruk Sirsak</i>	Nature
5.	<i>Stone Garden</i>	Geology
6-7.	<i>Taman Bali Raja, Resto Apung</i>	Culture

Table 2. Tourism Destination Names using Coinage

No	Destinations	Object
1.	<i>Maha Praja</i>	Culture
2-3.	<i>Dukuh Hill, Ampupu Kembar</i>	Nature

Morphologically, the names of tourism destination in table 1 are composed from local language such as *Oemah Strawberry* 'The House of Strawberry', *Stone Garden* 'An area that has many stones as tourism object', *Taman Bali Raja* 'A park that used to be a part of King in Bali', *Agro Kopi Jeruk* 'Plant of Coffee and Oranges', *Pendakian Gunung Abang* 'Hiking in Red mountain', *Agrowisata Jeruk Sirsak* 'plantation of soursop and orange', *Resto Apung* 'A restaurant on the water'. The local words are compounded and producing a new meaning different from their root meaning. Then, the meanings are being discussed further in toponym and branding.

#### 2. Coinage

Since the names of tourism destination in Unesco Global Geopark Gunung Batur mostly use the local language, it is found the majority of the names are coinage i.e. formed from existing word which is usually words that have been popular and are intended to maintain the popularity of the words or to make them more popular, they are seen in Table 2.

According to word formation theories, the names of *Maha Praja* 'names of area which means very big', *Dukuh Hill* 'A hilly area in Dukuh village', *Ampupu Kembar* 'name of tree that is twin as the gate of the destination'. The names of tourism destination have been previously popular as the identity of the area where the destinations are located such as *Praja*, and *Dukuh*. Furthermore, a name means the thing that can be found in the area of destination as the identity namely the Ampupu tree.

#### 3. Compounding + Coinage

Different from the previous data that only employ single word formation, the following data use two or double word formation, that is Compounding + Coinage. The data have compounding process in which one of the words is also coinage or the words that have been popular and reused to keep the popularity or to make them easily recognized. They are seen in Table 3.

Table 3. Tourism Destination Names using Compounding + Coinage

No	Destinations	Object
1-14	Air Terjun Kuning, Air Terjun Tibumana, Air terjun Yeh Empel, Bukit Srokadan, Air terjun Krisik, Pancaran Solas, Panorama Jehem, Air terjun Kutuh, Air terjun Yeh Mampeh, Air terjun Desa Bunutin, Air Terjun Kubu Salya, Pendakian Gunung Batur, Batur Natural Hotspring, Hot Spring Toya Devasya	Geology
15-30	Guliat Kainin, Lembah Pantunan, Bukit Srokadan, Bukit Pucaksari, Bukit Bangli, Waterboom Sidembunut, Pancaran Solas, Desa Wisata Pengotan, Agrowisata Temen, Panorama Jehem, Wisata Kintamani, Pendakian Gunung Batur, Batur Natural Hotspring, Hot Spring Toya Devasya, Desa Bayung Gede	Nature
31-45	Pura tirta sudamala, Pura Kehon, Pura Dalem Jawa Langgar, Penglukatan Beji Selati, Desa Wisata Penglipuran, Desa Wisata Cekeng, Desa Wisata Undisan, Pura Puser Tasik, Pura Tirta Payuk, Candi Tebing Jehem, Desa Wisata Songan, Wisata Kintamani, Desa Bayung Gede, Pura Ulun Danu Batur, Pura Tirta Pancoran Solas	Culture

Morphologically, the names of the tourism destinations in this category use local language that have been popular, then they are included as Coinage such as the names of *Kuning*, *Bangli*, *Sidembunut*, *Kehon*, *Selati*, *Pengotan*, *Penglipuran*, *Undisan*, *Payu*, *Jehem*, *Pucaksari*, *Kutuh*, *Salya*, *Songan*, *Kintamani*, and *Batur*, are the names of village, known as *Banjar* in Bali. They give information that the tourism destinations are located in the mentioned area. Meanwhile, the part of the names of tourism destinations such as *Sudamala* 'To clean the body from negative or evil characters', *Langgar* 'there is a room for muslim praying inside the pura', *Solas* 'the eleven number', *Krisik* 'sounds of water falling on the stones continuously', *Pantunan* 'a field which is full of rice plant', and *Tasik* 'a permanent spring water that always flows even in dry season', are the local languages that give descriptions of the tourism destinations. Then, the coinages above are compounded with other words to make brands of the tourism destinations such as *Air Terjun Kuning* means a waterfall in Kuning village, *Pendakian Gunung Batur* means a track to climb the mount Batur as tourist attraction.

#### 4. Compounding + Blending Naming

Not only employing compounding + coinage, Tourism Destinations in Unesco Global Geopark Gunung Batur Bangli Bali also employ Compounding + Blending in their word formation. Firstly, there is blending process in the names of the destination, then the blended names are combined with other words to become compounding as the names of the tourism destinations, it is showed in Table 4.

Table 4. Tourism Destination Names using Compounding + Blending

No	Destinations	Object
1.	<i>Pura Dalem Balingkang</i>	Culture
2.	<i>Desa Wisata Trunyan</i>	Nature, Culture

Table 5. Tourism Destination Names using Compounding + Back formation

No	Destinations	Object
1.	<i>Air Terjun Dedari</i>	Geology, Nature

Based on morphological analysis, the names of tourism destinations in this combination employ some words that is blended names joined with others such as *Balingkang* is the blended name from Bali + Ing + Kang that means 'A King of Bali in the past married with Kang Ci Wi, a chinese young woman a daughter of a rich Chinese merchant'. Another name of tourism destination in Geopark Gunung Batur with blending is *Trunyan* that derives from *Taru* + *Menyan* that has meaning 'the tree Taru and Menyan, fragrant materials for rituals'

#### 5. Compounding + Back Formation Naming

The last word formation found in the name of tourism destination of Geopark Gunung Batur is Compounding + Backformation. There is a backformation process firstly, and then it is followed by compounding process afterward. This process can be seen in Table 5. According to morphological process, the name of tourism destination in this type use one or some words that have backformation process, namely the name *Dedari* is derived from *Bidadari* that experiencing backformation. The meaning of *Dedari* is similar with its root word *Bidadari* that means 'angel'.

### Toponym and Branding

#### 1. Descriptive Names

The names of tourism destination in Unesco Global Geopark Gunung Batur Bangli Regency Bali use descriptive name as their toponym. The names of such tourism destinations give description and characterization of the object's quality or its location. This type of toponym of the data can be seen in Table 6. Some data show that the names describe the tourism destination such as the beauty of the condition like *Air terjun Dedari* that means the waterfall is very beautiful like an angel, the quality of the destination such as *Bukit Bangli* where people can see the beauty of Bangli from the hill, the character such as *Pura Tirta Sudamala* in which the water spring can be used to holify, the physical appearance of the destination tourism such as *Pancaran Solas* and *Air Terjun Tibumana*, *Air Terjun Krisik*, *Lembah Pantunan*, etc. Hence, it can be summarized that the brands of tourism destinations with descriptive toponym are description of the destination, the appearance of destination and the characters of the tourism destination.

#### 2. Incident Names

This toponym means the tourism destination is deriving from an event associated with a person, acts of God, calendar names, animal names, names of human actions, names from feelings, and names from sayings. This incident names as toponym can be found in Table 7.

Table 6. Descriptive Toponym and Branding

No	Destinations	Branding
1.	<i>Air Terjun Dedari</i>	Beautiful waterfall like angel
2.	<i>Bukit Bangli</i>	A hill where beautiful Bangli area can be seen
3.	<i>Stone Garden</i>	A garden presenting the beauty of stones
4.	<i>Pura Tirta sudamala</i>	A Pura owning water spring that can clean the body from negative or evil character
5.	<i>Pura Dalem Jawa Langgar</i>	A Pura with Moslem pray site in it
6.	<i>Pancaran Solas</i>	Eleven holy water spring
7.	<i>Air terjun Tibumana</i>	Waterfall with deep river in it
8.	<i>Pura Pecampuhan Sala</i>	Pura near river Pecampuhan in Sala village
9.	<i>Air terjun Campuhan</i>	Twin waterfall meet on one spot
10.	<i>Air terjun Krisik</i>	Waterfall with gurgling water
11.	<i>Lembah Pantunan</i>	A hill with beautiful paddy field view
12.	<i>Bukit Pucaksari</i>	A hill with beautiful Pura Pucaksari view
13.	<i>Pura Puser Tasik</i>	A pura with continuous water spring in all season
14.	<i>Air terjun Yeh Mampeh</i>	A high and beautiful Waterfall
15.	<i>Candi Tebing Jhem</i>	Temple on the cliff in Jhem village

Table 7. Incident Toponym and Branding

No	Destinations	Branding
1.	<i>Pura Dalem Balingkang</i>	Pura with a Chinese young girl and Balinese young man marriage story

The data of tourism destinations in Geopark Gunung Batur Bali that use incident name is *Pura Kehen* in which there is name of material in the naming that is *Kehen* in which in the past story there was a story about the Pura. There was a God of Fire doing activities in the Pura. *Kehen* in Balinese means Fire. Starting from saying it name, *Kehen*, then the name of the place becomes *Pura Kehen*. Related to branding of the tourism destination, this toponym put a brand that there is an interesting and epic story behind the destination.

#### 3. Commemorative Names

The toponymic names of the destination are relating closely to memory or in honor of outstanding people and names for abstract virtues. The names of tourism destination employing commemorative name can be seen in Table 8.

Table 8. Commemorative Toponym and Branding

No	Destinations	Branding
1.	<i>Pura Kehen</i>	Pura with God of Fire story
2.	<i>Pura Taman Bali Raja</i>	Pura used by Bali Kings

There are two data in this part that use Commemorative name as the toponym, they are *Pura Dalem Balingkang* dan *Pura Taman Bali Raja*. Toponomically, the name of *Pura Dalem Balingkang* means there were two outstanding persons behind the story, a Bali young man married with a Chinese young girl named –Kang, completely *Bali* + *ing* + *Kang*. Then the word *Balingkang* becomes the part of toponym. Another example is *Pura Bali Raja* which means that the Pura is always used by the king of Bali to do worship. Therefore, the branding of the two tourism destinations is that the destinations have outstanding people behind the story of the Pura. The names as toponym put the outstanding persons as the brands of the destination.

#### 4. Commendatory Names

Comendatory name relates to some attractive geographical peculiarities. The examples of Commendatory names as the brand of tourism destination in Geopark Gunung Batur Bali can be found in Table 9.

Table 9. Commendatory Toponym and Branding

No	Destinations	Branding
1.	<i>Oemah Strawberry</i>	A house with Strawberry icon
2.	<i>Stone Garden</i>	A garden presenting the beauty of stones
3.	<i>Air terjun Tibumana</i>	Waterfall with deep river in it
4.	<i>Air terjun Campuhan</i>	Twin waterfall meets on one spot
5.	<i>Air terjun Krisik</i>	Waterfall with gurgling water
6.	<i>Pura Puser Tasik</i>	A pura with continuous water spring in all season
7.	<i>Air terjun Yeh Mampeh</i>	A high and beautiful Waterfall
8.	<i>Candi Tebing Jehem</i>	Temple on the cliff in Jehem village
9.	<i>Ampupu Kembar</i>	A forest with Ampupu trees endemics and twin Ampupu as the gate
10.	<i>Hot Spring Toya Devasya</i>	A natural hot spring swimming pool
11.	<i>Pura Ulun Danu Batur</i>	Pura on the edge of Batur Lake

Table 10. Shift Toponym and Branding

No	Destinations	Branding
1.	<i>Air Terjun Kuning</i>	Water fall in Kuning village
2.	<i>Guliang Kangin</i>	Cultural attractions of Guliang Kangin Village
3.	<i>Waterboom Sidembunut</i>	Swimming pool in Sidembunut village
4.	<i>Penglukatan Beji Selati</i>	A holy Pura in Selati village
5.	<i>Desa Wisata Pengotan</i>	Cultural attraction in Pengotan village
6.	<i>Desa Wisata Panglipuran</i>	Cultural attraction in Panglipuran village
7.	<i>Air terjun Yeh Empel</i>	Waterfall in Empel river
8.	<i>Agrowisata Temen</i>	Agrotourism in Temen village
9.	<i>Desa Wisata Cekeng</i>	Cultural attraction in Pengotan village
10.	<i>Bukit Srokadan</i>	Beautiful scene on Srokadan hill
11.	<i>Bukit Demulih</i>	Beautiful scene on Demulih hill
12.	<i>Pura dalem Bangun Lemah</i>	Holy Pura in Bangun Lemah Village
13.	<i>Air Terjun Tukad Cepung</i>	Waterfall in Cepung river
14.	<i>Desa Wisata Undisan</i>	Cultural attraction in Undisan village
15.	<i>Panorama Jehem</i>	Beautiful view in Jehem village
16.	<i>Maha Praja</i>	Holy Pura in Maha Praja village
17.	<i>Dukuh Hill</i>	Beautiful scene on Dukuh hill
18.	<i>Pura Tirta Payuk</i>	Water Pura in Payuk village
19.	<i>Air terjun Kutuh</i>	Waterfall in Kutuh village
20.	<i>Candi Tebing Jehem</i>	A temple on cliffs in Jehem
21.	<i>Air terjun Desa Bunutin</i>	Waterfall in Bunutin village
22.	<i>Air Terjun Kubu Salya</i>	Waterfall in Salya village
23.	<i>Pendakian Gunung Abang</i>	Hiking track in Mount Abang
24.	<i>Desa Wisata Songan</i>	Cultural attractions in Songan village
25.	<i>Wisata Kintamani</i>	Beautiful scene on Kintamani area
26.	<i>Pendakian Gunung Batur</i>	Hiking track in Batur mount
27.	<i>Batur Natural Hotspring</i>	Natural hot spring pool n Batur
28.	<i>Desa Wisata Trunyan</i>	Cultural attraction in Trunyan village

The data show that many tourism destinations employ commendatory name which means that there are interesting and attractive geographical peculiarities such as *Stone Garden* shows that stone is the main commodity of tourism in this area. People come there to enjoy the attractions dominated by stone. In addition, *Air terjun Campuhan* also presents the geographical character. It can be summed that the branding of the destination employing commendatory toponym are the peculiarities of tourism destination.

#### 5. Shift Names

Shift naming means the name of the destination is derived from the existing naming which have been moved from one location to another. The names of tourism destinations in Geopark Gunung Batur that use shift name can be seen in Table 10.

The tourism destination in this type of toponym is *Air Terjun Kuning*, *Guliang Kangin*, *Waterboom Sidembunut*, *Penglukatan Beji Selati*, *Desa Wisata Pengotan*, and *Desa Wisata Panglipuran* etc. The names of *Sidembunut*, *panglipuran*, *Temen*, *Cekeng*, etc. They are the existing naming compounded with other words to form the toponym. There is a moving from one place to others, and the words are reused and become the names of different one. Therefore, the branding of the tourism destination is the famous naming that has been used by other name before.

#### CONCLUSION

Based on the data analysis and result, it can be concluded that the tourism destinations especially the geotourism in the area of UGG Batur, morphologically, employ compounding of two or more than two words, coinage from the words existing in local language and culture, blending from two or more than two words, combination between compounding and coinage in local language, combination between compounding and blending of some words, and combination between compounding and backformation. Toponymically, the names mean the descriptive ones that give descriptions and characterization of the tourism destinations, the incident one deriving from an event associated with a person, names of human actions and from feelings, the commemorative names relating closely to memory or in honor of outstanding people in the tourism destination, commendatory names relating to attractive geographical peculiarities of the destination, and shift names that the names are moved from one location to another. Related to branding, it is identified that the names of tourism destinations have brand function in line with their word formation and toponyms, then they are branding the area or location of the destination, the nature

peculiarities of the destinations, the cultural aspect, and also the religious purposes. Furthermore, names have important role to communicate the types and characteristics, the facility, and the location of the nature tourism objects and destinations to form the geotourism branding.

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## COMMUNITY EMPOWERMENT IN THE DEVELOPMENT OF MANGROVE TOURISM IN BATU KARAS OF PANGANDARAN, WEST JAVA

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**Abstract:** This article discusses community empowerment activities in coastal areas whose citizens experience poverty problems. The problem that arises in Batu Karas Village is the lack of development and the lack of empowerment of the surrounding community. Mangrove tourism is open enough to be used as a field for economic improvement for mangrove tourism-based communities. Batu Karas Village has a strategic coastal area. However, the conditions in Batu Karas Village have some things that cause socio-cultural aspects and sociological aspects that cannot be considered so that it needs the development and empowerment of various aspects, both from the local government and other interested parties. The purpose of this research is to find out the model carried out by the local community in the effort to develop mangrove tourism in Batu Karas Village, find out what strategies the local government should carry out, and find out what the government implements in developing and empowering the community in the field of mangrove tourism. This research uses the theory of community empowerment, which is a series of activities to strengthen the power or empowerment of weak groups and communities, including individuals who experience poverty. In this study, the researchers used qualitative methods. Information regarding research is obtained from data collection techniques of observation, interviews, and documentation, as well as other methods related to research studies. This research found that community empowerment and development in tourism is said to be sufficient to have an impact on the economic level of rural tourism communities, especially in the presence of support from the local government and related parties who pay more attention to the mangrove area.

**Key words:** ecological awareness, social empowerment, mangrove tourism, West Java

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### INTRODUCTION

The study of the preservation of nature for nature itself has become a hallmark of ecological awareness lately (Patrício, 2018). Here, nature is treated as having its own intrinsic that must be respected by humans (Zohreh and Syed Mohammad, 2018). It also appears here that humans must serve nature (Barbieri et al., 2011). However, giving to nature in addition to giving to local residents is among the new things that must be preserved. This is because there includes aspects of the involvement and pragmatism of local residents. Some call this a social ecology (Bookchin, 2007). So that nature and humans are not isolated from each other. This is one form of nature-based local tourism.

In Indonesia, tourism was initially seen as more than just an economic activity, both for the community and the country (Abdul, 2018). As with development in general, some things cause socio-cultural or sociological aspects to get less attention. Tourism involves the government and society (Cohen and Cohen, 2012). Indonesian government wants that the development of tourism received particular attention so that it can increase its income (Kasdi et al., 2019). For, in a world atmosphere that is still gloomy, where exports of goods meet various obstacles, tourism could boost economic development (Perbawasari et al., 2019). Tourism should also be able to encourage people to participate in development to achieve the desired welfare goals (Tribe, 2015) actively. This opinion put forward, considering that in social life in Indonesia, the interpretation of various activities is now dominated by a development-oriented perspective. So it is not uncommon that development that emphasizes the interests of the people (people-oriented) is overlooked, and human values (humanism) are ignored (Bankoff, 2013). Most Indonesian people live in rural areas close to the maritime coast. In those rural areas, the potential of human resources and the potential of natural resources are located (Dian et al., 2018). If it is linked between the community as the main actor of development and the main potential in the village, the village has a vital role. Development orientation that focuses on rural areas is a very strategic action because directly or indirectly, this will have a positive and extensive impact (Santoso et al., 2019). The existence of a mangrove tourism village is like an oasis for urban communities. Amid an increasingly crowded city environment plus worrying pollution levels, the need to enjoy the beautiful environment and breathe fresh air is a must. Mangrove tourism village offers an adventure that can be fun but also invites visitors to be aware of a healthy and natural environment (Sprague, 2019).

Enjoying the green atmosphere of the countryside with all its traditional activities can be an effective way of self-refreshment, especially for those who are busy with their daily routine. For the village community, the development of the village concept as a mangrove tourist attraction will have a positive impact, especially in terms of the economy. At least add to the income of its citizens. Independent mangrove tourism villages can be realized simply by relying on natural resources and local human resources (HR) (Scheyvens and Hughes, 2019).

The surrounding community can improve micro small and medium enterprises (MSMEs) independently as well, for example, by making handicrafts as souvenirs that are sold to visitors. It can make his home as a homestay of tourists who come to his village. The

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beautiful nature of the community has its advantages, meaning that each region has the potential to be developed into a tourist village (Sen and Walter, 2020). However, the development of a tourism village requires coordination and cooperation. It also requires a balanced role between elements of stakeholders, including the government, the private sector, and the community. Therefore one approach that can be used to develop rural tourism is participatory (Rodrigues and Prideaux, 2018). The most critical essential in the development of a tourism village is the involvement of the village community in every aspect of tourism activities in the village. Two critical indicators of the many indicators regarding the success rate of a tourism village are: first, the independence of local institutions and, secondly, the availability of adequate human resources in carrying out tourism development (D'Lima et al., 2018). The independence of local institutions is significant because as a basis for community activities in tourism, which serves to be a source of economy, accumulation of knowledge and skills, and cultural heritage of the local community (Gorbuntsova et al., 2019).

Meanwhile, the availability of visionary, reliable, and professional human resources will also be a key factor supporting the success of the programs themselves. The formulation of the development planning model here is, of course, determined by the laying of the necessary vision and mission. The views and goals far ahead of the development of a tourist village are the creation of an independent and empowered rural community in the social, economic, and cultural fields. Empowerment can be achieved by providing the broadest possible opportunity for them (villagers) as the subject of development to manage themselves with natural resources, human resources, and the tools they have for shared welfare (Monteiro and de Noronha, 2020). Community empowerment is the process of making people or communities who have the capacity or ability to do something even under pressure, obstacles, or domination of power. Human resources are the main supporting element in the development process in addition to natural resources and technology (Corrêa Cavalieri & Neves Almeida, 2018).

The case to study regarding this community empowerment is Pangandaran Regency. Pangandaran Regency is a district that has much natural beauty of mangrove tourism so that the people already know enough and take advantage of its beauty and beauty to roll out the tourism industry. One district has a lot of mangroves tourism. Pangandaran Regency is a district in the Province of West Java, Indonesia. The capital city is Parigi. This regency is bordered by Ciamis Regency and Banjar City in the north, Cilacap Regency in the east, the Indian Ocean in the south, and Tasikmalaya Regency in the west. Pangandaran is the name of a village, the name of a district, and the name of a tourist attraction. Pangandaran is located in the southeastern part of West Java Province, a distance of about 200 KM from Bandung and directly adjacent to Cilacap Regency, Central Java. Pangandaran southern part directly adjacent to the Indian Ocean or people used to call the south coast (Pangandaran Regency Government, 2020). The area of the Pangandaran Regency is 168,509 Ha with a sea area of 67,340 Ha. Pangandaran Regency has a beach length of 91 Km. The area of forest both confirmed and not yet covering an area of 28,898.73 Ha. PKPH / RPH Cijulang area has the largest forest area of 9,299.88 Ha, which spread in Cijulang, Parigi, Cigugur, and Langkaplancar sub-districts. The largest forest is in Gadung Mountain, Cigugur, which reaches 3,168.9 Ha. In addition to the forests managed by PKPH / RPH, there are also community forests totaling 31,707.44 hectares spread in 36 districts. The largest community forest is in Kalipucang District, which is 3,599 Ha. The majority of people's livelihoods of Pangandaran are fishermen because the waters of Pangandaran have potential fishing that promises to Pangandaran people. Besides fishers, Pangandaran people also have many livelihoods for farmers. The rest is engaged in tourism, trade, private employees, and others (Pangandaran Regency Government, 2020).

The most significant potential of the Pangandaran Regency is tourism, both beach, and river attractions. There are many favorite attractions both by foreign and domestic tourists. Attractions in Pangandaran Regency are Pangandaran Beach, Nature Tourism Park (Pananjung Nature Reserve), Batu Hiu Beach, Batu Karas Beach, Madasari Beach, Karapyak Beach, and river tourism namely Cukang Taneuh (Green Canyon), Citumang, and Santirah. Hotel facilities are available with various classes and quite complete restaurants and other entertainment venues around these locations (Pangandaran Regency Government, 2020). One of the sea and beach tourism destinations in Pangandaran district is Batu Karas tourist beach. Batu Karas is one of the districts and villages that have beautiful beaches, so this Batu Karas village has bright prospects in terms of sea and beach tourism. So, to prepare human resources and other supporting sources, local government efforts must develop and empower prospective sea and beach tourism conditions. Based on these problems, the authors are interested in investigating more deeply regarding the model of community development and empowerment in the field of marine and beach tourism located in the village of Batu Karas, Cijulang Subdistrict (Pangandaran Regency Government, 2020).

The basic unit of social action is that the involvement of each individual is very supportive in development (Privitera et al., 2018). In the case of tourism object development, such as the development of mangrove tourism, individual involvement is urgently needed. With the development of tourism, each individual in the community tries to empower themselves through economic activities aimed at tourists so that they can supplement their income (Eshun & Tichaawa, 2019). Everyone has their way of developing themselves according to their abilities.

Thus if community development succeeds in empowering community members following the conditions of tourism in their area and the situation is favorable for them, then the community will carry out various activities according to their social behavior. Potential tourism, among others, tourist attractions, tourist activities, accessibility, and transferability of the Batu Karas village, have a high selling value. By developing mangrove tourism and turning Batu Karas into a Tourism Village, this will have a direct impact on the Batu Karas village community. The development of the Batu Karas coastal mangrove tourism will support efforts to grow entrepreneurial potential, diversify tourism products, sustain the economy of the local community, preserve and sustain natural resources in rural areas, and revitalize local culture.

So the development of mangrove tourism for community empowerment in the village of Batu Karas is started from the tourism potential in the village of Batu Karas which was developed into one of the Objects and Attractions, namely mangrove tourism by tourism actors, among others: local communities, village governments, sub-district governments, district governments, tourists and the private sectors (Batu Karas Village Government, 2020). In implementing the development of tourism villages both by the government, the community, tourists, and the private sector, there are several supporting factors (tourism potential) and obstacles (policies, budget, resources). The development of the Tourism Village will have an impact on the people of Batu Karas Village, so that it will make the community more capable and independent to make their condition better (Batu Karas Village Government, 2020). Mangrove tourism development needs to be based on a comprehensive concept that can accommodate all aspects that support the optimization of resources, especially human resources owned by the village.

## MATERIALS AND METHODS

The method used in this research is qualitative, for the objects in this research are natural objects as in typical situations that not manipulated the conditions, so this method is also called the naturalistic research method (Bernard et al., 2016). Also, this research is qualitative in the sense that it is fundamentally dependent on human observations in their region and relates to these people in their language, their lives, and their interactions with their world around them (Miller & Kirk, 1986) (Corbin & Strauss, 2014). Like a descriptive research, this research describes the ongoing problems of the situations or events that are taking place in the field. Neuman (2014) explains that descriptive research is the accumulation of primary data in the way of describing merely not needing to find or explain interconnected, tested hypotheses, make predictions or obtain meaning and implications, even though research aims to find these things and include descriptive methods.

Primary data collection techniques such as odd jobs in tourist sites in Cijulang Subdistrict, Pangandaran Regency, are through observation, as well as in-depth interviews. Library studies used to discover secondary data such as theories, views, research results, books, and other archives, documentation. Observation is a way to retrieve data using the eyes without the help of other standard tools for this purpose. Field research can also be considered as a comprehensive approach in qualitative research or as a method for collecting qualitative data. The researchers go to the field to make observations about a phenomenon in a natural state or "in situ" (Adriansyah et al., 2015). The researchers conducted various observations to obtain data directly from primary sources, correctly to see the situation of a location, a life, the atmosphere of life, and to participate in various activities. The observations used in this study are observation of participation and non-participation that is adjusted to the object or target being observed. Participatory observation is an observation made with the observer directly involved actively in the object under study. So in conducting this research, the researchers will go directly to the location of the study to review and observe the problems that will be actively investigated by the researchers together.

The interviews were aimed at the community around mangrove tourism. The interviews also took place between the observations involved. In this case, the researchers were directly involved in the activities of the research subject. The researchers participated in community activities while asking questions about the research problem so that the researchers got corroborating data when making observations involved. To obtain maximum data, the researchers interviewed the government involved in the development of the Batu Karas tourism village, including, Community Leaders, RT, RW heads, Village Heads, and related Tourism Offices. The interviews are expected to obtain maximum and valid data. After the collection of data, the next step was to analyze the data. Data analysis was the processes of systematically searching and compiling data obtained from the interviews, field notes, and the documentary by organizing categorical data, describing it into units, synthesizing and compiling the in the patterns, choosing what is essential and what will be learned, and made conclusions so that they were easily understood by themselves and others. The purpose of research in data analysis was to narrow down and limit the findings to become one data that was more meaningfully ordered and organized.

The data analysis process begins by examining all available data from various sources, namely from interviews, observations that have been written in field notes, personal documents, and official documents. The data is a lot of about a myriad. After reading, studying, and analyzing, the next step is to conduct data reduction, which is carried out by doing abstractions. Abstraction is an attempt to make a summary of the core, process, and statements that need to be maintained so that it remains in it.

The next step is to arrange them in units. The unit is then categorized in the next step. The category was created while coding. The final stage of this data analysis is to conduct a data validity check. After completing this stage, the data interpretation process in processing interim results becomes a substantive theory by using specific methods. The study was conducted in Cijulang Subdistrict of Pangandaran Regency. In the area, there is a tourist attraction frequently visited by tourists from various regions, local and foreign. The tour is called Batu Karas beach. This location is made into a research site because this place has many resources to be used as economic change for development and empowerment to increase mangrove tourism in Batu Karas Village.

## RESULTS DISCUSSIONS

### Mangrove Tourism in Batu Karas

Village Pantai Batu Karas Village is no less potent than other regions in Pangandaran Regency. For this reason, this sector is essential to be developed, tourism is directed to tourism that is environmentally friendly and orderly and comfortable so that the potential utilization can be maximized. Tourism in the coastal areas of Batu Karas Village Beach is a potential sector to be developed. The many coastal ecosystems, such as coral reefs that are still good and the quality of the waters that are still good is the potential for mangrove tourism that needs to be managed professionally.

Based on the potential of natural resources and the environment of the coastal area of Batu Karas Village, the type of tourism suitable for development is mangrove tourism. Mangrove forest here is indeed beautiful, even though it is not yet famous compared to other tourist destinations such as Green Canyon, Citumang, Santirah, and the like. Nevertheless, in terms of cost is very affordable and very cheap so that it can be used as a reference when vacationing in Pangandaran. Mangrove tourism in Pangandaran recently opened and published so that there are still many promotions from the government local. Batu Karas Mangrove Forest located in Sanghyang Kalang Hamlet, Batu Karas Village, Cijulang District, Pangandaran Regency, West Java, which is the Cijulang River Estuary which is directly related to the sea (Indian Ocean). The effects of tides are very clearly visible. Batu Karas Mangrove Forest is known as the Batu Karas Mangrove Restoration and Learning Center. As for the area of 20 hectares, there are various types of mangroves ranging from *Bruguiera exaristata*, *Parviflora*, *Rhizophora mucronata*, *Rhizophora apiculata*, *Avicennia alba*, *Avicennia marina*, *Bruguiera gymnorhiza*, to *Sonneratia alba*. The Greening process continues to be carried out gradually along the coast in Pangandaran until now.

The Batu Karas Community Supervisory Group (Pokwamas) of Pangandaran Regency, has a duty as the Maritime and Fishery Resources Supervisor, including overseeing the conservation of mangroves, coral reefs, sea turtles and others, under the auspices of the Forestry, Agriculture and Maritime Affairs of Pangandaran Regency. Since December 2013, the Marine Resources and Coastal Community Empowerment Section with Pokwamas had begun to identify mangrove areas. One of the existing mangrove forests is in Cikalapa Block, Batu Karas Village, Cijulang District, Pangandaran Regency. The existence of this Batu Karas PRPM is expected to be a conservation area, and it is also expected to be a tourist attraction so that more tourists come to Pangandaran Regency. PRPM Batu Karas can be reached from 4 places. PRPM Batu Karas is the easiest to reach from Batu Karas Beach. In addition, it can also be reached from Green Canyon Pier, Nusawiru Airport, or Bojong Salawe (Interview with US, 1/8/2020).

### The Community Empowerment Model in the Mangrove Tourism

Batu Karas Village administratively located in West Java Province, namely in Cijulang Subdistrict, Pangandaran Regency. Pangandaran Regency has quite diverse natural resource potentials, including the Pangandaran Regency Region, which has a full sea, beach, and coastal area. Besides being a potential area for fisheries development, the south coast area of Pangandaran Regency is also very potential for tourism development. Sea and beach tourism in the village of Batu Karas is included in the Ecotourism section of the Cijulang Pangandaran bay. By having a sea and beach area which is owned by the Pangandaran Regency Government, the Pangandaran Regency Government is optimally trying to empower the communities that are around the coast and the sea. Based on the results of interviews with the local government that the government's efforts in empowering the community in the field of mangrove tourism in Batu Karas Village refer to Rule of Village (Peraturan Desa –Perdes) No. 5 of 2014 concerning the development of Tourism Villages in CHAPTER XI article 26 namely, that the village administration prioritizes the concept of community empowerment in order to facilitate and carry out efforts to develop tourist villages. The development is carried out in a coordinated and integrated manner, with the principle of transparency, participatory, and accountability, as well as reflecting the socio-cultural values that exist and develop in society. In the implementation and preservation and management of

village tourism, a Community Organization for coastal and marine tourism was formed. So in this Batu Karas village, the role of the youth organization is actively participating in community empowerment efforts. Community Organization in the Field of Tourism is the right partner of the local government, starting from RT, RW, Village, Subdistrict, and Tourism Office.

Based on an interview with Mr. TS, as a Counselor from the Tourism Office, he said that in carrying out community empowerment in Batu Karas Village, Cijulang District, Pangandaran Regency, namely providing socialization and training in the Development of Rural Creative Economy Business (PUEKP) continuously, which is one month once in carrying out empowerment to the tourism-based community with various abilities such as the ability to run a business, marketing, home industry, and others (Interview with TS, 1/8/2020).

Based on an interview with Mr. MN as the Chairperson of Youth as well as administrators of the implementation of the PUEKP it was found that there were activities that support the Development of Rural Economic Enterprises (PUAP), namely through socialization and training in the PUEKP to the community (Interview with MN, 8/1/2020).

Mr. SL, as a member of the youth group in the Tourism Village said that he had participated in the socialization and training in the PUEKP, which is done once a month in order to improve business capabilities. Mrs. ST, for example, considers that home industry training is beneficial for mothers to increase family income (Interview with SL and ST, 1/8/2020). While from Mr. DT added that in carrying out community empowerment in Batu Karas Village, Cijulang District, Pangandaran Regency, namely providing socialization and training in the PUEKP continuously, which is once a month in carrying out empowerment to the community (Interview with DT, 1/16/2020).

It appears that community empowerment happened in the lower layers or disadvantaged layers of society that are considered to be oppressed by the system and in the social structure, which is liberated by people's involvement in the development. In the Batu Karas community, this empowerment effort consists of several aspects, namely: (1) Awareness about increasing the ability to identify problems or problems that cause life difficulties and suffering experienced by the community; (2) Awareness about weaknesses and potentials rises to and increases confidence in the community to get out of problems and to solve problems and develop the community;

(3) Enhancing the management capabilities of existing resources (Anderson and Woodrow, 2019).

Batu Karas Village followed the procedures to empower the community. The procedures carried out in empowering the people's economy based on the theory of empowering are: first, generating (enabling). In general, powerlessness occurs because the potential is not recognized. The process is enabling carried out to arouse the will of the people who are heavily influenced by their perceptions and knowledge of themselves and their environment. Second, empowering, at this stage, aims to make people become able or even more capable of being equipped with the knowledge and material assistance. Third, protection, the process of strengthening or protecting the community by providing a solution for some of the difficulties encountered (Zamenopoulos et al., 2019).

Thus, the meaning of community empowerment can be concluded that community empowerment should not make the community dependent on gifting programs, but everything that is enjoyed must be produced on its efforts. The result is independent of the community and builds the ability to advance them towards life better in a sustainable way. The people of Batu Karas practiced this. The strategy called bottom-up means that the community is involved from the beginning in the planning process to the implementation and maintenance of development results. It is because the community itself knows about their needs and how to fulfill them (Bryson, 2018).

The real model carried out by the government in the efforts to develop Rural Creative Economy Enterprises (PUEKP) includes life skills training. This training is one of the efforts to mobilize community activities for young people that are given the freedom to play an active role in advancing mangrove tourism activities. Life skill training is carried out by involving all elements of the village apparatus, from the RT, RW, Youth Organization, and Village Government level without exception. The training is entrepreneurial life skill training in the form of a creative economy. The training is expected to open insight into the surrounding community in carrying out local economic activities, such as making handicrafts related to tourism, such as souvenirs, opening restaurants, selling t-shirts that read coastal mangrove tourism.

The village administration fully manages economic activities through youth clubs. Hence, youth organizations are required to have innovative, creative programs based on the local wisdom of the local culture. It is to increase economic empowerment and welfare in the community. The government actively encourages the community to devote all the abilities and expertise possessed by the local community in the form of handicrafts managed professionally through the Village Unit Cooperative (KUD) as a forum for the work of the village community. Another model that is carried out by the government in empowering existing communities in the coastal and marine tourism environment, the government also trains soft skills in the form of expertise in advertising mangrove tourism. The purpose of advertising mangrove tourism is that tourists can get information from the internet or other social media. Hence, more and more visitors coming to the tourist beaches in Batu Karas, so that it will affect the economic income of the community as well.

Another benefit of the community's expertise in the field of IT will be to boost the market for the creative results of society advertised through social media, which today has a profound effect on the people's economy.

### Local Government Strategy

Development of community capacity (community empowerment) can be pursued with a variety of strategies that are tailored to the conditions and various potentials that exist in the local community. Improving education is an effort to increase community knowledge and skills under the required field of expertise. Education does not always have to have a formal nuance, but it can also be set forth as a non-formal education approach. It is performed for example, through trainings, field practices, internships, comparative studies, and the like.

Besides, counseling is one of the examples of non-formal education where the discussion of the material is very flexible (adapted to the needs of the target), counseling is applied to the adult education system with the target being people who already have much experience in their fields. Then, to help the community find their potential to overcome the problems faced is a community outreach program. Community assistance activities are to bridge the community to be better able to access various needs, both material and non-material. Here the assistants act as facilitators to stimulate the search and implementation that are to solve the problems and obstacles faced by the community. Assistance staffs also facilitate bringing the community closer to various accesses, for example, access to information, access to capital, law, and various facilities intended to develop productive community businesses.

Two central problems can cause a lack of access to the information needed by the community. First, because the information is still exclusive (intentionally information is not disseminated to the public, except with certain sacrifices such as information on the internet, information that is in the Indonesian Business Data Center, the information in various government agencies that are not disseminated (Tayyiba, 2015). The lack of public access to this type of information needs to be assisted by the government to further socialize "expensive" information to the public, for example through brochures, periodicals, radio and television, such information as related to superior products, sources of raw materials, and marketing information. Second is the weakness of the community itself in accessing information that is already available in their environment, and this can be caused by low community motivation to access the information or community limitations due to illiteracy and technological blindness with the campaign the importance of information for the community.

### **Empowerment of Community Institutions**

Village community institutions that have been used as a means of tourism empowerment were cooperatives (such as the Village Unit Cooperatives—KUD). However, efforts to empower these two institutions have never been thoroughly carried out. Therefore, it is only natural that the empowerment of farmers takes place half-heartedly. The farmers or villagers are statistically the most significant community group. On the other hand, we are also aware that so far, the government has hung the hope of fulfilling national food availability in the hands and shoulders of these farmers. This hope rose when farmers still overcame the storm of the economic crisis that worsened the enormous conglomerate. It is not only agriculture that still has a positive growth rate (though relatively small) compared to other economic sectors that have negative growth rates (Interview with BS, 5/1/2020). In the case of community development, it is necessary to grow community production groups. The formation of groups is intended to combine the economic potential and various community resources, which will make it easier for the community to access various facilities for the development of productive community activities. The formation of groups is also intended to increase the "bargaining position" in various interests, for example, for the efficiency of production and to increase the marketability of products (Interview with DD, 1/1/2020). Regarding economic strengthening, the empowerment of cooperatives is a necessary thing in the community with a mangrove tourism background. Institutional empowerment of cooperatives can be done by developing and strengthening existing cooperatives or growing ones that do not yet exist but have the potential to be raised (for example, the development of farmer-fishermen groups into farmer-fishermen cooperatives). The development and strengthening of cooperatives require a variety of action programs that include aspects of applying the principles of cooperatives, organizational development and management of cooperatives, business, and capital development, and fostering cooperatives. There are efforts to strengthen the cooperative base, namely the application of the principles of cooperatives, the development of cooperative organizations, and the development of businesses and capital.

The application of cooperative principles also requires concrete steps (1) fostering cooperative independence by reducing government intervention; (2) functioning member meetings as a means of business decisions; (3) increasing the insight and understanding of coaches, members, and the community, so that the principles and enthusiasm and spirit of cooperatives can be applied thoughtfully and consistently; (4) cooperative socialization for the wider community (children) in the form of continuous cooperative advocacy; (5) cooperative consultation for management, managers and all members of cooperatives (Interview with CS, 5/1/2020).

The development of cooperative organizations can be done by (1) facilitating the permission and the process of establishing cooperatives (now facilitated); (2) improving the quality of human resources in the form of education, training and apprenticeship (for management, managers) on business management and entrepreneurship; (3) clarity of duties and responsibilities of management and managers; (4) cooperative organization restructuring; supplemented by the education division; (5) adopting modern management, for example the term cooperative management should be changed to a board of directors; (6) manager's qualifications on the basis of professionalism (education, good incentives and clear employment contracts) (Interview with BB, 1/1/2020). Business and capital development include: (1) increasing the ability of management and managers through training (entrepreneurial management, preparation of business plans and business feasibility); (2) recruiting professional managers to manage cooperative businesses based on business partnerships; (3) vertical integration of cooperatives (primary-secondary) such as Village Unit Cooperatives; (4) disseminating credit scheme information and access procedures.

Overall, an action program that fosters effective coordination between the PKM, Dekopin and PUDKUD Office of Manpower and Transmigration needs to be carried out, the addition of field workers (such as street vendors or independent workers) so that the development of small businesses and cooperatives can be intensive. The growth of cooperatives can be done by taking into account the groups that already exist in the community. A concrete example is a farmer-fishermen group (including women's groups), which has now been facilitated to become a farmer-fisherman cooperative. However, the realization is often still hampered by bureaucracy. An example is an extended-standing permit, even though there are regulations about this. There is a person, but this must be realized and reformed for the advancement of cooperatives as the foundation of the people's economy in Indonesia (Interview with HD, 1/1/2020).

So far, it has been evident that potential human resources in the development of the agricultural sector are farmers, fishermen, and their families. Agricultural development would not have been possible without the active participation of farmers/fishers and their family members, including women farmers and fishers. The issues are: (1) How the people's economic empowerment program, in this case, cooperatives and small and medium enterprises (SMEs) can be formulated and implemented with a fairness approach; (2) How farmer women can play a role in increasing family income through cooperatives. Then how can the cooperation commitment realized with a spirit of continuity and not the origin for modest programs (Interview with DB, 1/1/2020)?

### **Partnership Building Community**

Empowerments, through partnership efforts, can take place with bringing together business suitability between large entrepreneurs and businesses that develops in the community. Business sectors that can be developed through partnerships include various cooperation patterns, for example, the supply of raw materials, semi-finished materials, or finished materials that are mass-marketed by 'foster father.' Collecting partnerships also requires the presence of a Supporting Staff because between large entrepreneurs (foster fathers) and small entrepreneurs (communities), there are various gaps such as knowledge, capital, skills, management, and others. Assistance is needed to bridge the differences between the two partners. The efforts for this are (1) empowerment of the original community institutions which are proven to exist still; (2) multiplying the findings of appropriate technology in various aspects; (3) provision and improvement of facilities and infrastructure to support community life following the role that exists in the community, for example, repair of irrigation channels for farmers, the guidance of new technologies for traditional food artisans and the like (Interview with NS, 5/1/2020).

The function of government concerning empowerment is to direct the people to become independent. In this case, community empowerment means it cannot be released and handed over to the community concerned. Optimal community empowerment in order to be able to empower themselves to be better must be by involving the government optimally and deeply. Various models of community empowerment in the dynamics of its development, do not escape the role of government in empowering the community.

The role of the Government as a sub-district head is to prepare directions to balance development implementation (issuing regulations in the framework of the practical and orderly administration of development). As a regulator, the government provides an essential reference, which is then translated by the community as an instrument to regulate every empowerment implementation activity in the community. Economic empowerment of the community will be linked to policies that support the development of their businesses (Interview with DL, 1/1/2020). The Government, as the Village Head, is to mobilize multi-stakeholder participation when stagnation occurs in the development process. As a dynamist, the government plays a role by providing intensive and practical guidance and direction to the community. Guidance and direction are needed in maintaining dynamics. As a facilitator, the government tried to create or facilitate an orderly, comfortable, and safe atmosphere, including facilitating the availability of development facilities and infrastructure; so that it could bridge the interests of various parties in optimizing regional development (Interview with DD, 1/1/2020).

### Empowerment of Local Communities

In the end, the community itself decides whether to follow the progress and live with it or not. In an advanced system of life, the community must follow the progress. Otherwise, it will be irrelevant. It is primarily in a system offering services such as tourism. It is where the burden for local people is. They must master modern service tools and also have to adapt to get new jobs such as becoming a tourist guide, renting out comfortable seating facilities, selling items needed for visitors such as hats, renting umbrellas, mat, helping motorbike transportation, boat rental, and the like (Interview with LS, 11/1/2020). On the other hand, the ability to preserve the environment as a place for them to make a living, the mangrove forest, which is a tourist spot, becomes necessary. Here they must be able to carry out maintenance, for example maintaining mangrove plants themselves, maintaining road cleanness in the location of mangrove forests, and maintaining facilities that support the existence and access to the mangrove forests themselves.

In the world of tourism, communication is essential in forming networks between residents of tourist areas and between agencies that support tourism development. The problem of the production of the same tourism commodity among residents is no longer a problem because of the established communication. Hence, the villagers can make the best decision in the management of their businesses. Likewise, with other problems that develop with the existence of mangrove tourism, it can be overcome by communicating with one another. Especially considering that the existence of a place where people live is around the coast that changes day by day can be very drastic. So, this communication becomes essential. Things like the above are felt by the mangrove area maintenance groups and tourism business groups around the mangrove (Interview with DD, KK, and NN; 1/8/2020).

Therefore, to manage their tourism business, citizens need a variety of information in the field of tourism. Such information includes government policies, research results from various scientific disciplines, tourism experience from other places, as well as the latest information on market prospects related to tourism facilities, production, and services. They can get one of these information sources by access the internet as a source of information. Not only that, but they can also find out the latest information about the prospects of international markets related to production facilities and tourism products. However, the government is also obliged to provide counseling to farmers in realizing the quality of agricultural products (Interview with DD, 1/1/2020).

The government, tourists, and other stakeholders, including the general public, can also play a role as supervisors of the tourism village. The primary mission of the community must remain focused on maintaining the mangrove area. Thus, mangrove tourism is not solely based on economic activity alone. Based on the results of interviews conducted by the researchers, namely with NS that the activity of maintaining mangroves in the village of Batu Karas is now not merely an economic activity. More than that, the people of Batu Karas Village have assumed that managing mangrove tourism is a culture, namely a culture of nature preservation carried out by each member of the community. Likewise, because they have necessary work, some do trading, some raise even most of the people of Batu Karas Village go to the city to look for work in a city like Jakarta (Interview with NS, 5/1/2020).

Hence, this research states a theory that free and voluntary mangrove management could grow depending on the natural assets and the community (Scheyvens and Hughes, 2019; Carvache-Franco et al., 2019). The encompassing network can improve smaller scale small and medium ventures (MSMEs) autonomously, too, for instance, by making crafted works as trinkets that are offered to guests. It can make his home as a homestay of visitors who go to his town. The beautiful nature of the network has its points of interest, implying that every area can be formed into a vacationer town (Sen and Walter, 2020). Be that as it may, the advancement of a travel industry town requires coordination and participation just as a fair job between components of partners, including the administration, the private division, and the network. Along these lines, community participation in tourism industry can be utilized to create promising travel industry (Rodrigues and Prideaux, 2018).

Besides preserving mangrove forests, the community can also carry on a hereditary culture both in terms of food, clothing, games, and even traditional ceremonies. In turn, tourists can enjoy the presence of products and cultural activities by participating in using it both in terms of consumption, appreciation, and even now can be used as a place to upload to social media. It is where the existence of the mangrove forest has become a natural capital to become a tourist location and can provide blessings for the surrounding community. Thus, what happened in Batu Karas Village was the unification of the natural soul (Barbieri et al., 2011) as well as the outward human body, namely human pragmatism as an economic being (Tribe, 2015) as well as a natural being. This is what can be called as a social ecology, where humans preserve nature while benefiting from it (Bookchin, 2007). So here there is a mutual respect between humans and nature, as well as a mutual use.

### CONCLUSION

Model conducted by the local government to empower communities in the field of mangrove tourism in Batu Karas Village, which is by moving all levels of society from the Youth, Community and Village level through life skills and soft skills training activities. Life skill activities are carried out through the Village Creative Economy Empowerment. The activity is managed and driven by the village government and Youth Organization as the leading sector in its implementation. Youth Organization has an essential role because it is they who carry out creative economic activities, in the form of typical beach souvenirs, be it key chains, shirts, and the like.

Strategies undertaken by local governments are the efforts to develop community in the field of marine and beach tourism in the village of Batu Karas. In the field of community development in the field of tourism, the government, in this case, is concerned with human resources as the implementer, while in other fields, the government is making improvements to infrastructure, including roads, tourist attractions, and bridges around the coast. Also, to improve the welfare of the surrounding community, the government implements regulations, namely user fees for mangrove sites, the results of which are for workers, and infrastructure improvements.

In the implementation of efforts to develop and empower communities in the field of mangrove tourism in Batu Karas Village, the local government continues to pay attention and follow the existing regulations, namely rules on tourism and marine affairs. The government also pays attention to all instruments that support the acceleration and development of community empowerment, both soft skills, and hard skills, as capital that must be owned by Batu Karas villagers through training.

What is encouraging is that there is awareness on the part of tourism residents that mangroves are not a place where they make a living. Nevertheless, mangroves must also be maintained in the context of preserving nature and protecting them from various disasters that often arise from the sea, such as tsunamis or tidal waves. The maintenance has now become a community culture around the location of mangrove tourism. In addition to natural and ecological culture, local culture is also maintained by holding local cultural products as well as local special activities such as traditional ceremonies, which can all be enjoyed by tourists as the mangrove community's uniqueness.

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## COMMUNITY BASED TOURISM (CBT) TO ESTABLISH BLUE ECONOMY AND IMPROVE PUBLIC WELFARE FOR FISHING TOURISM DEVELOPMENT IN KLATAK BEACH, TULUNGAGUNG, INDONESIA

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**Abstract:** Klatak Beach has long been known by Tulungagung community, but it became famous after the construction of the southern crossing lane (Jalan Lintas Selatan). There were not many visitors who come there either. Currently, Klatak Beach was developed as a tourism area. This research aimed to find out: the potential of Klatak Beach, Tulungagung Regency in the development of fishing tourism, the community empowerment in lobster fishing tourism, and the strategy for developing lobster fishing tourism in Klatak Beach to create Blue Economy. This research used descriptive methods with quantitative and qualitative analysis techniques. The data used in this study are primary and secondary data, such as focus group discussions (FGD) with related parties. Secondary data were collected from government agencies, institutions, and the community. Data collection on this research was the primary data collected through interview and observation and also secondary data. Hierarchy Analysis Process (AHP) are used to create policy alternatives of Blue Economy. The results showed that Klatak Beach was potentially to develop as the tourism area. The empowerment on the Klatak Beach community has been done great by three groups of fishermen, namely Mina Klatak, Rayap Pereng, and Pereng Mania. The policy made by the fishermen group and the government of Tulungagung Regency has supported to create a blue economy.

**Key words:** Fishing Tourism, Community Based Tourism, Public Welfare, Blue Economic

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### INTRODUCTION

Indonesia is the largest archipelago country in the world, which has  $\pm 18,110$  of large and small islands, with a coastline length of 108,000 km. Based on The Sea Law (UNCLOS) in 1982, Indonesia has authority over the water area of 3.2 million km<sup>2</sup> consisting of 2.9 million km<sup>2</sup> of the islands and 0.3 million km<sup>2</sup> of the territorial sea. Indonesia also has the exclusive right to use marine resources and various related things that covered over 2.7 million km<sup>2</sup> in EEZ water zone (up to 200 miles from the baseline) (Bengen, 2010; Hakim, 2013).

The use of marine resources needs to look at sustainability factors. The amount of natural damage that exists on land and in waters will threaten the economic sustainability. Meanwhile, the development challenges were becoming increasingly complex as the result of high population growth, acceleration of global economic changes and also climate change. Therefore, it needs a sustainable development policy. The Blue Economy was chosen as one of the economic policies. Coastal areas have great economic potential to support the economy of communities, especially the fishing communities (Priyono, 2016). The concept of Blue Economy is needed to answer challenges of the existing development systems that tend to be exploitative and damage the environment and exceed the carrying capacity of the environment (Bari, 2016). It hoped that by implementing Blue Economy, the community's economy would increase, then the people will become more prosperous, but the sky and sea will remain blue (sustainable) (Rekdale, 2013; Satria, 2009).

Some tourism activities was usually only benefit for some group of entrepreneurs. As an example of research conducted in the Maldives showed that tourism activities are only dominated by upper-class entrepreneurs who are interested in providing guesthouses, tours and travel (Giampiccoli et al., 2020). Therefore, it is necessary for tourism management to make Community-Based tourism (CBT). The main objective of development was to improve the welfare of the community, and then the fishing communities around the coast are included.

Fishing tourism development in Indonesia has existed in several regions as in West Lombok, community groups that manage floating net cages (*Keranda Jaring Apung*) on Nanggu Island as underwater tourism sites and fishing tours. The results of fishing tourism development in these locations have experienced a significant increase in economic income. This area not only relies on tourist visits and boat rentals but also benefits from the farming of grouper fish, pomfret fish and lobster ordered by many restaurants and hotels around West Lombok (Budiawati, 2013). In Nurwenda's research (2013), the highest income was obtained from fishing tourism in comparison of fishermen household income and the results of fisheries activity and tourism in Santolo Beach, Garut Regency, West Java. The other business types of fishing tourism in this location still have potential that can be developed in order to increase regional income by promoting and increasing facilities and infrastructure on Santolo Beach. Fishing tourism of floating net cages (KJA) has also been developed at Lake Maninjau, West Sumatra. This tourism proved that had contributed socially and economically to the communities around the lake (Firdaus et al., 2019). However, research related to KJA tourism on the southern coast of Java has not been much studied. Therefore, this research focuses on the management of fisheries tourism community-based (CBT) of floating net cages (KJA) in Klatak Beach, Tulungagung Regency, Indonesia.

### LITERATURE REVIEW & THEORITICAL FRAMEWORK

Besides looking to improve the economy, coastal tourism management also needs to check the sustainability of beach conservation. According to (Inskeep and WTO, 1998), several approaches are considered in tourism planning, included: (1) Continuous Incremental, and

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Flexible Approach, (2) System Approach, (3) Comprehensive Approach, (4) Integrated Approach, (5) The environmental and sustainable development approach, (6) Community Approach, is an approach that is supported and raised by (Mitchell and Murphy, 1991) which emphasizes the importance of maximizing the involvement of local communities in tourism planning and decision-making processes, to increase the desires and possibilities, it is necessary to maximize public participation in the development and management in tourism as well as its social-economic benefits, (7) Implementable Approach, and (8) Application of systematic planning approach.

Three main principles in sustainability development (McIntyre, 1993; Dahuri, 2001, Fandeli, 1997) as follows: (1) Ecological Sustainability, ensures that the development aligns with the ecological, biological, and diversity of existing ecological resources. (2) Social and Cultural Sustainability, which ensures that the development has a positive impact on surrounding communities and align with the culture and values that apply to the community. (3) Economic Sustainability, which ensures that the development is economically efficient and that the resources used can last for future needs.

Tourism development that has Economic Sustainability used Community-Based Tourism (CBT). Community-Based Tourism is a type of tourism development that aims to counteract the negative impacts of conventional/mass tourism. It is growing in popularity and specifically intended for disadvantaged members in society. Most of the benefits should go to the people who make tourism happen in their localities - the small local operators. This is a necessary imperative to grow local economies and provide employment and incomes for local people through their own entrepreneurship (Mearns and Lukhele, 2015; Arintoko et al., 2020; Kazimoto, 2013).

Sustainable CBT aims to reconcile the tensions between the three partners in the development triangle and maintains the equilibrium in the long-term. It highlights the aims of sustainable CBT, namely: to minimize the environmental and cultural damage, optimize visitor satisfaction and maximize long-term economic growth for the region. Sustainable tourism (ST) is tourism that does not deplete economic, social/cultural and environmental resources. Over the past decades, sustainability has become a focal point for tourism development around the world. Matarrita-Cascante et al. (2010:9) state that ST is not just about controlling and managing the negative impacts of the industry. ST development aims to benefit local communities, economically and socially, and to raise awareness and support for conservation of the environment (Kurniawati et al., 2020).

The idea of Blue Economy was raised by Prof. Gunter Pauli in 1994 when the Belgian professor was asked by the United Nations (UN) to explain the future business model (Rekdale, 2013; Saaty, 1993). Blue Economy with a variety of theories and formulas offered by economists in the world, then it began to widely discuss in Indonesia because Indonesia is rich in marine resources. Blue Economy is a concept that explains economic activities that not only reduce waste but also improve the community's economy (McKinley, 2019). It also interpreted as the Blue Sea Economy, which makes the sea as an ecosystem that must be protected and optimized for its benefits in order to improve the people's economy. Blue Economy Indonesia aims to achieve comprehensive national development by empowering elements related to Blue Economy and maintaining the sustainability of the sea (Apriliani, 2014).

Indonesia's aquatic potential is very rich compared to other Asian countries. Evidence showed that Indonesia has potential aquatic wealth which can be seen in the comparative graph of the potential trade of fish between countries in ASEAN (Indonesia, Vietnam, Thailand, Malaysia, Myanmar, Singapore, the Philippines, Brunei Darussalam, Cambodia, and Laos) between 2015-2019 as follows:

Table 1. Values of Fish Export Commodities Intra-ASEAN (in thousands of US dollars) Sumber: International Trade Center, 2020

Exporters	Exported Value				
	2015	2016	2017	2018	2019
Viet Nam	\$ 4,838,124	\$ 5,184,388	\$ 6,141,701	\$ 6,407,588	\$ 5,609,383
Indonesia	\$ 2,649,783	\$ 2,900,604	\$ 3,271,472	\$ 3,311,916	\$ 3,274,855
Thailand	\$ 1,744,039	\$ 2,022,322	\$ 2,123,301	\$ 1,962,071	\$ 1,839,700
Malaysia	\$ 505,436	\$ 517,473	\$ 509,590	\$ 537,379	\$ 649,179
Myanmar	\$ 446,543	\$ 537,915	\$ 662,237	\$ 734,172	\$ 473,589
Philippines	\$ 473,265	\$ 448,517	\$ 468,865	\$ 421,613	\$ 372,085
Singapore	\$ 265,159	\$ 264,747	\$ 265,001	\$ 282,368	\$ 236,081
Cambodia	\$ 465	\$ 672	\$ 596	\$ 795	\$ 23,179
Brunei	\$ 3,114	\$ 5,054	\$ 5,447	\$ 7,850	\$ 3,462
Laos	\$ 132	\$ 72	\$ 31	\$ 20	\$ 4

The following graph showed the export numbers of the fish commodities in ASEAN country from 2015 to 2019.

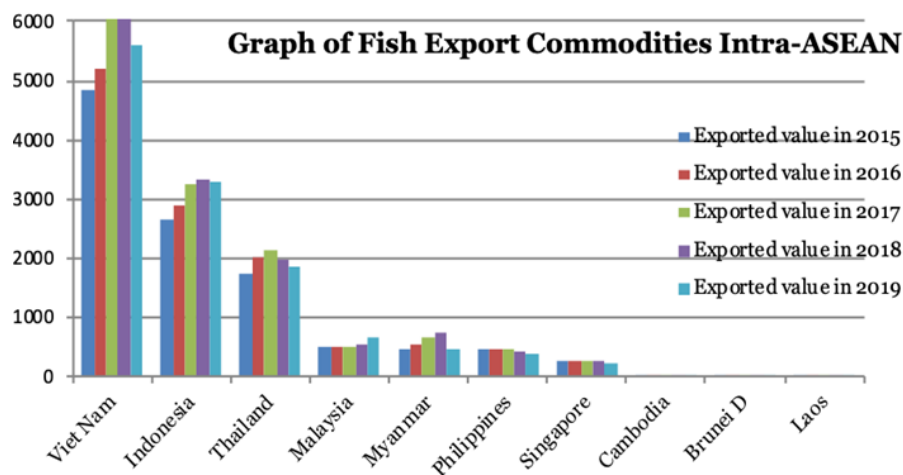


Figure 1. Fish Export Commodities Intra-ASEAN (in thousands of US dollars) (Sumber: International Trade Center, 2020)

According to Law No. 31 of 2004 on Fisheries, fisheries are all activities related to the management and utilization of fish resources and the environment starting from preproduction, production, management and marketing in the fishing business. Meanwhile, according to Law

No. 10 of 2009 on tourism and Undang-Undang No 1 Tahun 2014 on *Management of Coastal Areas and Small Islands*, tourism is a variety of tour activities supported by various facilities and services provided by the community, entrepreneurs and government. Fisheries and tourism activities can be integrated into the form of tourism. According to Dermawan and Aziz (2012); Hakim (2013), tourism in terminology defined as an integrated conservation-based management approach with a focus on the development of fisheries and marine tourism. Conceptually, fishing tourism development refers to the principle of ecotourism development, such as (1) preventing and overcoming the impact of tourist activities on nature and culture that adapted to nature and local culture, (2) environmental conservation education that educates visitors and surrounding communities about the importance of conservation, (3) direct income for the area in the form of retribution or conservation tax can be used for conservation management, (4) community participation in planning session, (5) income for the community, (6) harmony of nature, (7) carrying capacity for utilization with power capacity by considering the carrying capacity of the environment, and (8) revenue contribution to the State. According to Haris (2012); Hakim (2013) fishing tourism can distinguish into two patterns of the use of space and resource, which is fishing tourism as a part of the use of fishing and tourism area and resources integration, and fishing tourism as a combination of the use of fishing and tourism area and resources integration.

## METHODOLOGY

### Population and Participant

Tulungagung Regency has many beaches, such as Dlado Beach, Sine Beach, Klatak Beach, Popoh Beach, Sidem Beach, Gemah Beach, Nglarap Beach, Brumbun Beach, Molang Beach, Gerangan Beach, Bayem Beach, Coro Beach, Ombo Sawah Beach, Kedung Tumpang Beach, Kelinci Beach, Sanggar Beach, Sioro Beach, Ngalur Beach, Patok Gebang Beach, Banyu Mulok Beach, Pucang Sawit Beach, Pacar Beach, also Lumbung Beach. The populations in this study were Keboireng villager who involved in Klatak beach tourism process. This study selected participants who involved and had stayed long around the tourist attraction area of Klatak beach.

### Data Collection Methods

This research used descriptive methods with quantitative and qualitative analysis techniques. The data used in this study are primary and secondary data. The Primary data was collected by interviewing, observing, and setting up focus group discussions (FGD) with tour managers and village and sub-district governments. Interviews were conducted with visitors, fishers, entrepreneurs around Klatak Beach, tourism managers. The secondary data obtained from government agencies, institutions, and the community.

### Data Analysis

This research used SWOT analysis to analyze the aims to create the Blue Economy as policy alternatives. The results continued by the Analysis Hierarchy Process (AHP) to accomplish alternative policies on the Blue Economy that have been implemented by the Tulungagung Regency government. Based on research and coastal development plans, there are three groups of strategies which can be drawn to accomplish the Blue Economy, which is increasing fishery products, community empowerment, and optimizing fishing tourism management policies using the Blue Economy. Those strategy groups aim differently as 1) aims to improve fishery products so the resources can be better used and maximized, 2) aims to empower coastal communities so their abilities can develop further, 3) aims to increase the additional synergy values between the lobster farming business and other integrated tourism business on Klatak Beach so it could improve the community's economy and welfare. Klatak Beach located close to Gemah Beach and Bayem Beach, as on the following map.

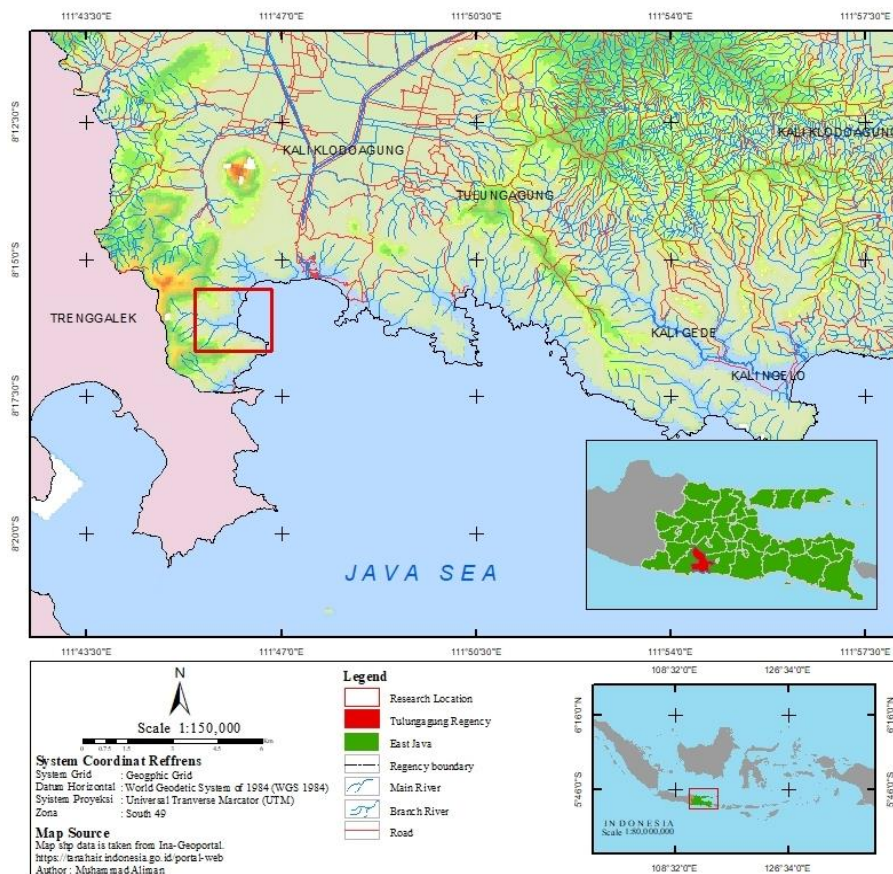


Figure 2. Map of Klatak Beach

Before deciding the suggested policy, a SWOT analysis is conducted using the following formula:

Table 2. SWOT Matrix Source: Damanik dan Weber (2006)

External Environment	Internal Audit	Strengths	Weaknesses
	Opportunities	SO	WO
	Threats	ST	WT

Explanation:

- SO: maximize strengths to reach opportunities
- ST: maximize strengths to anticipate threats and try to create opportunities
- WO: minimize weaknesses to reach opportunities
- WT: minimize weaknesses to anticipate threats

## RESULTS AND DISCUSSIONS

### The potential of fishing tourism in Klatak Beach

Fishing tourism development in Klatak Beach also aims to improve community welfare while still trying to maintain the coastal environment. Klatak Beach is located in the Popoh bay. The location of the Klatak beach is in Klatak, Keboireng village, Besuki sub-district. Klatak Beach is located at longitude  $111^{\circ} 46' 11''$  BT –  $111^{\circ} 46' 13''$  East and at latitude  $8^{\circ} 16' 15''$  LS –  $8^{\circ} 16' 12''$  LS. Klatak Beach has located approximately 35 km from the city-center toward the south. The area of Klatak Beach is around 7,280 m<sup>2</sup>. According to the story of local fishermen, the "Klatak" comes from the sound of rock rubbing, moving and colliding. When the tide occurs with large waves is heard as the sound of "klatak-klatak". This beach is dominated by rock and black quartz sand. This beach has brown sand, but it is clean also the waves are calm. Besides the view of the big rock on Klatak Beach, there is also a collection of river rocks neatly arranged on the shoreline. Years ago, to get to the Klatak beach, people need to take a path and pass the wild forest or take an easier way by renting a boat started on the Popoh beach. Klatak Beach is located in Popoh Bay, near to Gemah Beach and Bayem Beach which was first developed. The distance of Klatak Beach from Tulungagung city-center is approximately 35 kilometres. Klatak Beach considered as a new beach to be open to the public, but there are already many visitors coming by. It is because this beach has its characteristics such as the beaches are still very beautiful and natural, has sparkling black sand, and there are many river stones scattered on the beach that show its beauty and have special attraction points for visitors. Klatak Beach is managed independently by Klatak community. Then the money from the taxes is used to improve the facilities and infrastructure of the tourist area such as improving road access, improving parking lots and expanding tourist areas (Papageorgiou, 2016).

The main characteristic of Klatak Beach compared to other beaches in Tulungagung is the existence of lobster farming, so that Klatak Beach is more developed as fishing tourism. Lobster (Palinuridae) is one type of aquatic biota that has important economic value. Statistical data on Indonesian fisheries in 2012 showed that lobster ranks as the fourth-highest export commodity after *Penaeus* shrimp. Compared to the number of lobster catches in the world, the caught is dominated by lobsters from the Nephropidae family (61%), the Paniluridae family (31%) and Scyllaridae (1%) (Fahmi et al., 2018). Lobster is one of the aquatic commodities that have high economic value, produced by catching. To meet the high market demand for lobsters, especially in Asia, Europe and America, lobster farming has been provided in several countries, including Indonesia. Most lobster farming activities are breeding activities by capturing seeds from nature that is because there are no lobster seeds available from farming activities until now. Therefore, fishing tourism activities that integrated beach tourism with lobster farming also some interesting fishing location will encourage Klatak Beach as a new beach that attracted many visitors.

Klatak Beach is a beautiful tourist destination to visit. The communities around Klatak Beach Tourism area are also very welcoming for both local and foreign. Klatak Beach is one of the beaches that offer natural beauty. Trips to Klatak Beach present an exciting experience. The turns are quite tense with the rocks scattered along the way. However, the magnificent view at the end will relieve all tiredness throughout the trips. The uniqueness on Klatak Beach lies in the number of rocks arranged neatly along the shoreline. The rocks are clean and small, same rocks as usually found on the river. When hit by the waves, the rocks will produce the sound like 'Klatak' repeatedly. It is said from the local community that the name of Klatak Beach was taken from those sounds. Others large rocks, such as high cliff adding the beautiful view of the beach, along with clean brown sands and calm waves also increasing the elegant ambience on the beach. The mountains not far from the beach make the air on the beach feels cooler. There are facilities on the beach which include the parking area, rest area, public bathroom, food stalls, and many others. The following is one of the Klatak beach view locations as showed on figure 3.



Figure 3. The view of Klatak Beach sign (left) and the view of Klatak Beach from above (right) (Source: Primary Data, 2019)

Klatak Beach has great potential to develop as fishing tourism. Community empowerment in Klatak Beach has been good through three groups of fishermen which is Mina Klatak, Rayap Pereng, and Pereng Mania. The policy made by the fishermen group and the government of Tulungagung Regency has supported to create the Blue Economy. These policies include (1) community empowerment with the

supervision and control by marine resources, (2) development of economic groups of coastal communities, (3) development of infrastructure for lobster farming, (4) attractive fishing areas (5) tourism business services and community empowerment. (6) procurement of fishing aids. (7) training, developing fishery product and marketing. (8) development of tourism infrastructure. The following is a view of fishing boats on the Klatak beach as showed on figure 4. As fishing tourism area, Klatak Beach has a village where most of the people work as fishermen. The visitors can enjoy the local wisdom by local fishers who work to farm lobsters and crabs that are kept in cages. Although Klatak Beach was only developed and opened after the existence of the southern crossing lane (Jalan Lintas Selatan), the facilities and infrastructures in Klatak Beach such as toilets, prayer rooms, food stalls (selling seafood, especially lobsters and crabs), have developed well. For tourists who like fishing as a hobby can rent a fishing boat to find fishing spots accompanied and guided by the local fishermen.



Figure 4. The View of Fishing Boats on Klatak Beach (Source: Primary Data, 2019)

### The Community Based Tourism in Klatak Beach

Klatak Beach is one of the beaches that had potential aspects of developing as a tourism area. This statement is also supported by previous research (Astina et al., 2015), based on results of the analysis on phase II stated that the Bayem, Klatak, and Gerangan beaches are included in the category of the most priority coastal to be developed. Those three beaches have a score of 290, 275, and 260. A high score indicates that the beach has great potential to be developed as a tourist attraction. Whereas the second priority is Sidem beach and the third priority is Brumbun, Nglarap, Sine, and Gemah beaches. The results of this study are also supported by Zain's research (2018) using GIS application which shows that of the three categories (low, medium and high) it is known that Klatak Beach is included in the medium potential tourism category with a total score of 58 to be developed.

The development of Tulungagung Regency's tourism began along with the opening of access through the south cross line (Jalur Lintas Selatan) to the southern region of East Java Province. With this infrastructure, Tulungagung Regency began to grow a new economy, such as the rise of beaches that are becoming widely known even though they have been around for a long time. Through the coastline of 54 kilometres with different characteristics, this made the Tulungagung government to prioritize to develop coastal tourism. The fishermen in the coastal area of Klatak can still catch fish while farming groupers, lobsters and crab fishes using floating net cages (Keramba Jaring Apung). In Klatak Beach itself, there are three groups of fishermen, namely Mina Klatak, Rayap Pereng, and Pereng Mania. Rayap Pereng is one of the fisher group that put catching and farming fish as the primary income. However, what Raya Pereng group has done is not easy. Government policies are needed to develop the small business of farming on groupers and lobster using floating net cages (Keramba Jaring Apung). Initially, the Raya Pereng group was formed by several Keboireng villagers who are often fishing around the Klatak beach.

The fishermen work daily by fishing, and some have other side businesses such as the seafood stalls around the coast. The fish usually caught are red snappers, barracudas, layur fishes, groupers, squids and lobsters. Besides, Klatak beach fishers also use lobsters as a side income, and some are farming it. Lobster farming by the Rayap Pereng fishermen was carried out in 2018. At first, the lobster seed was purchased by private funding, not group sources. In the beginning, the lobster that farmed came from the catch. Due to a ministerial regulation that prohibits to sale of lobsters unders 200 grams, then one of the leaders of the group started an initiative to farming lobsters that were not yet mature. The distribution has done domestically or abroad, and some were accommodated inside or outside of the village. The export quality is very selective, both in size and physical of the lobsters. The prices also vary, ranging from hundreds of thousands of Rupiah. An adult lobster with a minimum weight of 200 grams can sell for 200 to 250 thousand per fish. The pearl lobster sells up to 500,000 for each depending on its size, the heavier, of more expensive. In 2018 Klatak Beach was originally made to be a tourist area, especially fishing activities until later it was developed into a fishing tourism area. The fishing tourism using floating net cage is a tourism activity while enjoying the view of the floating net and seafood cuisine around the beach. This activity combines both fisheries and tourism activities. The development of floating net cages is carried out by Klatak fisher's community. The type of lobster farmed is pearl lobster. At present, farming using floating net cages has developed rapidly because the results are very promising to improve the economy of the community.

The wholesaler usually does not take lobsters from the fishers, but the fisher come to sell to the wholesaler by themselves. By the wholesaler, the products collected from the fishermen are sold to the lobster factory in Kediri then sent abroad. For medium-sized lobsters, it is usually sold by the fishermen directly to consumers. The lobster sold at tourist area or restaurants in the city is the product from those fishermen. Still, the lobster sales promotion has not used the mass media or online until now.

The floating net cages used for lobster farming consist of a framework, buoys, and cage net. The framework functions as a support to hang nets of 11x11 m<sup>2</sup> divided into nine plots of 3x3 m and made of petung bamboo as many as 16 sticks. It is equipped with guardhouse as well as storage for materials and work tools placed on each plot. The Buoys are made of 200 L of Styrofoam drums of 16 pieces.

### The SWOT Analysis of Fishing Tourism Potential in Klatak Beach

The development of fishing tourism using the floating cage net in Klatak Beach needs to be analyzed to find out how significant its potential is. The analysis to determine this potential uses a SWOT analysis that can measure strengths, weaknesses, opportunities and threats of fishing tourism in Klatak Beach. Following are the results of the SWOT analysis in table 3.

Table 3. IFAS and EFAS matrix of Klatak Beach (Source: Analysis of Research Data, 2020)

Internal Factor			
Strengths	Quality	Rating	Score
1. The beach has a length of 748 meters and a width of 22.7 meters	0.30	3	0.90
2. The cleanliness is maintained well	0.40	3	1.20
3. The security is maintained conducive	0.10	3	0.30
4. Has interesting rock arrangements view	0.40	3	1.20
5. Has a beautiful fishing spot	0.40	3	1.20
6. The lobster farming support for economic improvement	0.30	3	0.90
7. The local fishing culture supports the Blue Economy	0.30	4	1.20
8. Have a Beach Manager	0.20	3	0.60
<b>Total</b>			<b>7.50</b>
Weaknesses	Quality	Rating	Score
1. The roads access are rather difficult	0.40	5	2.00
2. The tourism infrastructure is still limited	0.30	4	1.20
3. The promotion was not done by the Department of Tourism	0.20	4	0.80
4. The tourism management has not been maximized	0.40	5	2.00
5. The communication networks that have not been maximized	0.50	3	1.50
<b>Total</b>			<b>7.30</b>

$$X = \text{Strengths} - \text{Weaknesses} = 0,20$$

External Factor			
Opportunities	Quality	Rating	Score
1. The rhythmic sound of rocks from the waves	0.40	5	2.00
2. Has some regulations that manage the development of coastal tourism	0.40	3	1.20
3. Uses as special tourism area for rock heat therapy	0.20	4	0.80
4. Get support from the local community	0.50	3	1.50
5. Has many visitors coming	0.50	3	1.50
6. Has a national fishing competition event	0.30	3	0.90
<b>Total</b>			<b>7,70</b>
Threats	Quality	Rating	Score
1. There are no investors yet	0.40	5	2.00
2. The garbage from the Niamma river during the rainy season	0.40	3	1.20
3. Some people taking the rock for build habitation	0.20	4	0.80
4. Better attraction from other beaches	0.50	3	1.50
<b>Total</b>			<b>7.30</b>

$$Y = \text{Opportunities} - \text{Threats} = 0,40$$

The results of the IFAS and EFAS matrix ratings are weighted as in table 3. The quadrant position of the Klatak Beach tourism marks of x and y values. The value of x is 0.20 obtained from the internal factors as the result of strength (S) reduced by weakness (W). The value of y is 0.40 obtained from the external factors as the result of opportunity (O) reduced by threat (T). Therefore, the quadrant place on Quadrant I based on the x and y value (0.20, 0.40). The position means that Klatak Beach tourism is in a developing condition, where its place on the Stable Growth Strategy position. Stable Growth Strategy is the stable growth development that carried out in stages, and the target is adjusted to the conditions. SO (Strengths-Opportunities) strategy or called White Area on Klatak Beach means that this beach has prospective opportunities also has the potential to take advantage of developing the existing potential. The following is a SWOT analysis in the Klatak beach as showed on Figure 5.

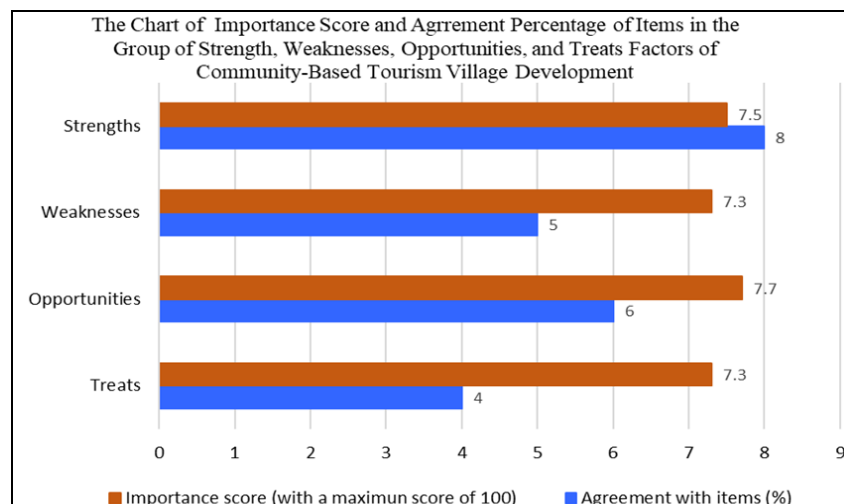


Figure 5. The SWOT Analysis of Klatak Beach in Tulungagung (Source: Analysis of Research Data, 2020)

Based on table 3, the results of the SWOT analysis described in quadrant form, as showed in the following figure.

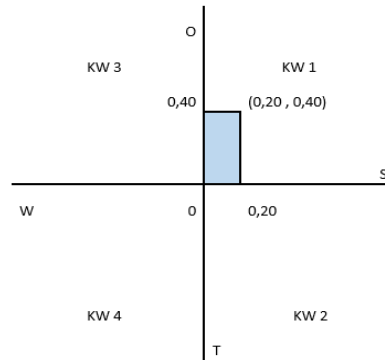


Figure 6. Quadrant Position of Klatak Beach Tourism (Source: Analysis of Research Data, 2020)

Based on the quadrant position in figure 6, Klatak Beach places on quadrant I or SO (Strengths-Opportunities). The SO (Strengths-Opportunities) strategy or called White Area means that this beach not only has prospective opportunities but also has the potential to maximize the opportunities to develop the existing potential. The strategy must be applied in this condition is to support an aggressive growth policy (growth-oriented strategy). Based on these conditions, Klatak Beach must form a strategy related to tourism activities to develop the blue economy. The policy based on S-O includes improving road accesses, adding tourist facilities, and improving infrastructure. The W-O policy includes improving communication networks that have not been maximized and improving tourism management. The policy based on S-T includes reducing the activities of taking rocks for building materials and minimizing the competitiveness from other beaches. Lastly, the policies based on W-T include adding more activities to increase promotion and inviting more investors.

Concrete step in the developing strategies based on results of the SWOT analysis includes:

1. Strengthening the concept of fishing tourism in Klatak Beach.
2. Improving the local economic development, so that the local government and the community can collaborate and become the stakeholders with a full interest to develop their village. The way is to develop an economic unit owned the community called BUMDES (*Badan Usaha Milik Desa*) and also a cooperative shop to support the Klatak Beach tourism activities.
3. Encouraging linkage with travel units (travel agents) to promote the Klatak Beach tour.
4. Encouraging the community to carry out intense promotions and associating programs with travel agents through the website.
5. Encouraging participation and community empowerment around Klatak Beach, especially fisher communities.
6. Encouraging strategic business units to support coastal development business in need such as add more lodging places, expanse the parking lots, improve souvenir businesses, add more convenience stores, public bathroom, restaurants and crossover services with fishing boats.

The results also indicated that financial investments are essential for Community-Based Tourism. Financial investments are not an end, as marketing planning and skills development can ensure the success of Community-Based Tourism. This article explained that developing destinations will become success factors for Community-Based Tourism projects that used to create a tourism supply chain for residents and citizens of a tourism destination. To develop Community-Based Tourism, the role of the marketing planner must function properly. The people who involve in promotional activities must be familiar with the factors to make Klatak Beach as an attractive tourism area. The uniqueness must be explored as promotional material. This is also supported by the results of Strydom's research (2019), Khodir (2018); Giampiccoli (2020); Mearns (2015); Prabhakaran (2014). Environmental, economic and cultural sustainabilities in the development of this fishing tourism area are essential. Klatak Beach is famous for its beautiful view and clean environment. It is necessary to avoid factors that cause a decrease in the quality of tourism so that promotion has been carried out intensively, and the development of infrastructure can provide benefits for the Klatak beach. Research on sustainable tourism is also supported by the results of research McIntyre (1993), Inskeep (1998), Matarrita (2010). The development of fishing tourism in Klatak Beach is expected to have a significant influence to the economy of the local community, especially for three groups of fishermen which are Mina Klatak, Rayap Pereng, and Pereng Mania. It is because those groups have initiated many activities for the development of Klatak Beach. However, with the entrance of investors from outside the Klatak area, it is hoped that it will not interfere the development of the local community, as supported by a previous study by Walpole et al (2000).

Lobsters and crabs farming in Klatak Beach, which began in 2018, is indeed needed to be developed. For development, there is still much assistance to do. As the results of Simon's research (2012) that increasing the empowerment of Fisheries and Aquaculture fish needs to be mentoring in its farming, including assistance in processing and marketing as explained by the Indonesian Maritime Council (2012) and Bappenas (2016). The Tulungagung region is a karst area, so not all places can be used as the agricultural field. Therefore, alternative agriculture that needs to be encouraged is by fish farming activities. From farming lobster and crab, in the future it can be developed into more diverse activities but still in the main plan, which is the development of fishing tourism that has environmental, economic, and cultural sustainability by applying the Blue Economy concept, and this is also supported by research from Tegar et al (2018).

## CONCLUSION

The results showed that Klatak Beach was included as a potential to develop as the tourism area. The Fishing tourism activities have been able to empower the community on the beach Klatak through three groups of fishermen which are Mina Klatak, Rayap Pereng, and Pereng Mania. The policy made by the fishermen group and the government of Tulungagung Regency has supported to create the Blue Economy. The fishing tourism activities that refer to Blue Economy need to focus on environmental, economic, and the cultural sustainability of the surrounding community. This study recommends that tourism managers and local governments should make lobster fishing tourism as a model of developing tourism based on the Blue economy. Further research can be continued on fishing tourism types with different morphological characteristics.

## Aknowlegments

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## COVID-19 PANDEMIC'S IMPACT ON TOURISM IN POLAND IN MARCH 2020

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**Abstract:** The outbreak of Coronavirus Covid-19 pandemic caused global economic gloom in the first quarter of 2020. This crisis has particularly impacted tourism, which is the subject of this paper. Data regarding air traffic in March 2020 compiled by Polish Air Navigation Services Agency has been put to a detailed analysis. Accommodation occupancy rate in this period was analysed using statistics presented by STR company. The analyses' conclusion clearly indicates on significant decrease in Poland's tourism in March 2020. Occupancy rate declined in about 40% in comparison to data from last year, with fall in air traffic on Polish airports (resulting from stopping international air links) in about 80-90% in comparison to the same period last year.

**Key words:** covid-19, tourism, Poland, air traffic, accomodation occupancy

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### INTRODUCTION

Novel Corona (COVID 19) virus first appeared in Wuhan, China in the latter part of 2019. It is a virus of the same category as SARS, MERS, and it causes respiratory complexities and pneumonia that can lead to death. The origin of the virus is controval as at present USA and China accuse each other for producing it. However, the outbreak gradually took place invading Italy, Spain, Iran, South Korea, USA, India, Brasil and almost every country until the end of May 2020. The virus infection is critical and has challenged the medical science to work hastily for a cure for which another several months will be taken as WHO predicts. Thus, the pandemic has become a global challenge claiming novel approaches for global operations, business (Abu Bakar and Rosbi, 2020) and day-to-day behaviors of individuals (Wahyuningsy et al., 2020). The decrease in the number of tourists may be even greater than in the case of the impact of relatively recent terrorist attacks in tourist regions such as Egypt and Tunisia (Wendt, 2016; 2019a).

COVID 19 or Novel Corona outbreak has taken over almost all countries in the world and influenced the daily lives of billions of people globally. The medical experts confirm that the average number of new infections generated by a single infected person is over five times as compared to the seasonal flu. Thus, Novel Corona outbreak has influenced the normal functioning of an individual, household, village, city, province, country, region and that of entire globe at present. Thus, following the strict measures taken by the Chinese government in closing down Wuhan until the outbreak is controlled, almost all the countries have taken varying measures from restrict movements, continuous curfew, total lockdown, to travel restrictions, suspending air travel operations to control the pandemic (Ranasinghe et al., 2020). The consequences of these measures have begun to emerge immediately in every corner of the world (Ranasinghe, 2020). The severest impact is on daily waged employees who are struggling to meet their hand to mouth existence and millions of employees are at risk of being fired from their employment. Manufacturers, distributors, producers, sellers are struggling to function their organizations, paying salaries, maintaining properties and so forth. The economic loss globally is estimated to be 3-6 trillion USD by the Asian Development Bank (2020). As a result of the coronavirus epidemic, new tourism (Wendt, 2020) takes on a new dimension in the 21st century.

The COVID 19 outbreak has been declared as a global pandemic by WHO and has arrested almost every economy at present in the globe. As combatting measures, many economies are in lockdown condition where consumptions are decreased and productions are seized. The global networks and supply chains are disrupted and functions of organizations from micro to multinational scale are disturbed. Millions of employees are at the danger of losing their jobs as companies will start to lay off staff as controlling measure to respond to the growing conditions. The panic purchasing and storage of FMCGs and food items has created shortage of consumables in many stores around the globe.

COVID 19 was declared a pandemic which will change entire globe due to its outbreak. Ironically, the outbreak is equally influencing both low-income, mid-income and high-income countries and subsequently the entire global networks of business operations. The global economy is at a tremendous challenge as has never been since both demand and supply shocks and routine operations of all economic activities are challenged at the same time. Break down of global financial indices, sinking oil prices, halt of air transportation, seizing global tourism industry, ever low interest rates, disturbances over global supply chains and their spillover effects have significantly challenged neoliberal capitalistic economic operations globally (Ilieş et al., 2018; Wendt, 2018; Ranasinghe and Li, 2020). However, the global recession is invertible and the magnitude of the recession solely depends on the duration of lockdown. The following table summarizes the three scenarios of global lockdown and its impact on economic shrinkage.

COVID-19 started its worldwide spread at the end of 2019. Initially it was present only in China, however within a few days it reached other Asian countries such as South Korea, Thailand and Japan. Infection was spread by people travelling from Chinese city of Wuhan (Carlos et al., 2020) and the pace of its proliferation resulted in WHO's announcement on a critical situation regarding public health (Sohrabi et al., 2020) followed by a notice on an epidemic becoming a pandemic on Wednesday, March 11 (Casella et al., 2020). Poland's first confirmed Coronavirus infection was announced on March 4, 2020 – a 66 years old man from Lubuskie voivodeship, who returned to Poland from Germany by bus (Serwis Rzeczypospolitej Polskiej – gov.pl from March 4, 2020, accessed: 14.05.2020). Within the following days media informed about other cases – mostly people who had travelled with the first person infected (Koronawirus w Polsce. Minister zdrowia:

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Jest kolejny przypadek choroby/ Coronavirus in Poland. Health Secretary: We have another case, Wprost, from March 7, 2020, accessed 14.05.2020). In the following days the number of people infected with COVID-19 started to increase noticeably (Figure 1).

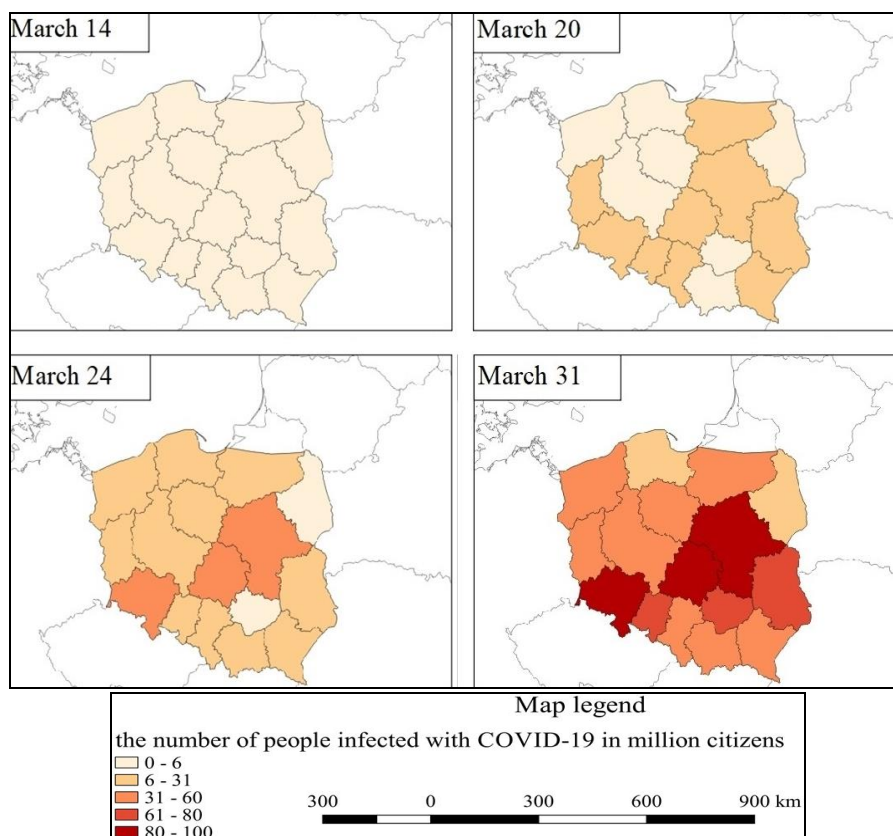


Figure 1. Spread of COVID-19 infections in Poland in March 2020 (Source: own study based on gov.pl)

As depicted on maps attached (Figure 1), pace of new infections in March in Poland was very dynamic. At the very beginning of period in analysis (March 14), the number of people infected in million citizens did not surpass six in all voivodeships (except Lubuskie voivodeship). Within the following days the pace has been dramatically increasing, and at the end of analysed period rise of infections was noticeable in the majority of Poland's voivodeships (around 31-60 people / million citizens). When analysing the data, it is crucial to pay attention to voivodeships particularly affected by COVID-19 pandemic, namely Masovian, Silesian and Lower Silesian ones. In case of the first, a lot of infections can result from its international impact. This voivodeship (including Poland's capital city) is the biggest region of migrations from abroad, especially of young people (Iglicka, 2001). The most dynamic tourist movement also concentrates there (Kruczala, 1990). Vast number of infections in comparison to the commonality was also noticeable in Silesian voivodeship. This could have resulted from its central location in the country and labour migrations from neighbouring, having high rate of unemployment, voivodeships (Cudny, 2012). One of the biggest regions with COVID-19 infections is Lower Silesian voivodeship. It can be assumed that the cause of it is its density of population and the fact that this region has a number of mines, which constituted an abode of infections in Poland.

It is essential to mention that the subject of this paper has already been discussed in international literature. Kasare (2020) talks about the impact of COVID-19 pandemic on tourism in India. The author bases the conclusions solely on analysis of information included in newspapers and web pages, and some of the data presented is from previous years. More recent statistics regarding coronavirus' influence on employment in hotel industry are presented by Karim et al. (2020). They claim that this industry in Malaysia has found itself in a disastrous situation. Pandemic's impact on tourism in China has been in turn discussed by Hoque et al. (2020). This article, as well as the first one referred to in this paragraph, did not include attempts to analyse the situation based on statistics, but the authors focused on literary sources instead. All of those papers, even if being quite recent, do not contain statistical analysis, which is an added value to this article.

## MATERIAL AND METHODS

The occurring worldwide Coronavirus pandemic (Li, 2020; Fan et al., 2020; Jernigan, 2020; Santosh, 2020) has a negative impact on economy as every epidemic disaster around the world (Appleby-Arnold et al., 2018; Zahnow et al., 2019). This impact is also noticeable in Poland's tourist movement in March 2020. In order to depict changes in this field, data based on established sources (desk research) has been used, taken from, among others, Polish Air Navigation Services Agency (data regarding air traffic) and STR company (analyses of accommodation rate or gastronomy). The data gathered have been compared to data from March last year (that is, March 2019).

The present paper is a critical review on the concurrent developments of tourism and hotel industry in the context of Poland and descriptive elaborations are used with the help of sector statistics. Further, graphical illustrations are used to highlight the emerging trends.

## RESULTS AND DISCUSSION

It can be concluded that in following months COVID-19 will highly impact on global economy and finance especially in air traffic industry, which has also happened in case of H1N1 pandemic in 2009 (Bajardi et al., 2011). This impact will be noticeable in air traffic, which currently serves as a most popular means of transport between countries, especially taking into consideration the fact that far away destinations near Mediterranean Sea (Nowak and Wendt, 2010; Wendt, 2012; Atasoy and Wendt 2016; Wiskulski and Wendt, 2016) are favourite ones of tourists from Poland (Wendt, 2019b).

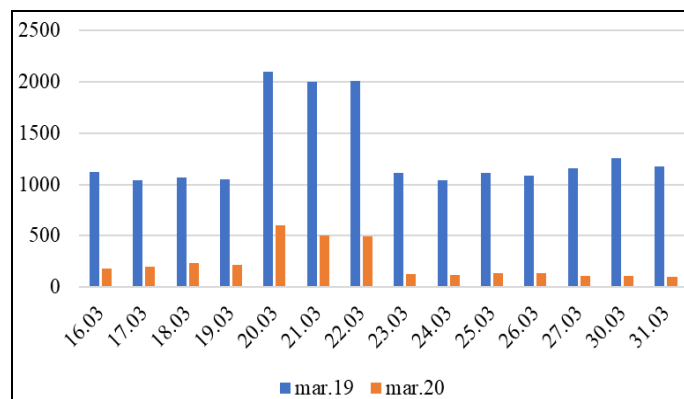


Figure 2. Number of air traffic movement in Polish airspace in March 2019 and march 2020 (Source: own study based on Polish Air Navigation Services Agency)

The end of international flights caused a major decrease in all air traffic in Poland, which can be observed on Figure 2. On the basis of the depicted chart it can be indicated that this decrease is of 80-90% in comparison to the same period in previous year. Stopping of international and national flights in Poland was a result of this decrease. Air traffic in march 2020 was operated mainly through “LOT do domu” (“Flight home”) project aimed in a safe return home of Poles being abroad at that time. Planes for freight transport were used for carriage of masks and other hygiene products. The government’s actions in regard to COVID-19 spread in Poland, exacerbated by data provided by WHO (2020), have resulted in temporary closure of accommodation bases in the whole country. Cancellations of different festivals and sport events, suspension of airline movements or closure of important tourist attractions have had a negative impact on global economy (Fernandes, 2020), an important section of which is tourism (Wendt and Bógdał-Brzezińska, 2018). One of the most visible examples of its imbalance is a decrease in accommodation rate, as shown on Figure 3.

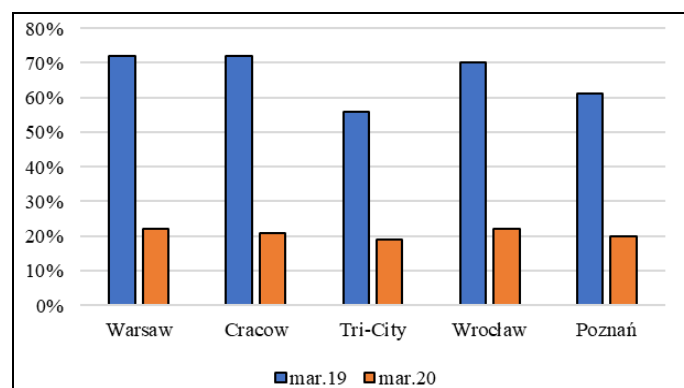


Figure 3. Accommodation rate in chosen cities in March 2019 and 2020 (Source: own study based on STR)

As it can be seen on the chart, accommodation occupancy rate in all Poland’s cities fluctuated around 18-22%. The lowest rate was in Tricity which constituted the only agglomeration with below 20% rate. The highest one was observable in Warsaw and Wrocław, which could have resulted from high administrative importance of the first city mentioned. According to STR’s data, Polish accommodation occupancy rate has declined in around 70% in comparison to the previous year, which considerably influenced tourism in the cities in question.

## CONCLUSION

Tourism in Poland in March 2020 was shaped by COVID-19 spread. Great decline in tourist movement was noted, especially in international movement, as a result of few air links available. The accommodation occupancy rate was also significantly lower, as it is strongly correlated to international tourist movements. At the end of March, the government announced closure of all accommodation facilities which resulted in another decline, this time to 0%. Currently (21.05.2020) those are slowly being opened with the observance of hygiene rules. It is essential to note that due to lack of data, only the biggest cities in Poland have been included in the analysis. In the future it will be needed to provide a wider perspective on COVID-19 pandemic’s consequences in Poland and conduct a deeper analysis of the country’s tourism. The annual contribution of tourism to the Poland economy is 4 to 5 percent and under the COID 19 pandemic the industry performance remained standstill. The drop of the hotel occupancy percentage clearly indicates the potential economic impact over tourism industry and consequently on the Poland economy. Though it’s too early to jump into hasty conclusions on the overall impacts of Corona outbreak the global repercussions over the Poland economy would be invertible. Novel SOPs, regulations and procedures to function under new normal conditions are necessary for tourism industry to move forward both locally and globally.

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## PULL FACTORS MOTIVATING MIGRANT WORKERS: THE CASE OF HOTELS IN KUALA LUMPUR, MALAYSIA

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**Abstract:** The migrant workers play vital roles in fulfilling the gaps of labor shortages particularly in the hotel industry. The increasing number of migrant workers in the hotels has led to such study on factors motivating them to work in the industry. This study highlights the significance of pull factors motivating the international migrant workers in Kuala Lumpur's hotels. Two major factors were investigated namely better employment and high wages. 1550 questionnaires were distributed to the respondents within 31 hotels in Kuala Lumpur. However, only 400 questionnaires were returned and the findings of the study indicated that both better employment and high wages are considered as significant pull factors motivating the migrant workers to work in the Kuala Lumpur's hotels. Majority agreed that the hotels in Kuala Lumpur provide better employment aspect for them such as better job opportunities, enhance employability, opportunity for career development and better life. The findings eventually contribute to the hotels' management in preparing quality amenities and providing more benefits to recruit more migrant workers in the industry.

**Key words:** Migrant worker, pull factors, motivating, hotel, Kuala Lumpur, Malaysia

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### INTRODUCTION

Migration is believed to be normally linked with the economic aspects, political instability and natural disasters in the country (Ajis et al., 2014). As for Malaysia, people migrate to the countries in search of employment, whether on a permanent or temporary basis. The foreign workers who came to Malaysia are mostly to escape from the problem such as being without a job and jobs with low salary in their home countries. This is because Malaysia is capable to fascinate the foreign workers to come due to its accessibility of jobs arising from the rapid development in various sectors (Ow et al., 2013). In a recent study, Segaran and Yahya (2018) proposed a framework on pull and push factors motivating the expatriate migrants to choose Malaysia and noted that among the pull factors are economic, safety and political stability. The findings are vital in determining the reasons for the expatriate migrants to choose Malaysia as their second home. The pull and push factors are also known as drivers or forces leading to the inception of migration (Van Hear et al., 2018).

According to Lasimbang et al., (2015), the ratio of legal and undocumented migrant in Malaysia for the year 2010 is 1:1., where about half of the 1.8 million registered migrants were from Indonesia. Most of the migrant workers in Malaysia are low skilled and contract workers who control 97% of the migrant workforce. Most of them are being employed in the manufacturing, construction, plantation, agriculture and service sectors. They are employed based on a temporary measure to overcome the labor market inequalities in specific industries among others is the food and beverage industry (Yee and Yuen, 2014). In fact, a study by Datu Eranza and Awang Razli (2013) found that foreign employees in hotels in Kuala Lumpur and Sabah are able to comprehend the issue of less local working in the industry. The study also suggested that social adjustment with willingness to learn are major factors motivating them to work in the industry.

At different levels in most countries, migrant worker plays a vital role in the workforce in the hotel industry (Baum, 2012). A study conducted by Rahovan (2013) found that it is necessary to encourage the hoteliers to affiliate their hotel unit to national and international hotel chains not only to benefit from consistent financial resources, but to benefit of professional management assistance from the head company and to improve the resistance to economic fluctuations in conditions of an insecure business environment. This aspect eventually leading to migration among international workers into the industry. Besides the economic growth, there are other pull factors that attract high flow of international migration into Malaysia for instance stable political situation, harmonious community, higher wages, better working and living conditions (Marwan, 2011). As noted by Monterrubio and Espinosa (2013), low-wage occupations, casual employment, low skill levels and gender segregated jobs have been commonly reported as characteristics of tourism employment. However, these characteristics of tourism employment will vary among destinations and depend largely on the socioeconomic and cultural conditions of each locality.

Previously, Marwan (2011) agreed that besides strong economic growth rate, stable political situation, harmonious community, better working and living conditions, higher wages and better employment are also among the factors that have attracted the high flow of international migration into Malaysia. The seeking of higher wages is the most noticeable and common reason given which triggers international workers to migrate (Wickramasekera, 2002). These workers might leave after they have established as either skilled or semi-skilled for a better employment opportunity and search for other firms to get an improved and increased salary.

Currently, the number of hotels in the country has gradually risen over the past 10 years till 2018. In March 2018, the number of hotels in Malaysia was reported as 3,136,000 units compared to December 2017 with only 3,126,000 units. Previously, at the end of 2017 there was a total of 3,126 hotels (246,564 rooms), which was an addition of 247 hotels or 8.58% growth from 2,879 hotels (212,437 rooms) recorded by the National Property Information Centre (NAPIC, 2017).

### LITERATURE REVIEW

Yee and Yuen (2014) define migrant worker as a foreigner who is involved or has been involved in a waged doings in a state of which

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he or she is not a citizen. Further, in a study by Thet (2014), migration is observed as a exertion of people movement from one place to other places, further, broadly related to change in permanent place of residency. Also, Rystad (1992) highlights that international migration should be known as permanent phenomenon rather than for temporary period of time. Van Hear et al., (2018) in their study emphasized that migration is shaped by a combination of conditions, circumstances and environment within which people choose to move or stay put. According to the International Organization for Migration (IOM) (2010), Malaysia, Singapore and destination countries in the Middle East desire and require labor forces that are low skilled or willing to embark on low-skilled jobs that their citizens are unwilling to take at the usual wages. Higher demand for these workers in many destination countries has been the main factor that contributes to the rise of irregular migration, with the estimated number of undocumented migrant workers considerably higher than the number of documented migrants.

Ajis et al., (2014) explain that the migration of people from one country to another has turned out to be a social development process, especially in the very modest world of economic structure. This development has incidentally given an impact in context of economy, especially to individuals, and countries that export and import migrant workers. Wildsmith-Cromarty and Conduah (2015) highlight that the immigrants' personal lives in the country are referred to as 'push' factors whilst the conditions in the host community and the attitudes of established members are known as the 'pull' factors. In the context of migration, pull factor is considered as the reasons for immigrating or moving into a place because of something desirable for instance a nicer climate, better food supply, freedom, and so on. Additionally, Cakar (2020) studied the pull and push factors of tourists visiting dark tourism and named the themes as family, media, reference group, knowledge, participation and education. In the form of travel, pull factors, also known as pull motivations, are the external and situational aspects for the tourist in making decision to travel to a destination (Kassean, 2013). Similarly, Khuong and Ha (2014) also describe pull factors in the form of travel by looking at the tangible resources and traveler's perception and expectation towards the destination. Further, the push and pull factors are also considered as motivational escapes of Emirati nationals to Australia (Michael et al., 2017).

Meanwhile, Hajek (2008) defines pull factor as an absolute factor in convincing immigration in labor shortage countries which is a chronic and unavoidable need for international workers. In contrast, pull factors are described by Zopiatitis et al., (2014) as the positive attitudes individuals see to exist, motivating them to migrate to a particular destination. In their study, they found that local people in Cyprus did not want to involve in hospitality industry because of the lower salary. However, some of them decided to migrate because of the higher salary than their host country (Khosa and Vivence, 2014). In a study by Kainth (2009), the pull factors were found as important factors which draw the migrants move to a place, for instance higher wages, chances of better employment, improved working environments and facilities provided. In addition, the study also emphasized on factors that may attract people to other places, for instance better employment opportunities, better working conditions, facilities and attractive wages.

Ngoma and Ismail (2013) in their study found that increased wages and better job opportunities in western or Middle East countries generate motivations for skilled and educated workers coming from less developed countries. Thus, it is expected that higher wages will have a positive impact on migration. As a result, they also found that higher wages in destination countries lead to more migration. The results of the study in Kuala Lumpur by Janie et al., (2012) also indicated some of the reasons of foreign employment. The respondents from the interview agreed that the main factor for foreign employment or their willingness to migrate was because of the market salary.

## OBJECTIVE OF THE STUDY

The study investigated two pull factors motivating the migrant workers to work at the hotels sector in Kuala Lumpur, Malaysia. Two propositions were hypothesized:

H1: Better employment significantly motivates migrant workers to work at hotels sector in Kuala Lumpur.

H2: High wages significantly motivate migrant workers to work at hotels sector in Kuala Lumpur.

The framework of the study was presented in Figure 1.

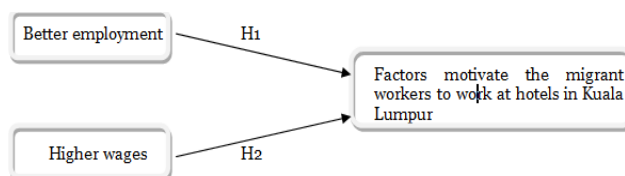


Figure 1. Framework of the study

## METHODOLOGY

The study utilized a quantitative research method and had chosen Kuala Lumpur as the specific location. As noted by Segaran and Yahya (2018), the quantitative research methodology entails the collation of necessary cross-sectional data using questionnaire surveys in order to determine the causal direction and discover the existence of a causal relationship between the push and pull factors. Further, Kuala Lumpur was chosen not just based on the fact that it is the capital city of Malaysia but further due to it being the famous tourist attractions and famous destination. As the hotel industry is growing rapidly in Kuala Lumpur, there may be more international migrant workers there. Hence, the study only involved the international migrants as respondents. According to the Malaysia Association of Hotels (MAH), there are about 31 hotels with the five star ranking in Kuala Lumpur. All these hotels were selected as a unit of analysis of the study. Each hotel was given 50 questionnaires to be distributed to the migrant workers which made it all a total of 1550 distributed questionnaires.

The data was analyzed using Statistical Package for Social Science (SPSS) latest version for Windows and descriptive analysis such as mean, frequency and percentage were used to answer the objective. Additionally, regression analysis was used to measure the hypotheses. In statistics, regression analysis includes any techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables. The  $p$  value was tested at 0.05 which indicated that if the probability of the test statistic is less than or equal to the probability of the alpha error rate, the null hypothesis is rejected.

## FINDINGS

### The migrant workers profiles

The number of migrant workers in the selected 31 hotels around Kuala Lumpur area is highlighted in Figure 2. Only 400 questionnaires were returned by the hotels. Most respondents were from The Prince Hotel (14.0%), followed by The Pullman Hotel (7.8%), The Traders Hotel (7.5%), The Western Hotel (6.8%) and The Park Royal Hotel (6.0%).

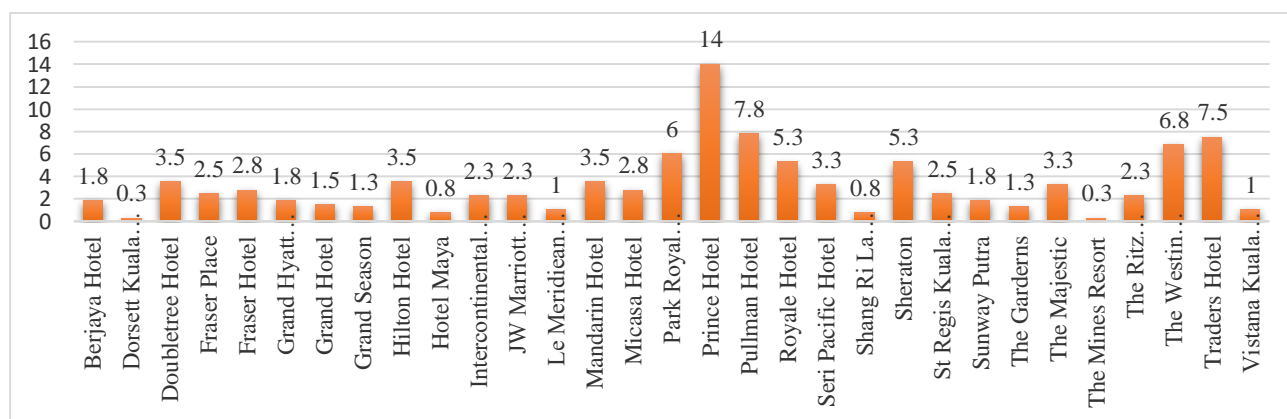


Figure 2. Number of migrant workers in Kuala Lumpur's hotels (percentage)

Table 1 depicts the findings of international migrant workers profiles. It is indicated that most respondents were male (56.5%) compared to female (43.5%). As for the age groups, the highest was between the age group of 20-25 years (43.5%) and followed by 26-30 years (29.8%). Meanwhile, only few of the respondents were from the age group below 20 years (14.2%) and above 30 years (12.5%). The findings further showed that most respondents were from Indonesia (29.5%), followed by Philippines (28.2%), Bangladesh (20.3%), Nepal (13.3%), other countries (8.8%) including respondents from India (5.5%), Pakistan (0.8%) and Thailand (1.8%).

Table 1. Profiles of the respondents

Item	Category	Number	%
Gender	Male	226	56.5
	Female	174	43.5
	Total	400	100
Age	Below 20 years	57	14.2
	20-25 years old	174	43.5
	26-30 years old	119	29.8
	Above 30 years	50	12.5
	Total	400	100
Country of Origin	Indonesia	118	29.5
	Philippines	113	28.2
	Bangladesh	81	20.3
	Nepal	53	13.3
	India	22	5.5
	Pakistan	3	0.8
	Thailand	7	1.8
	Others	35	8.8
	Total	400	100

Table 2. Mean value of better employment

No		Mean
1.	Hotels in Kuala Lumpur provide a better life for me and my family	3.84
2.	Hotels in Kuala Lumpur offer more job opportunities	3.69
3.	Hotels in Kuala Lumpur provide better working condition	3.63
4.	Hotel in Kuala Lumpur enhance employability	3.56
5.	Hotels in Kuala Lumpur have rapid industrial development	3.55
6.	Hotels in Kuala Lumpur provide better amenities	3.50
7.	Hotels in Kuala Lumpur have more prospects for a long term career development	3.46
8.	Hotels in Kuala Lumpur provide opportunity to be promoted to a better position	3.46

### Perceptions of better employment as pull motivational factor

The analysis of better employment as pull factor motivating the respondents to work in Kuala Lumpur's hotels derived with high mean value ranged from 3.46 – 3.84 (Table 2).

The item, hotels in Kuala Lumpur provide a better life for me and my family was rated as the most important factor whilst another item, hotels in Kuala Lumpur provide opportunity to be promoted to a better position was rated as the least important factor.

Table 3 presents the findings regarding the perceptions of better employment as pull factor motivating the migrant workers to work in the Kuala Lumpur's hotels. The items were rated according to Likert scale ranged from 1 – strongly disagreed, 2 – disagreed, 3 – unsure, 4 – agreed and 5 – strongly agreed. It is indicated that most of the respondents believed that the hotels in Kuala Lumpur offer more job opportunities (63.5%) with only few of them disagreed (5.8%) and strongly disagreed (1.5%). Most respondents agreed that the hotels in Kuala Lumpur offer a better life (51.0%) and some respondents strongly agreed to the statement (15.5%). Meanwhile, a number of respondents were unsure that the hotel industry did provide a better life for them and family (20.8%).

Table 3. Migrant workers' perceptions on better employment

No.	Items	Scale				
		1	2	3	4	5
1.	Hotels in Kuala Lumpur offers more job opportunities	1.5%	5.8%	22%	63.5%	7.2%
2.	Hotels in Kuala Lumpur provide a better life for me and my family	2.5%	10.3%	20.8%	51.0%	15.5%
3.	Hotels in Kuala Lumpur enhance employability	2.0%	8.5%	27.8%	55.0%	6.8%
4.	Hotels in Kuala Lumpur have rapid industrial development	0.8%	9.8%	30.5%	51.0%	7.8%
5.	Hotels in Kuala Lumpur provide better working condition	0.8%	9.0%	27.8%	50.0%	11.8%
6.	Hotels in Kuala Lumpur provide better amenities	1.8%	9.3%	32.0%	49.5%	7.0%
7.	Hotels in Kuala Lumpur have more prospects for a long term career development	0.8%	15.5%	28.5%	48.0%	7.2%
8.	Hotels in Kuala Lumpur provide opportunity to be promoted to a better position	1.8%	11.3%	35.3%	42.5%	9.3%

Table 4. Mean value of high wages

No		Mean
1.	Hotels in Kuala Lumpur have encouraged me to send more money back to my family	3.78
2.	Hotels in Kuala Lumpur provide a better life with the salary I received	3.73
3.	Hotels in Kuala Lumpur offer higher salary compared to other industry	3.62
4.	Hotels in Kuala Lumpur provide allowances and bonuses	3.53

As for the enhancement of employability, the findings showed that the respondents believed that the hotels in Kuala Lumpur enhance employability (55.0%), with few respondents were unsure about it (27.8%). The findings further showed that most respondents agreed that the hotels in Kuala Lumpur have rapid industrial development (51.0%). However, some of them were also quite unsure (30.5%) and also strongly disagreed that the hotels in Kuala Lumpur have rapid industrial development (9.8%). Further, the result of the analysis also highlighted that most of the respondents agreed that the hotels in Kuala Lumpur provide better working condition (50%). Few of the respondents however disagreed with the statement (9%) and a small number was unsure of the better working condition provided by the

hotels (0.8%). As for the better amenities, many respondents agreed to the statement (49.5%). It is also noted that some of them were unsure about the statement (32%) and only few disagreed that the hotels in Kuala Lumpur provide better amenities (9.3%). Additionally, the findings indicated that most respondents agreed that the hotels in Kuala Lumpur have more prospect for career development (48%) whilst few of the respondents disagreed with the statements (15.5%). It was also found that most of the respondents agreed that the hotels in Kuala Lumpur provide opportunity to be promoted to a better position (42.5%). More, it was indicated from the analysis that some of them disagreed (11.3%) and few strongly disagreed of the statement (1.8%).

### Perceptions of high wages as pull motivational factor

Additionally, it is also indicated that all the high wages items derived with high mean value ranged from 3.53 – 3.78 (Table 4). Hotels in Kuala Lumpur have encouraged me to send more money back to my family was rated by the respondents as the most important factor whilst the item, hotels in Kuala Lumpur provide allowances and bonuses was rated as the least important factor.

The perceptions of high wages as pull factor were also measured using the Likert scale. Table 5 shows that majority agreed that working in the hotels in Kuala Lumpur encourage them to send money back to their family (48.3%). However, most of the respondents were also unsure about the statement (26.1%) whilst the remaining strongly agreed (18.8%), disagreed (5.8%) and few strongly disagreed with it (1%). Further, most respondents agreed that the hotels in Kuala Lumpur offer higher salary compared to other industries (48%). Yet, there were still few respondents unsure of the statement (31%). Some of the respondents strongly agreed that the hotels in Kuala Lumpur offer higher salary (11.8%) whilst several respondents disagreed (8.8%) and only few strongly disagreed (0.5%).

Additionally, further findings of the study indicated that most of the respondents agreed that the hotels in Kuala Lumpur provide a better life to them (46%). Even though some respondents were unsure about the statement (28.5%), few of the respondents still strongly agreed that the hotels in Kuala Lumpur provide them a better life (18%). The findings of the study regarding high wages as pull factor also depicted that most of the respondents agreed that the hotels in Kuala Lumpur provide allowances and bonuses (34.8%) while few respondents were unsure about it (31.3%). A small number of the respondents also disagreed that the hotels in Kuala Lumpur provide allowances and bonuses (10%). Moreover, only a small number of the respondents strongly disagreed with the statement (5%).

Table 5. Migrant workers' perceptions on high wages

No	Items	Scale				
		1	2	3	4	5
1.	Hotels in Kuala Lumpur have encouraged me to send money back to my family	1.0%	5.8%	26.1%	48.4%	18.8%
2.	Hotels in Kuala Lumpur offer higher salary compared to other industry	5%	8.8%	31.0%	48.0%	11.8%
3.	Hotels in Kuala Lumpur provide a better life with the salary I received	1.0%	6.5%	28.5%	46.0%	18.0%
4.	Hotels in Kuala Lumpur provide allowances and bonuses	5.0%	10.0%	31.3%	34.8%	19.0%

Table 6. Finding of Regression Analysis – H1

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.112	.218		5.102	.000	.683	1.540
	Better Employment	.758	.060	.538	12.653	.000	.641	.876

a. Dependent Variable: I choose to work in Kuala Lumpur because of the pull factors

a. Dependent Variable: I choose to work in Kuala Lumpur because of the pull factors

Table 7. Finding of Regression Analysis – H2

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.829	.213		13.261	.000	2.410	3.249
	Higher Wages	.275	.057	.235	4.808	.000	.163	.387

a. Dependent Variable: I choose to work in Kuala Lumpur because of the pull factors

a. Dependent Variable: I choose to work in Kuala Lumpur because of the pull factors

### Findings of the Hypotheses

Table 6 depicts the finding of regression analysis of H1: Better employment significantly motivates migrant workers to work at hotel sectors in Kuala Lumpur. The null hypothesis was rejected since the *p*-value indicated a significance level of 0.000 which is lower than 0.05. Hence, the finding indicates that better employment significantly contributes as pull factor motivating the migrant workers to work at the hotels sector in Kuala Lumpur. Similarly, the finding of regression analysis of H2: Higher wages significantly motivate migrant workers to work at hotel sectors in Kuala Lumpur also indicated a significance level of 0.000 (Table 7). Hence, the null hypothesis was also rejected. The high wages are also significantly contributed as pull factor motivating the migrant workers to work at hotels sector in Kuala Lumpur.

### DISCUSSION AND CONCLUSION

This study focuses on two components of pull factors motivating migrant workers to work in the hotel sectors in Kuala Lumpur. Generally, it is proven from the study that better employment and high wages are pull factors motivating the migrant workers to work at the Kuala Lumpur's hotels. Both the proposed hypotheses indicate significant contribution of better employment and high wages as factors motivating the migrant workers to seek for better jobs within the industry. The findings eventually support a previous study by Gheasi et al., (2014) which indicated that most international migrant workers migrate to another country because of more job opportunities which include better employment and high wages. Further, the findings are also similar to another findings by Kainth (2009) which highlight that one of the factors that may attract people to migrate is better employment opportunities offered by other countries. Additionally, the study also noted that comparatively higher wages is one of the factors that attract the international migrant workers to migrate. The findings of this study are also in line to Segaran and Yahya (2018) where they emphasized that economic factor is the vital pull factor for migration in the case of Malaysia. More, the study significantly reveals that the employability enhancement has contributed as factor motivating migrant workers to work in the Kuala Lumpur's hotels. This probably would be the reason for them to seek better improvement in their job scope. The findings are also consistent to the previous study by Tyvimaa and Kemp (2011) which revealed that job opportunities as factor motivating the migrant workers. Kainth (2009) also highlights that the international migrant workers migrate and work in the hotel industry to progress the technological developments, industrial developments and other cultural deviations that portrays the development of modern societies worldwide. Hence, the findings are in line with the current study.

Taking into account that the working condition as a motivation factor which pull the international migrant workers (Marwan, 2011), the study also discovers that better living conditions provided by the hotels in Kuala Lumpur as one of the pull factors motivating them. Further, the study has also identified that the opportunities to have a career development are very high when working in hotels in Kuala Lumpur. This is probably based on the fact that the hotels in Kuala Lumpur have better opportunities for career development. This is reliable to the study by Dzvimbo (2003) which suggested that pull factors are related to better opportunities in the host country including career prospects. It is also possible that the most important reasons which motivate the migration of skilled and unskilled workers are because they can get the opportunity to be promoted to a better position particularly in the hotel industry.

Previously, a study by Janta et al., (2011), has noted that the international migrant workers from Eastern Europe, are also capable in making money to support their studies back in their country of origin. More, Zopiatitis et al., (2014) in their study stated that most migrant workers have decided to migrate because of the higher salary offered than their host country. The study concludes that the migrant workers can have more money by working in the hotels and they can in fact send the money back to their home countries. Additionally, the allowances and bonuses provided by the hotels in Kuala Lumpur are also seen as pull factors motivating the migrant workers.

### CONTRIBUTION OF THE STUDY

The findings of the study have few theoretical and practical implications. Mostly, it is consistent to the previous literatures which support better employment and higher wages as the pull factors motivating the migrant workers to work in the hotel industry. In the case of hotels in Kuala Lumpur, high wages are considered vital factor by the migrant workers, hence it may assist the hotels to cater for the issue of labor shortages particularly among the local. Generally, the study also has extended the literature and research on migrant workers who migrate to Malaysia for the purpose of working in the hospitality industry. The findings of the study also provide good opportunity for the hotels in Kuala Lumpur, Malaysia, regarding the consequences of having migrant workers to increase the performance and service quality of the hotels. Moreover, the study significantly provides the hotels management in Kuala Lumpur with more understanding, knowledge, skills and attitude of the various background regarding migrant workers and the motivational factors which pull them to work in the industry.

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## THE NATURAL RESOURCES POTENCY OF MARINE ECOTOURISM AS AN ENVIRONMENTAL EDUCATION SOURCE

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**Abstract:** Sabang Island is one of the atolls (coral) islands in Aceh and has a diverse biodiversity. Coral reef ecosystems are the main ecosystem in coastal and marine areas, where in addition to having ecological values, the marine natural resources also have promising economic value to the community in the field of tourism. Tourism can provide context for learning experiences, can be integrated into environmental education programs, and can be used as a source of learning to increase a learner's awareness and concern for the environment and it is also committed to preventing environmental damage. This research used a survey method on data collection of coral observation surveys used Line Intercept Transect (English et al., 1997; Hill and Wilkinson, 2004) with a length of 100 meters 4 Segment, while observing fish species used Fish Belt Transect. The data obtained were counted and tabulated in table form, then biological biodiversity analysis is carried out (Mueller-Dombois and Ellenberf, 1974; Ludwig and Reynold, 1988; Odum, 1971). The results from natural resource potency analysis for marine ecotourism is concluded that the natural resource potency for marine ecotourism was very varied and could be used as a learning resource for environmental education categorized into two, namely physical and non-physical environments. Direct learning activities in the real environment through environmental education are expected to develop basic knowledge about the environment, be a guide in interacting with the environment, improve reasoning and identifying problem skills, contribute to problem solving, and prevent new problems. Utilization of natural resources for marine ecotourism as a source of environmental education is learning resources by utilization.

**Key words:** ecotourism, environmental education, learning resources, natural resources

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### INTRODUCTION

Indonesia is an archipelago that has a unique and diverse mega-biodiversity. Aceh as one of the westernmost provinces in Indonesia also has such abundant biodiversity. Many studies have been carried out to find and map the natural resource potency in Aceh, especially in the coastal and marine areas of Aceh. Sabang Island is one of the atoll islands (coral islands) in Aceh. The coral families that can be found in the sea of Sabang Island are *Acroporidae*, *Pocilloporidae*, *Faviidae*, *Dendrophylliidae*, *Poritidae*, *Trachyphylliidae*, *Mussidae*, *Caryophylliidae*, *Pectiniidae*, *Astrocoeniidae*, *Oculinidae*, *Agariciidae*, *Fungiidae*, *Merulinidae*, *Helioporidae*, *Milleporidae* and *Siderastreae* (Utama and Budiyanto, 2017; Aswita et al., 2015; Nasir, 2007). In addition, Kamal et al. (2015) state that the coral diversity index in the Litoral Zone of Iboih Waters in Sabang is high ( $H' = 3.28$ ) with the composition of coral genus in the litoral zone of Iboih waters consisting of *Acropora*, *Montipora*, *Coeloseris*, *Gardineroseris*, *Stylocoeniella*, *Euphyllia*, *Cyphastrea*, *Favites*, *Goniastrea*, *Leptastrea*, *Leptoria*, *Platygyra*, *Ctenactis*, *Cycloseris*, *Heliopora*, *Hydnophora*, *Acanthastrea*, *Galaxea*, *Pectinia*, *Pocillopora*, *Goniopora*, *Porites*, *Psammocora*, and *Pseudosiderastrea*.

Coral reefs are dynamic ecosystems with high biodiversity and productivity. Various types of marine biota use of coral reefs as their home. Few families of coral reef fish that can be found are *Pomacentridae*, *Acanthuridae*, *Labridae*, *Pomacanthidae*, *Tetraodontidae*, *Aulostomidae*, *Balistidae*, *Caesionidae*, *Muraenidae*, *Serranidae*, *Chaetodontidae*, *Scaridae*, *Lethrinidae*, *Apogonidae*, *Ostraciidae*, *Pinguipedidae*, *Mullidae*, *Scorpaenidae*, *Holocentridae*, *Nemipteridae*, *Dasyatidae* and *Zanclidae* (Aswita et al., 2015; Hastuty et al., 2014; Fadli et al., 2012; Rudi and Fadli, 2012; Rudi et al., 2009). The whole organism forms a very beautiful unit on the sea floor and has ecological value for the universe. In addition to having ecological values, marine natural resources also have economic value. One of the promising utilizations of marine natural resources is in the field of tourism. The marine natural resource potency is used as a natural tourist attraction with various activities that attract tourists. It is used as a tourist attraction on Sabang Island as presented in Table 1.

These tourism potencies not only function as a place to visit in a series of tourist activities, become a source of economic income for local people, and increase local revenue, but they are also placing for social interaction and cultural exchange. Besides, the marine tourism object (ecotourism) can also be used as a learning resource and able to provide direct learning experiences to students so that they can easily construct understanding of concepts and experiences that have been previously owned. Several previous studies have also reported the same thing, that tourism can provide a context for the learning experience (Bos et al., 2013); ecological tourism which is integrated into environmental education programs or programs that offer students experience and apply learning opportunities, greatly influences or changes their feelings and perceptions about the environment (Niesenbaum and Barbara, 2001); tourist sites that are used as a source of learning can

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realize the sharing of information, knowledge, experience, and skills when the teaching and learning process takes place (Bhuiyan et al., 2010; Setiyono et al., 2012; Rahayu et al., 2015). The use of the environment and marine natural resources as a source of learning can be an alternative in environmental education to support the realization of environmental conservation. Pedrini et al. (2015), stated that the development of many environmental education and ecotourism programs in the local marine environment is very important to preserve coastal ecosystems. Russell (1994) states that learning experiences in nature are considered to lead to an understanding and commitment to conservation. Furthermore, Beaumont (2001) mentions that ecotourism has the ability to increase participants' knowledge or understanding of nature, and motivation to do ecotourism can also explain their tendency to learn from experience.

Table 1. Marine Nature Tourism Potency in Sabang City  
(Data Source: Dinas Pariwisata dan Kebudayaan Kota Sabang (2016); Sabang Administration Map (Aswita et al., 2018))

No	Sea and Coastal Tourism Destinations	No	Diving Spots
1	Teupin Cirik Beach	1	Lhok Iboih
2	Lhong Krueng Raya Beach	2	The Canyon
3	Teupin Tongkang Beach	3	Batee Gla
4	Sumur Tiga Beach	4	Batee Tokong
5	Tapak Gajah Beach	5	Seulako Drift
6	Jaboi Beach	6	Arus Balee
7	Gua Sarang	7	Rubiah Utara
8	Beurawang Beach	8	Rubiah Sea Garden
9	Pasir Putih Beach	9	Batee Meuronron
10	Pasir Teungoh Beach	10	Batee Dua Gapang
11	Ujong Kareung Beach	11	Limbo Dua Gapang
12	Teupin Reudep Beach/Batee Gajah Beach	12	Under Water Vulcano
13	Arun Beach	13	Wreck Sophie Rickmers
14	Klah Island	14	Lhok Pasiran
15	Serui Beach	15	Sumur Tiga
16	Pria Laot Beach	16	Anoi Itam
17	Waterfall Pria laot	17	Lhong Angen
18	Keunekai Beach	18	Pante Peunateung
19	Gapang Beach		
20	Calok Meunasah (Radar) Beach		
21	Teupin Layeu Iboih Beach		
22	Teupin Serkui Beach		
23	Teupin Reudup Beach		
24	Rubiah Island		
25	Sea World of Rubiah Island		
26	Teupin Bube Beach		

Utilization of the learning environment in this study can be categorized as learning resources by utilization (Rohani and Ahmadi, 1995), namely by utilizing tourist sites with the concept of ecotourism and environmental education (ecology), where the objectives to be achieved are to increase environmental knowledge and encourage attitudes and behaviors pro-environment (Wanga et al., 2013; Sander, 2012), and the expected ultimate goal is the sustainability of life (natural environment and ecosystems) (Bhuiyan et al., 2010).

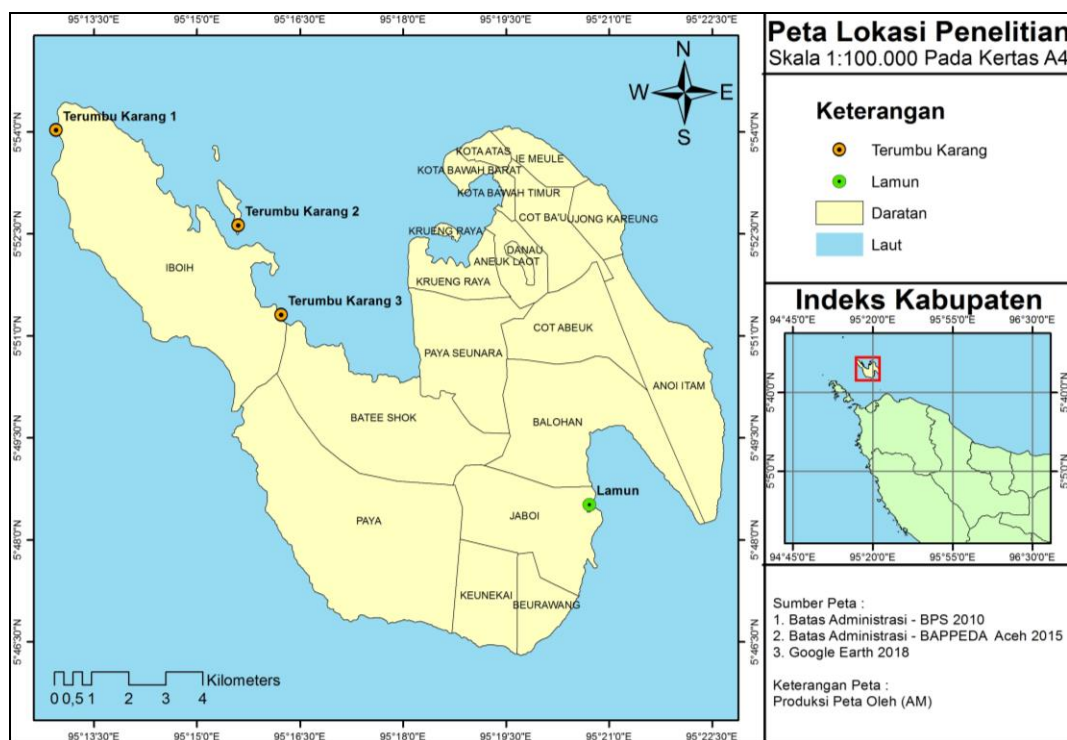


Figure 1. Administrative Map of the Research Location (Source: Research Data, 2018) Description: Terumbu Karang 1 is in Canyon Location; Terumbu Karang 2 is in Sea Garden Rubiah Location; Terumbu Karang 3 is in Limbo Dua Gapang Location

The aim of environmental education is to develop humans' awareness and concern for the environment and its related problems. It is also expected to raise their knowledge, skills, attitudes, motivations, and commitment to work individually and collectively in finding solutions to current existing environmental problems and prevent new problems (Texas Natural Resource / Environmental Literacy Plan, 2017). Because many factors can cause damage to marine natural resources, in addition to the consequences of natural factors and disasters, the use of marine natural resources as a function of fisheries and excessive tourism can also have a negative impact on the environment. Hence, it takes an effort to use the environment with the intention to make people aware of the importance of caring for the environment and the marine natural resources. Thus, the utilization of marine ecotourism objects as a learning resource for environmental education can be considered to support the experience and process of education that helps individuals gain knowledge and skills to make decisions and take actions that are responsible for natural and environmental resources and their sustainability for future generations. Therefore, this paper determines the form of the utilization of natural resource of marine ecotourism potency as a source of environmental education.

The rest of this paper is organized as follow: Section 2 presents proposed method. Section 3 presents the obtained results and following by discussion. Finally Section 4 concludes this work.

## MATERIALS AND METHODS

This research used a survey method on data collection of coral observation surveys used Line Intercept Transect (English et al., 1997; Hill and Wilkinson, 2004) with a length of 100 meters 4 Segment, while observing fish species used Fish Belt Transect.

This research was conducted from March to May 2018 at three marine tourism destinations on Sabang Island namely Canyon, Sea Garden Rubiah and Limbo Dua Gapang (Figure 1). The tools used for observation and documentation of activities included underwater cameras, roller meters, coral reef identification keys, GPS, scuba diving equipment, and snorkeling equipment.

The data obtained were counted and tabulated in table form. Analysis of biological biodiversity by the formulas shown in Table 2. (Mueller-Dombois and Ellenberf, 1974; Ludwig and Reynold, 1988; Odum, 1971).

Table 2. The Formula Used for Quantitative Descriptive Analysis

Formula	Formula Description	Indicators
Percentage of coral reef cover (English et al., 1997) $ni = \frac{li}{L} \times 100\%$	$ni$ = Percentage of live coral cover (%) $li$ = The length of each live coral lifeform(cm) $L$ = Total length of line transect (cm)	If the cover ranges from: 0% – 24,9% = Bad 25% – 49,9% = Moderate 50% – 74,9% = Good 75% – 100% = Very Good
Shannon-Wiener diversity index (Ludwig and Reynold, 1988) $H' = - \sum_{i=1}^s (pi) \ln pi$	$H'$ = Shannon-Wiener diversity index $Pi = ni/N$ $ni$ = Total number of individuals in a species $i$ $N$ = Total number of individuals for all species	If $H' > 3$ .so the diversity is high If $1 < H' < 3$ .so the diversity is moderate If $H' < 1$ . so the diversity is low
Uniformity Index (Odum, 1971) $E = \frac{H'}{H \max}$ In which, $H \max = \ln S$	$E$ = Uniformity Index $H'$ = Diversity Index $S$ = The number of Species	If: $e < 0.4$ = The uniformity is low $0.4 < e < 0.6$ = The uniformity is moderate $e > 0.6$ = The uniformity is high
Simpson's Dominance Index (Odum, 1971) $D = \sum Pi^2$	$D$ = Dominance Index $\sum Pi^2$ = The proportion square of the first species	The dominance index criteria are as follows: $D > 0.5$ = dominance exists $D < 0.5$ = dominance does not exist

## RESULTS DISCUSSIONS

### The Natural Resource Potency of Marine Ecotourism

Based on the survey results of the coral reef ecosystems in three marine ecotourism locations, namely Canyon, Limbo Dua Gapang, and Sea Garden Rubiah, especially observations on coral and reef fish, it can be known that the natural resource potency of each tourism destination varies. In the Canyon tourist location, five coral genus (Figure 2) were found with a diversity index value of  $H' = 2.263$  which was categorized as a moderate level for the diversity of the coral species. Different things could be seen in the Limbo Dua Gapang tourism destination where it was found that there were nine coral genus with a diversity index of  $H' = 2.434$  which were categorized as moderate diversity. Besides that, even though the diversity index of coral species is moderate, namely  $H' = 1.146$ , at the tourism destination Sea Garden Rubiah, there were only found five genus.

Table 3. Coral Reefs in the Marine Ecotourism Area of Sabang Island (Source: Research Data, 2018)

Genus	Canyon				Limbo Dua Gapang				Sea Garden Rubiah			
	Viewed	<i>H'</i>	<i>E</i>	<i>D</i>	Viewed	<i>H'</i>	<i>E</i>	<i>D</i>	Viewed	<i>H'</i>	<i>E</i>	<i>D</i>
<i>Acropora</i>	+	2.263	0.310	0.218	+	2.434	0.334	0.278	+	1.146	0.214	0.020
<i>Echinopora</i>	+				–							
<i>Montipora</i>	+				+							
<i>Pocillopora</i>	+				+							
<i>Tubastrea</i>	+				–							
<i>Coscinaraea</i>	–				+							
<i>Fungia</i>	–				+							
<i>Galaxea</i>	–				+							
<i>Goniopora</i>	–				+							
<i>Platygyra</i>	–				+							
<i>Porites</i>	–				+							
<i>Pavona</i>	–				–							

Other results of the analysis revealed (Table 3) that the entire coral community in three marine ecotourism locations showed that the small coral uniformity index and the species were depressed with  $E = 0.310$  for the Canyon area,  $E = 0.334$  for the Limbo Dua Gapang area, and  $E = 0.214$  for the Sea Garden Rubiah area. Meanwhile, for the dominance index, it was known that the dominance of the coral genus in the three ecotourism locations was low, in the sense that there was no dominance between one species and the others, with a  $D = 0.218$  for the Canyon area,  $D = 0.278$  for the Limbo Dua Gapang area, and  $D = 0.020$  for Sea Garden Rubiah.

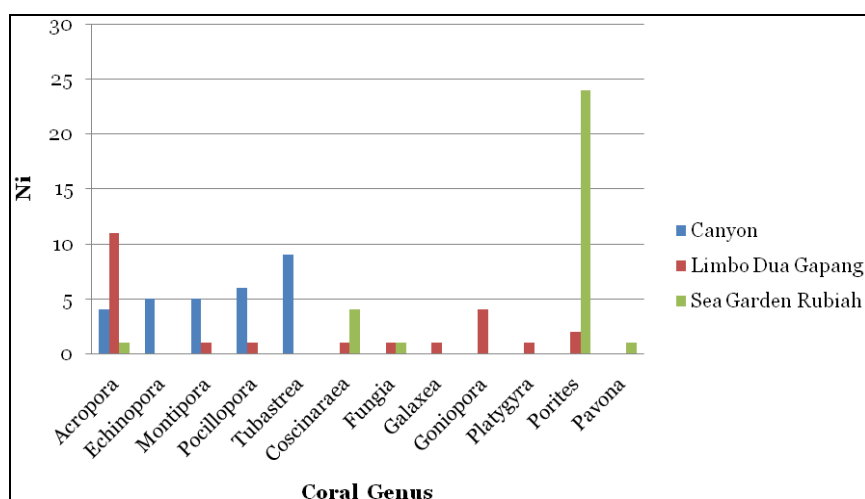


Figure 2. Presence of Coral Reefs in the Marine Ecotourism Area of Sabang Island (Source: Research Data, 2018)

Based on the observations it is known that at the location of the Sea Garden Rubiah, were found 5 genera of corals, where the number of corals of the genus *Porites* found the most (Figure 2). In the Limbo Dua Gapang location which is the most found location of the coral genus compared to other locations, namely 9 genus corals, with the highest number of corals being from the genus *Acropora*. Whereas in the Canyon area, 5 coral genera were found, with the most found in the genus *Tubastrea*. The *Acropora* genus is a coral that is found and seen alive at the three tourist sites, while the Genus *Porites* is the genus with the most numbers found.

In general, the basic conditions of the waters in the three marine ecotourism locations were covered with coral, rubble, sand and rocks (Table 4). This rubble could be caused by several factors including human activities such as tourist footrests, fishing activities, fish hunting, and due to being hit by ship anchors (fishing boats and tourist vessels). There were also other factors that caused the coral fractures such as weathering and natural disasters, e.g. tsunami.

Table 4. Percentage of Coral Cover in the Marine Ecotourism Area of Sabang Island (Source: Research Data, 2018)

Transect	Canyon			Limbo Dua Gapang			Sea Garden Rubiah		
	Life Form	Cover Length	% Cover	Life Form	Cover Length	% Cover	Life Form	Cover Length	% Cover
1	CB	240	12	ACB	870	43.5	CM	1410	70.50
	CT	270	13.5	CS	90	4.5	RC	590	29.50
	RC	1390	69.5	CMR	10	0.5			
	S	100	5	RB	695.00	34.75			
				S	335	16.75			
<b>Total Cover</b>		<b>25,50</b>			<b>48,50</b>			<b>70,50</b>	
2	CT	169	8.45	ACB	680.00	34.00	CM	714.00	35.70
	CS	63	3.15	S	1320	66.00	RC	1223.00	61.15
	CE	91	4.55				S	63	3.15
	ACB	50	2.50						
	ACT	200	10.00						
	CB	120	6.00						
	RC	1157	57.85						
	S	150	7.50						
<b>Total Cover</b>		<b>34,65</b>			<b>34,00</b>			<b>35,70</b>	
3	CE	106	5.3	ACB	50	2.5	CM	656	32.80
	ACB	20	1	ACT	40	2	RC	933	46.65
	CS	100	5	CS	270	13.5	S	411.00	20.55
	CT	160	8	CM	140	7			
	CB	203.00	10.15	S	1500	75			
	RC	1411.00	70.55						
<b>Total Cover</b>		<b>29,45</b>			<b>25</b>			<b>32.80</b>	
4	CE	200	10	CS	25	1.25	ACB	15.00	0.75
	CS	195	9.75	CM	90	4.5	CS	150.00	7.50
	ACT	20	1	RC	120	6	CM	1268.00	63.40
	CB	215	10.75	RB	80	4	CMR	20.00	1.00
	CT	215	10.75	S	1685.00	84.25	RB	175.00	8.75
	RC	1155	57.75				RC	60.00	3.00
							S	312.00	15.60
<b>Total Cover</b>		<b>42,25</b>			<b>5,75</b>			<b>72,65</b>	
<b>Description:</b>					CM		:	Non Acropora Massive	
ACB	:	Acropora Branching			CMR		:	Non Acropora Mushroom	
ACT	:	Acropora Tabular			CT		:	Non Acropora Tubipora	
CB	:	Non Acropora Branching			RC		:	Rock	
CE	:	Non Acropora Encrusting			RB		:	Coral Rubble	
CS	:	Non Acropora Submassive			S		:	Sand	

Based on the analysis in Table 4 above, it was known that coral cover in the Canyon tourism area (overall transect) ranked in the medium category. The entire transect in the Canyon tourist area was dominated by the presence of rocks, so coral cover is found between these rocks.

Different things can be seen in the Limbo Dua Gapang tourism area where it was known that coral cover on transects 1, 2 and transects 3 were in the moderate category, while that on transect 4 was in the low category. This was because on transect 4 was dominated by sand at 84.25%, and coral cover found was only 5.75%. In the tourist area of Sea Garden Rubiah, coral cover on transects 1 and 4 was in a good category, while coral cover on transects 2 and 3 was in the medium category. This could be seen from the high percentage of rocks and sand found on transects 2 and 3. Coral reefs are one of the main ecosystems in coastal and marine areas. However, various other marine biota could be found in the ecosystem. Coral fish make coral reefs a home for them, a place to look for food, a place to reproduce, lay eggs and spawn eggs. In other words, it can be mentioned that coral reefs are a place to live for fish and another marine biota. Analysis of reef fish diversity was also carried out in this study, and it was found that in the Canyon tourist area 21 species of fish were found from 10 families with a value of  $H' = 2.98$ , meaning that diversity was medium. In the Limbo Dua Gapang tourist area there were found 41 species of fish from 19 families with a value of  $H' = 3.568$  meaning that the diversity was high. Meanwhile, in the tourist area of Sea Garden Rubiah, 45 species of fish were found from 16 families with a value of  $H' = 3.538$  meaning that the diversity was high (Table 5).

Table 5. Coral Fish Biodiversity in the Marine Ecotourism Area of Sabang Island (Source: Research Data, 2018)

Coral Reef Fish	Canyon				Limbo Dua Gapang				Sea Garden Rubiah			
	Found	H'	E	D	Found	H'	E	D	Found	H'	E	D
Acanthuridae	+	2.928	0.962	0.0594	+	3.568	0.961	0.0326	+	3.538	0.929	0.0369
Pomachanthidae	+				+				+			
Chaetodontidae	+				+				+			
Pomacentridae	+				+				+			
Labridae	+				+				+			
Mullidae	+				+				+			
Holocentridae	+				+				+			
Cirrhitidae	+				+				+			
Serranidae	+				+				+			
Zanclidae	+				+				+			
Centriscidae	+				+				+			
Balistidae	+				+				+			
Caesionidae	+				+				+			
Scaridae	+				+				+			
Blenniidae	+				+				+			
Muranidae	+				+				+			
Lethrinidae	+				+				+			
Haemulidae	+				+				+			
Scorpiidae	+				+				+			
Nemipteridae	+				+				+			
Synodontidae	+				+				+			
Pempheridae	+				+				+			
Priacanthidae	+				+				+			

Based on Table 5, it was known that coral fish species in all marine ecotourism locations tended to be stable with high uniformity, with  $E = 0.962$  for Canyon tourism area,  $E = 0.961$  for Limbo Dua Gapang tourist area, and  $E = 0.929$  for Sea Garden Rubiah. Meanwhile for species dominance it was known that species dominance was low, meaning that no species dominated other species with value  $D = 0.0594$  for Canyon tourism area,  $D = 0.0326$  for Limbo Dua Gapang tourism area, and  $D = 0.0369$  for Sea Garden Rubiah tourist area. Thus, it can be concluded that the natural resource potency of marine tourism in Sabang Island enormously varied and can be used as a learning resource for environmental education. The results of this study reveal that the three tourist areas, namely Canyon, Limbo Dua Gapang and Sea Garden Rubiah have the potential to become marine ecotourism locations, with the main spot being offered is the natural beauty of the underwater, namely the coral reef ecosystem. The various potentials of this natural resource, both from the group of corals, reef fish, invertebrates and other marine vertebrates, become the main attraction of marine tourism, and by changing the paradigm and applying the concept of marine ecotourism, the potential of this resource is expected to be maintained even though utilized as an object tour. The potential use of coral reef ecosystems as an ecotourism area was also revealed by Karim et al. (2019) in their study in Balikpapan Bay, Lelloltery et al. (2018) study of coral reef studies for the development of marine ecotourism in Maluku, and Johan et al. (2017) studies on the suitability of marine ecotourism in Enggano Island.

### Utilizing the Natural Resource Potency as a Source of Environmental Education

The utilization of the potential of natural resources as a source of learning has been done by several previous researchers, such as what Ali et al. (2017) did in their studies in Dayang Bunting and the Tuba Islands as an educational outdoor geotourism laboratory, Reynard et al. (2018) by disseminating knowledge about geomorphological heritage by developing digital learning platforms.

The use of marine ecotourism objects in the form of coral reef ecosystems in the location of marine tourism in Sabang Island as a source of learning for environmental education was expected to open the horizons of students to better understand the symptoms and issues about environmental use (especially coral reef ecosystems) in daily life. Therefore, their awareness toward environmental sensitivity can grow, which can in turn push their active participation in maintaining and managing the environment and preventing activities that damage the environment. This is in line with constructivist learning theory. Suhendi and Purwarno (2018) mentioned that constructivist thinking is rooted in several aspects of Piaget and Vygotsky's cognitive theory. Furthermore, Nugroho and Wulandari (2017) states that constructivism theories contain a paradigm which believes that learning is an active constructive process that occurs in socio-cultural conditions. A learner is designed to be active in making changes in meaning through real activities. While the teachers are learning designers, facilitators, and motivators of students. Lowenthal and Muth (2008) states that in education, constructivism refers to the theory of knowledge and learning. These theories state that knowledge is constructed (constructed) and not received from the world or external reality. The emphasis is on the experience of a learner and not the experience of the teacher, and the construction of knowledge is done actively and not passively receiving information.

Furthermore, Suhendi and Purwarno (2018) stated that there are several important things in constructivist learning: (1) prioritizing real learning in relevant contexts, (2) giving priority to the process, (3) instilling learning in the context of social experience, and (4) learning is

done to build experience. Thus, through the ecotourism approach by utilizing learning resources that are available in nature (the marine ecotourism object Canyon, Limbo Dua Gapang and Sea Garden Rubiah) will provide opportunities for students to make their own observations by conducting educational tourism activities that are integrated into the learning process. The potential biodiversity of coral reef ecosystems found in the three ecotourism locations can be utilized in ecology lecture programs (animal ecology, aquatic ecology, and other ecological fields). The concept map of ecological material that can be learned from the utilization of the potential of natural resources as a source of environmental education is shown in Figure 3.

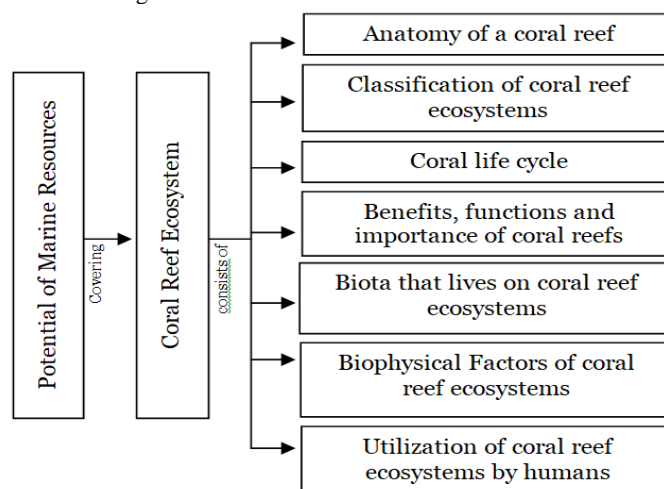


Figure 3. Concept Map of Ecological Material that can be Studied at the Three Marine Ecotourism Locations (Source: Research Data, 2018)

The purpose of utilizing the natural resource potency for marine ecotourism as a source of learning (Figure 3) is to help students get real knowledge and to understand the concepts from direct experience of the environment and the object being studied, in this case is the diversity of fauna and flora that live in coral reef ecosystems at a marine ecotourism location. The learning experience while traveling has direct implications for environmental education. Mirrahimi et al. (2011) found that natural environments have the potential to promote educational processes, personal and social development in which students can experience learning to share, to communicate, to work in a team, to increase self-awareness, self-confidence, self-regulation, self-discipline, problem solving skill, and social skills. According to those researchers, the natural environment was a source of considerable stimulation for the process of inspiring and meaningful learning. Atmodiwirjo (2013) also showed his interest in the use of the environment around the school as a learning resource about the environment.

The concept of environmental education was agreed in the Tbilisi Declaration at the Intergovernmental Conference, was convened in Tbilisi, Georgia, from October 14-26, 1977. It states that "Environmental education is a process that aims to develop a world population that is aware and caring for the environment and its problems, has the attitude, motivation, knowledge, commitment and skills to work individually and collectively towards solutions to problems and prevention of new problems", the concepts of environmental education are knowledge, awareness, attitudes, skills and participation (UNESCO, 1978; UNESCO and UNEP, 1978). Based on the concept of environmental education, the form of utilization of the natural resource potency for marine ecotourism on Sabang Island can be presented in Table 6.

Table 6. Study of Natural Resource Potency for Marine Ecotourism in Sabang Island as a Source of Environmental Education

Concept EE	Expected Objectives	Teaching and Learning Activities	Ecotourism Activities
Knowledge	To help individuals, groups, and communities gain a variety of experiences and a basic understanding of what is needed to create and maintain a sustainable environment	<ol style="list-style-type: none"> <li>1. Observe various marine biota (coral reefs, fish, marine invertebrates, and flora that live in the sea), both from species diversity, dominance, coral lifeform, interaction patterns and also the distribution of these biota, and damage to coral reefs.</li> <li>2. Knowing physical factors and water quality (water salinity, water temperature, and water pH).</li> </ol>	<ol style="list-style-type: none"> <li>1. Scuba Diving</li> <li>2. Snorkeling</li> <li>3. Photography Underwater</li> <li>4. Swimming</li> <li>5. Bottom Glass Boating</li> <li>6. Coral Reef Conservation Tourism</li> <li>7. Coral Transplantation Tourism</li> <li>8. Culinary Tourism and Recreation</li> <li>9. Play Jet Sky</li> </ol> (Aswita, 2018)
Awareness	To help individuals, groups and communities gain awareness and sensitivity to the environment as a whole and to questions and problems related to environment and development	<ol style="list-style-type: none"> <li>1. Know about the responsible behavior when entering the habitat of an organism such as not taking or removing the organism from its habitat, and not stepping on coral reefs.</li> <li>2. Be aware of wanting to pick up and clean up the rubbish found around it and throw it away in the space provided.</li> <li>3. Be aware of good behavior so that its presence does not pose a threat to certain habitats.</li> </ol>	
Attitude	To help everyone, group and community obtain a range of values and feelings of concern for the environment and motivation to actively participate in environmental protection	<ol style="list-style-type: none"> <li>1. Do not remove the organism from its habitat</li> <li>2. Do not step on coral reefs</li> <li>3. Do not dispose garbage to the sea, drainage, or other prohibited place</li> <li>4. Do not catch / disturb animals around it.</li> </ol>	
Skills	To help individuals, groups, and communities acquire skills to identify, anticipate, prevent and solve environmental problems	<ol style="list-style-type: none"> <li>1. Educate to shape the students' behavior sensitive to the environment, one of which is through scuba diving training, so that they can control itself and minimize contact between divers and sensitive marine life (Cater and Cater, 2007).</li> </ol>	
Participation	To provide opportunities for individuals, groups, and communities to have the opportunity and motivation to be actively involved at all levels in creating a sustainable environment.	<ol style="list-style-type: none"> <li>1. Participate actively in conservation tourism, so that students can experience by themselves how to conserve coral reefs through coral reef transplantation activities. Conservation activities can also be done on several types of reef fish.</li> <li>2. Participate in tourism actions such as the cleaning-up of underwater beach, where everyone will be invited to snorkel or scuba dive with the aim of cleaning the environment from rubbish.</li> </ol>	

The learning process about environmental education carried out using the natural resource potency for marine ecotourism (Table 6) shows that the education process is a process that occurs directly and continues to run throughout life. Pitman et al. (2010), states that "experience, exploring, and finding are key descriptors of learning experiences". Furthermore, personal experience and the process of investigating the environment formed over tourism activities enable the creation of critical awareness and concern for the environment. In other words, it can be stated that skills, knowledge, and understanding can be obtained through direct experience and learning processes in nature. Kostova and Atasoy (2008) state that case studies and conducting ecological investigations can develop students' thinking abilities. Gilchrist et al. (2016) mention that fieldwork has a positive impact on long-term memory, leading to individual growth and increased social skills, strengthening the relationship between affective and cognitive, which provides a bridge for higher level learning. Moreover, adventure learning can have a positive impact on self-confidence, self-esteem, communication skills and the ability to work in teams.

Environmental education through the direct learning process in nature aims to increase students' knowledge and positive attitudes towards the environment, offering opportunities to connect and apply the learning that has been gained in direct life in the real world. Erhabor and Don (2016) reveal that environmental education programs have a strong influence on environmental knowledge and positive attitudes towards the environment. Abd El-Salam et al. (2009), also report that environmental education programs are known to increase knowledge and positive attitudes towards the environment. There is a positive correlation between attitude and level of knowledge of a person before and after participating in an environmental education program. Padrão and Tavares (2014) state that environmental education aims to guide and determine a sustainable, committed social future, forming a community that is aware and responsible for the environment, not only for their generation but also for future generations.

## CONCLUSION

The marine ecotourism resource potencies that have been successfully mapped in this study can be stated to be very diverse and varied, and can be used as a learning resource for environmental education, which can be categorized into two, namely (1) physical environment including coral reef ecosystems, recognizing biotic and abiotic components, getting to know various types of coral and reef fish as well as the presence or absence of environmental pollution due to human activities and (2) non-physical environment, in the form of living systems of these aquatic biota, namely interactions between living things in coral reef ecosystems, coral life cycles, breeding of reef fish, and the system of customs of the local community in relation to environmental attitudes and behavior (local wisdom related to environmental utilization and management).

Direct learning activities in the real environment are expected to provide meaningful learning, so as to develop a person's basic knowledge about environmental functions, how to interact with the environment, improve reasoning skills about environmental issues and problems related to the use of the environment as a tourist attraction, as well as the improvement of skills in identifying problems, contributing to solving environmental problems, and preventing new problems. This is in line with constructivist learning theory, Suhendi and Purwarno (2018) mentioned that a person can be said to learn when they can construct their own meaning through learning experiences.

## Aknowlegments

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## MALAY TRADITIONAL GAMES ARE NEVER A LOSS: AN EMOTIONAL REFLECTION OF MALAYSIANS AND IMMIGRANTS IN MALAYSIA

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**Abstract:** Introduction-Aims: In the modern days, traditional games have been perceived less preferred than universal games. This study examines the emotional reflection of Malaysians and Immigrants in Malaysia towards Malay traditional games and universal games. Malays (ethnic majority), Malaysian minorities (Chinese and Indian) and immigrants responded to the displayed images of Malay traditional games and universal games using a 9-point rating scale for valence domain of Self-Assessment Manikin. The emotional pleasantness towards Malay traditional games are higher in immigrants than Malaysians. There are emotional similarities between Malays and Malaysian minorities. Socio-cultural factors should be examined in future research to further understand this cultural situation.

**Key words:** Cultural heritage, emotion, valence, immigrant, ethnic minority

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### INTRODUCTION

#### Malays as an Ethnic Majority and Traditional Games

Malaysia is a multi-ethnic and multicultural society. The Malay ethnicity comprises more than 50% of the Malaysian population (Department of Statistics Malaysia, 2020). Besides being the dominant ethnic majority in Malaysia, the Malays are known for their richness in tradition. The characteristic of Malays can be usually determined from their language (i.e. Malay language), adhere to Islam religion and practice Malay tradition. A large proportion of Malays can be found dispersed in Malaysia (formerly known as Malay Land) and Indonesia. It is believed that the Malay traditional heritage expanded during the era of the Malacca Sultanate by the Malay traders who at that time sailed across the Southeast Asia region (Hooker, 2003; Wolters, 1999). Currently, the Malay heritage especially in the Malaysian population is still strong despite crossing many generations. A strong practice of the Malay tradition can be seen through many aspects of Malay life as well as the lives of other ethnic minorities especially in games, food, and clothing.

There are several traditional games in the Malay community that attract both the young and old generation in Malaysia to engage in, such as *wau bulan*, *sepak raga*, *batu seremban*, *gasing*, *silat*, *congkak*, *gasing*, and *wayang kulit*. Some of these traditional games are of gender dominance. For example – *sepak raga*, *wau bulan* and *gasing* are among the traditional games that are usually played by males. Meanwhile *congkak* is frequently played by females. Some games are popular among both sexes. The Malay traditional games can also be characterized through the number of players involved. The *wau bulan*, *gasing*, *wayang kulit*, *silat* and traditional dance as well as music can be played individually. These games are different from some other games (i.e. *sepak raga*, *tarik upih*, *congkak*) that need more than one player to take part. In terms of objects that are being used in the games, most of the objects are made from wood and bamboo. Some objects are made from animal skin such as cow skin. The similarities and differences between these games are highlighted in Table 1.

It is believed that the culture of Arabians and Indians have influenced the development of traditional games in the Malay community during the era of the Malacca Sultanate dated back in the 17<sup>th</sup> century. Back then, Malacca was located in a strategic area for international trading that attracted traders all around the world. This situation encouraged the growing of the social-cultural development of the Malay community in Malay Land (Malaysia). Over the generation and evolution, these traditional games became more advanced in their

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decorations and materials. For example, the rubber seeds used in *congkak*, these days have been replaced with marbles. Similarly, the decoration of the *wau bulan* has become more creative and attractive. Due to its attractiveness and uniqueness of the shape, the *wau bulan* has been adopted as a symbol for the national airline company. In addition, a number of Malay traditional games (i.e., *sepak raga* and *silat*) have been recognized at an international level such as South East Asia (SEA) Games (Department of National Heritage Malaysia, 2020).

### The Ethnic Minorities in Malaysia - Chinese and Indian

The Chinese and Indian are the largest ethnic minorities in Malaysia. It has been estimated about 25% of Chinese and 7% of Indians are living in Malaysia, followed by other minority groups (i.e., Sikh, Thai, Eurasian) (Department of Statistics Malaysia, 2020). From Malaysian history, it is shown that the existence of both Chinese and Indian population in Malaysia is due to migration that happened in the 17<sup>th</sup> century. The reason for their migration was mainly due to the economic situation at that time where they were hired as laborers under the British colonization (Othman, 2002; Punitha and Kumaran, 2014; Shafie and Zainudin, 2000). Historical documentation also stated that both the Chinese and Indian population in Malaysia (or Malay Land) was because of matrimonial factor between the Chinese and Indian from mainland and the local Chinese and Indian (Shafie and Zainudin, 2000). This scenario is linked to the era of the Malacca Sultanate at that time due to Malacca (one of the states in Peninsular Malaysia, located in Malacca Strait) being popular as a strategic location for a trading centre that encourages merchants from all over the world (especially Chinese from mainland China and Indians from India) to come over for trading activities and thus, providing a pathway for the growth of their population. Hence, it can be said that the growth of the socio-economic status in Malay Land at that time was a source of encouragement for both ethnicities (Chinese and Indian) to adapt and merge their cultural elements and the cultural elements of the Malay people. The socio-economic factor is the reason of both Chinese and Indian ethnicities to be always present, continuous and harmonious across generations in Tanah Melayu (Othman, 2002; Punitha and Kumaran, 2014; Shafie and Zainudin, 2000). It is believed that the merging of culture between majority and minority ethnicities had taken place throughout generations, and even after hundreds of years. The effects of culture blending between Malay and non-Malay tradition can be seen in various aspects such as clothing, food, games and so on (Zainal Abidin et al., 2016; Ubaithulla, 2001).

Table 1. Description of Malay traditional games (Department of National Art and Culture Malaysia, 2020)

Name	Gender	Player	Object	Brief Method
<i>Wau bulan</i>	Male and female	Individual	Kite-shaped, made of bamboo	The <i>wau bulan</i> is flown in the air
<i>Sepak raga</i>	Male	Group	Ball-shaped – made of bamboo	The bamboo ball is kicked around by the players in a circle. The goal of the game is to ensure the bamboo ball does not fall onto the ground.
<i>Gasing</i>	Male	Individual	Plate-shaped – made of wood	<i>Gasing</i> is spun by a string and is left to spin on the ground.
<i>Wayang kulit</i>	Male	Individual	Puppet or character – made of animal skin/paper and bamboo	Puppet is moved behind a canvas acting out a character. The voice is presented by people behind the scene.
<i>Tarik upih</i>	Male and female	Group (Children)	Pinang tree leave.	Several passengers (players) sit on the leaf and one player will pull the leaf.
<i>Congkak</i>	Female	Group (Two players)	A container with 16 holes that is created with high quality wood and played with rubber seeds.	This game evaluates the speed of its players depending on how fast the player can put the rubber seeds into the holes of the <i>congkak</i> container.
<i>Silat</i>	Male	Individual	No object is used	Dealing with physical technique.
Traditional dance and music: <i>Kompang</i> , <i>Gambus</i> , <i>Rebana</i> and <i>Kuda Kepang</i>	Male and female	Individual	Objects are used to produce unique sound. <i>Kompang</i> and <i>Rebana</i> are the bowl-shaped object, made of animal skin and wood. <i>Gambus</i> is like the modern guitar, made of wood. <i>Kuda kepang</i> is a horse-shaped object, made of wood.	<i>Kompang</i> , <i>gabus</i> and <i>rebana</i> are hit like drums to produce the melody of traditional music or sound. Meanwhile in <i>kuda kepang</i> , player riding a horse-shaped object following the traditional melody.

### The Immigrants in Malaysia

Migration is a social issue that has a great impact on socio-cultural and humanity (Abdul Wahab and Khairi, 2019; Bali et al., 2019; Sahak et al., 2020). Immigrants are known as a group of people who migrate and live in certain country (outside of their origin country) for a certain duration of time for various reasons. Immigrants in Malaysia are a group of non-Malaysians that are living in Malaysia for the purpose of studying, vacation, working and family matters. They are a group that highly predispose to the culture of other people in the country of residence. According to Hall et al. (2004), travellers (or could be referred to the immigrants as well) have different motives in their travelling purposes. For example, food could be targeted as a primary or secondary motive depending on their preferences.

The experience of immigrants towards other people's culture has been described many decades ago by sociologist. From the viewpoint of a sociologist, the mixing with other cultures is a socio-cultural phenomenon that is known as acculturation. After a long period, the mixing of culture is to potentially yield to the new form of culture with a new identity (Ben-Shalom and Horenczyk, 2003; Cote, 2006). The process of change in beliefs and traditional practices happens when one culture meets the other culture which results in the merging of the original culture and the newly encountered culture is another description of acculturation (Berry, 2005; Sam and Berry, 2010). Acculturation has brought a lot of influence on immigrants. Strong influence of acculturation can be observed in many aspects of their life, not only in food preparation and clothing but also in their activities during free time such as playing Malay traditional games (Zhang et al., 2019).

### Research Strengths and Highlights

This study adopts the visualization approach to explore the cultural-emotion dimension with regards to the traditional games of Malay ethnicity. Throughout this approach, two important aspects are highlighted as below:

(1) *The Valence*: we measured the element of 'valence' – an emotional domain that interprets one aspect of subjective feeling that underlies the pleasure-displeasure continuum (Russell, 1991). The Circumplex Model of Affect points out that valence is one of the basic structures in the building block of emotion (Barrett 2006a; Barrett 2006b) and has been integrated in many psychological models and frameworks (Rolls, 1999; Russell, 2003; Styliadis et al., 2018). In addition, valence is a fundamental element that reacts to positive and negative traits as triggered by object or non-object stimuli.

(2) *The Theory of Gestalt*: this theory is referred to justify that perception towards image could be a significant predictor to determine emotional tendency. This underlying fact has been notified by researchers in the field of psychology to understand perception (Feldman,

2001; Kimchi, 2000; Peterson and Kimchi, 2013; Wagemans et al., 2012). In reality, both human and animal goes through the process of visualization in their everyday life by synthesizing information from the environment for survival. In fact, visualization involves not only our eyes, but our biological and psychological wellbeing as well. Thus, through the Gestalt Theory that suggests eight principles of visualization that effects image perception, we picked up two principles that are most relevant to our study. These are the law of similarity and the law of past experience. Law of similarity suggests that we tend to assemble images with similar characteristics in a group that is different from images with dissimilar characteristics. Following this law, we postulate that the traditional games images will be responded differently from the non-traditional games images. Meanwhile in the second law, the exposure with the previous experience would influence the psychological and emotional dimension in response towards the images (i.e., images of the traditional Malay games). Following this argument, we hypothesize that, Malays would indicate higher pleasantness towards the traditional Malay games followed by Malaysian minority (i.e., Chinese and Indian) and immigrant. This hypothesis has been put forward due to the historical fact that Malay ethnicity is a majority ethnic group that is recognized as a pioneer of Malay Land (Malaysia) prior to the migration of the ethnic minorities.

The above two hypotheses drive us to further construct the hypothesis, which is the main hypothesis of this current study. The law of experience from the Theory of Gestalt, for example, indicates significant implication in the subjective experience of valence (Posner et al., 2005; Russell, 2003). It is suggested that there would be a significant interaction between emotional response towards traditional/non-traditional image (with regards to Malay traditional games and universal games) and the variety of socio-ethnic groups who are living in Malaysia (i.e. Malay-the ethnic majority, ethnic minority and immigrants). It is to note that we are using the operational definition of tourist in which the meaning of tourist is expanded by including participants (tourists) from various purposes of travelling (studying, vacation, working and so on) with no time limit of being in Malaysia.

## MATERIALS AND METHODS

### Participants and Location of Study

Undergraduates and postgraduates from a local university in the east coast of Peninsular Malaysia were invited to participate in this study. This local university is located in Kelantan – one of the states in Malaysia that is rich with cultural tradition of the Malay ethnicity. Through convenience sampling, three categories of participants agreed to take part in this study - (1) ethnic majority (Malaysian Malays.,  $n=116$ ), (2) ethnic minority (Malaysian Chinese and Indian,  $n=100$ ) and (3) immigrants (non-Malaysian,  $n=119$ ). Participants are in the group of young adults with ages ranged from 17 to 40 years old with a mean age of 24.2 ( $SD = 4.8$ ). More than half of the participants were female ( $n=222$ , 66%). All immigrants originated from countries that are totally different from Malaysia with regards to the tangible and intangible culture - South Asia (42%), West Asia (30%) and Africa (28%). Participants who did not match the inclusion criteria of the study were excluded. Excluded participants are those with uncorrected vision, a history of affective disorder, and those born in a mix-marriage family (Malay and Chinese, Malay and another ethnicity, Chinese and another ethnicity). Other than that, immigrants who had neither Malaysian spouses nor Malaysian parent (either father or mother or both) were also excluded from the study in order to avoid any emotional biasness in response to culture images.

### Procedure

Research procedure was implemented based on the protocol and ethics approval given by Institutional Review Board (IRB). Consent was only obtained from the participants after they had fully understood the objective and the procedure of the study and agreed to participate. The welfare of the participants was considered by allowing them to withdraw from the study at any point of time as well as distribution of token to compensate their time and expenses to the study location.

Data collection was done cross sectionally and it was implemented in the university's lecture hall. Unlike other approaches in games research (Carr, 2019; Klevjer, 2019), this current study applied the visualization approach in which participants were asked to respond to a series of culture (i.e. Malay traditional games) and non-culture images (i.e. universal games) that were presented to them. They were required to view the presented images that were projected on the screen and estimate their emotional condition by rating a single-item scale of Self-Assessment Manikin (SAM) (Bradley and Lang, 1994) (Figure 1). The SAM is a standardized non-verbal pictorial assessment that was developed to appraise three important emotional domains which are valence, arousal, and dominance (Bradley and Lang, 1994). It is a well-known psychological assessment that has been used broadly as a cost and time-effective measure of emotion (Bynion and Feldner, 2017; Geethanjali et al., 2017). By using SAM, this study focused on the domain of valence or a state of pleasure in emotion dimension that refers to the intrinsic attractiveness or aversiveness when triggered by an event, object, or situation which can be positive or negative. Since this study used the images of culture and non-culture objects and all images were considered positive, thus, it has to be noted that the emotional valence is evoked or triggered by the object with positive element. Participants rated the SAM valence scale that ranges from high pleasantness/highly happy (score of 9) to minimal pleasantness/highly unhappy (score of 1).

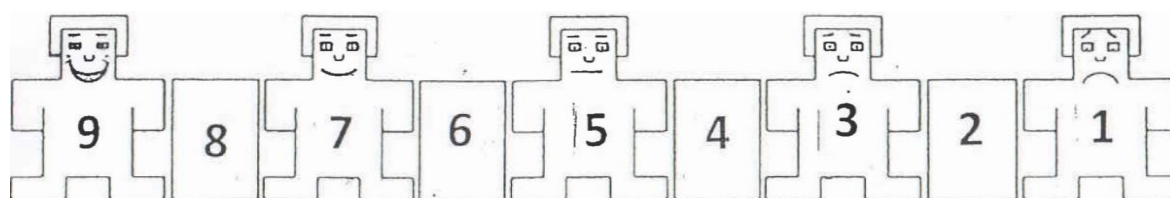


Figure 1. Emotional continuum of Self-assessment Manikin (SAM) for valence - 1 (unpleasantness/unhappy) to 9 (pleasantness/happy)

About 13 cultural images and 13 non-cultural images were presented randomly to evoke the participants' emotion. The cultural images are the set of images that displayed the traditional games in Malay community such as *wau bulan*, *silat*, *gasing* and others. Some of the images are shown in Figure 2. Meanwhile the non-cultural images are the set of images that displayed the well-known universal games that do not relate to any culture such as playing guitar, basketball and others. To ensure that all culture images have an established content validity, three evaluators were invited to give their judgements. An academician and science officer that have wide experience in the area of Malaysian culture especially Malay culture, were asked to view and rate the displayed images based on a 4-point scale (i.e., 1 = not relevant, 2 = somewhat relevant, 3 = quite relevant, and 4 = highly relevant) (Davis, 1992) in order to determine the relevancy of the cultural images as Malay traditional games. The Content Validity Index (CVI) calculation was based on the score of 3 and 4 only. The sign X will be given if the score is 3 or 4 from each evaluator. The calculation (Davis, 1992) is depicted as below: Number of X / Number of Evaluators



Figure 2. Malay traditional games (All images are confirmed to be free from copyright policy)

The above process was applied for the non-culture images as well in which the evaluators have to determine the relevancy of images as universal games. Since the value of the index for items (I-CVI) was one for all images, the content validity was assumed acceptable (Davis, 1992). Other than the above, all these cultural images have been given acknowledgment by the Department of National Heritage Malaysia (2018) as a tangible cultural heritage of Malaysia.

### Statistical Analysis

Data was analysed with the Statistical Package for the Social Sciences (SPSS) Version 23. The analysis of variance (ANOVA) for a two-way mixed design was carried out to delve the interaction effect between the socio-ethnicity groups (three levels of between-subjects effect: 1. Malay – the ethnic majority, 2. Malaysian minority and 3. immigrant) and the emotional pleasantness (valence domain) when triggered by different types of game images (two levels of the within-subjects effect: 1. Malay traditional games and 2. Universal non-culture games). Pairwise comparison was also reported to determine the specific pattern of interaction that existed between each group of socio-ethnicity. The degree of freedom of the F ratio was corrected (if any) according to the Huynh-Feldt method along with the assumption of sphericity.

### RESULTS AND DISCUSSION

The internal consistencies of both types of images were acceptable – Cronbach's alpha was 0.85 in culture images (Malay traditional games) and 0.83 in non-culture images (Universal games). From the analysis of variance of two-way mixed design, the significant interaction effect between socio-ethnicity groups (Malays, Malaysian minority and immigrant) and the different types of images (Malay traditional games and universal games) was observed [ $F(2, 332) = 4.7, p < 0.01$ ] (Table 2).

Table 2. The emotional effect from the interaction between socio-ethnicity groups and different types of images

	Mean (Standard Deviation)			Interaction Effect		
	Malays	Malaysian minority	Immigrant	df	F	p-value
Malay traditional Games	5.24±1.27	5.59±1.13	6.15±1.18	2	4.70	0.01*
Universal Games	5.40±1.30	5.71 ±0.91	5.99±1.15			

\*significant level:  $p < 0.001$ ;  $df$  = degree of freedom; F = Freedom

In the pairwise comparison, the immigrant group indicated significantly higher emotional pleasantness in viewing the Malay traditional games than universal games [ $t(118) = 2.72, p = 0.008$ ]. However, the difference in emotional response between Malay traditional game images and universal images was not seen in Malay group [ $t(115) = 1.70, ns$ ] and Malaysian minority [ $t(99) = 1.31, ns$ ].

Throughout this study, in general, we found significant interaction effect of emotional pleasantness (i.e. valence) in response towards the images (Malay traditional games versus universal games) across the various groups of socio-ethnicity (i.e. Malay, Malaysian minority and immigrant). In specific, we found that emotional pleasantness (i.e. valence) among immigrants is significantly higher in response towards Malay traditional games images as compared to universal games images. However, this situation was not seen in other socio-ethnicity groups (i.e. Malay and Malaysian minority). Even though we found the interaction effect between socio-ethnicity groups and type of images on emotional response, however, our specific finding in which the emotional response towards the cultural games images is higher in immigrants as compared to Malaysians (i.e. Malay and Malaysian minority) is somewhat controversial. We tend to argue this situation is due to the effect of valence in visualization process. This emotional pattern is possible when we referred our findings to the previous electrophysiological study. For example, it has been noted that positive images with high valence indicated high level of amplitude in several electroencephalography components such as P300 and P200, among participants with extraversion trait (Yuan et al., 2012). Perhaps, the extraversion trait is greater among immigrants in our study that made them expressed higher emotional valence. Another possibility is that, the high ratings of emotional pleasantness among immigrants is perhaps linked to the trait of 'openness to experience' as this trait indicates connection with extraversion (Canache et al., 2013). Openness to experience is described as one of the personality traits that is characterized by one's receptivity towards new ideas and new experiences (McCrae and John, 1992). People with this trait usually like to seek out various experiences and tend to have high levels of curiosity. It is mentioned that people with high level of openness enjoy harmonization within cultural diversity and look at cultural diversity as a beneficial socio-environment (Sparkman et al., 2019).

However, we did not measure these personality variables as they are not in our scope of study. Another important finding in this study is that Malay ethnic group indicated similarity (insignificant difference) in their emotional pleasantness towards Malay traditional games images and universal games images. Likewise, the Malaysian minority (i.e. Chinese and Indian) also indicated similarity (insignificant difference) in their emotional pleasantness towards Malay traditional games images and universal games images. During crosscheck, these two socio-ethnic groups (i.e. Malay and Malaysian minority) did not show any significant difference. The above-mentioned findings have to be interpreted cautiously. We justified these findings from two points of view – (1) Modernization and urbanization, and (2) Acculturation.

The similarity in emotional response towards Malay traditional games images and universal games images that were seen among Malay and Malaysian minority is not in line with our hypothesis. However, this situation could be expected mainly due to the influence of modernization in today's life. At an angle, it points to the fact that the Malay cultural heritage has an equal position with modernization. In other words, Malay heritage is able to compete against the challenges of modernization. Modernization is the process of astronomical social changes that once it begins, it goes through all aspects of life from economic activities to social life and to political institutions, in a self-encouraging process. It brings the idea of evolution of change in awareness and innovation, in relation to the idea of the progression of human society (Inglehart, 2007). The theory of modernization interprets that cultural trait is much affected along the process of modernization and urbanization (Gavrov and Klyukanov, 2015; Kendall, 2007). It also claims that the development of traditional society can be seen from the modern practices. We applied our findings to the theory of modernization as this theory is able to explain the social progress and development of societies and its interconnection with psychosocial change (Mattison and Sear, 2016).

Modernization comes along with urbanization; therefore, urbanization is identified as another reason that supports our findings. Urbanization which refers to the increase in the number of cities and urban population should be understood comprehensively that factors such as socio-economic and psychological changes constitute the demographic movement. Another point is that, urbanization is a process that drives the development of geographic area as a result of industrialization and economic progress (Turan and Besirl, 2008). The issue of urbanization should be paid attention to beyond the physical and environment matter in which the neurobiology effect was pinpointed along with other social parameter such as social capital (Lambert et al., 2015; Pridmore et al., 2007). Malaysia is a country that obtained its independence from colonization in 1957. Currently, after 60 years of independence, Malaysia stands as one of the developing countries in Asia with rapid growth in social and economic development. Globalization has given much impact in the process of modernization and urbanization in Malaysia. In fact, the issue of urbanization bringing impact especially on psychological well-being has been noticed since many years ago, as well as debates on urbanization from the lens of different cultures (Caracci and Mezzich, 2001).

With regards to similarity in emotional pleasantness between Malay and the ethnic minorities in Malaysia, that can be linked with acculturation. It has been mentioned in the introduction section that the minority group in Malaysia (i.e., Chinese and Indian) has gone through a long process of acculturation – a process that deals with the adapting and mixing of one culture into another culture (Berry, 2005). In the case of ethnic minorities in Malaysia, it has been documented in Malaysian history that these ethnic groups had migrated to Malay Land (Malaysia) thousands of years ago. Since then, the majority culture (i.e., Malay culture) is adopted and practiced in many aspects of their life.

## CONCLUSION

Different group of socio-ethnicity indicates different emotional reflection towards traditional and non-traditional games. The traditional Malay games are found to be on par with universal games. In fact, Malay traditional games were given more attention by the immigrants. Modernization, urbanization, acculturation and personality are among the possible factors that may explain the interaction of socio-ethnicity groups and the emotional reflection towards Malay traditional and non-traditional games that are needed to be explored in future.

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## THE IMPLEMENTATION OF INDONESIA'S CHILD FRIENDLY SCHOOL POLICY BASED ON ENVIRONMENT IN THE COASTAL TOURIST AREA OF GUNUNGKIDUL, INDONESIA

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**Abstract:** Child-friendly school policy in the tourism area need to be developed as an effort to overcome the social economic problems faced by children in line with the development of tourism. This study aimed at implementing the policy of Child Friendly School Policy in the coastal tourism area at district of Gunungkidul, Indonesia, where children's development is identified as being at great risk. This policy was originally contained in government regulation of women empowerment and child protection number 8 in 2014 and was then formulated into education policy. Qualitative descriptive data were collected by a process of focus group discussion and observation. The results showed the implementation of child-friendly school policy requires school regulations with contextual policies and programs. Parents and communities need to synergic cooperation in implementing the child-friendly school policy. The child-friendly school policy was formulated through: 1) mobilizing some stakeholders i.e. parents, community leaders, teachers, principals and school superintendents and education departments that have a significant role in the development of child-friendly school policies; 2) considering some aspects, i.e. the characteristics of the coastal tourist area, the aspect of natural environmental conditions, socio-cultural society, political culture and power, cultural, economic, employment and labour, and the information and communication technology, and; 3) implementing school-based management which required the participation of the school community in the education of the children. It could be concluded that parents and the community have important role in developing child friendly school.

**Key words:** policy education; child friendly school; coastal tourism area; environment; primary School.

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### INTRODUCTION

Creating a school environment as a place for students to learn safely and comfortably becomes a necessity. With a safe, comfortable and healthy school environment will make children feel at home school and study in peace. In addition, children will also grow, develop and participate in education process fairly without violent intimidation. In Indonesia, the effort to create such environment is a mandate of Act No. 23 year 2002 on the child protection (KPAI, 2013). Article 3 of the Act states that a child protection aims to ensure the fulfillment of children's rights in order to live, grow, develop, and participate optimally in accordance with human dignity, as well as protection from violence and discrimination, in order to create qualified, noble and prosperous Indonesian children. Whereas Article 4 of the child protection states that every child has the right to live, grow, develop and participate fairly in accordance with human dignity, as well as protection from violence and discrimination. Children's rights as stated in article 3 and 4 of Act No.23 / 2002 on child protection has not been optimally fulfilled (KPAI, 2013). There is still high level of violence against children in Indonesia. Data from the Indonesian Child Protection Commission on Setyawan (2015) said violence against children is increasing every year i.e. in 2011 there are 2178 cases, in 2012 there are 3512 cases, in 2013 there are 4311 cases, in 2014 there are 5066 cases. This fact has to be encountered by children in their family circle and at school. Schools are supposed to be a safe and comfortable place for children to learn but are often found not to meet those needs. Results of research by Plan International and the International Center for Research on Women (ICRW) found 84% of children in Indonesia have experienced violence at school. This number is higher than the trend in Asia of 70% (Setyawan, 2015). Fast (2016) showed that violence in schools is an important issue, therefore being important in the global agenda and the need for direct responsibility in educational policies with legitimate authorities.

Child Friendly School is a Unicef policy that emerged in 2006. The child-friendly school framework is a framework based on the principles of child rights (Miske, 2010). Child rights principles set out in the Convention on the Rights of the Child (1990) and international human rights instruments and declarations, including the Declaration on Education for All. In part 2 of Article 42 page 12 CRC says: "The State agrees to make the principles and provisions in this convention Widely acknowledged Among adults and children in an Appropriate and practical way." In other words, the obligation to fulfill children's rights are assigned to us, adults, to ensure that all children are cared for, protected and supported to be able to develop fully the physical, emotional, social, and intellectual equality and integrity aspects. Framework for kindergarten include: Child-Friendly Schools are child-centered; They are inclusive; They are gender-equitable and celebrate all cultural backgrounds and languages; They are effective – that is, in Child-Friendly Schools children are learning and being educated; Child-Friendly Schools are protective, safe, healthy environments; and They are characterized by democratic participation.

The purpose of child-friendly schools is to create school environments that provide children's rights as set out in the Convention on the Rights of the Child. It is the obligation of adults, parents and teachers to create child friendly school that the children are able to get their full

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rights. UNICEF's (2006) Child Friendly School Manual in chapter 3 stated the main purposes of the plan of child-friendly schools are: Attract students increase access. Improve attendance rates; Improve retention and completion rates; Improve learning environment; Provide safe inclusive, welcoming environments for all students; Provide enabling learning environment, including accomodating children with physical and mental/learning disabilities; Build a sense of community within the school (institutional ethos); Involve parents and the community support and participation; Cultivate harmony between the school and the community; and Harmonize buildings, school grounds and environment as children interact with them.

Child Friendly School approach is also based on the Convention on the Rights of the Child (Clair et al., 2012). CFS standard is a comprehensive, the standard-level system of CFS is more than just academic achievement or fulfillment of all aspects of the child rights. Convention on the Rights of the Child (CRC) states that all girls and boys in the world are entitled to the right to live; the right to develop (including the right to be educated); the right to get protection from all forms of violence, neglec and exploitation; and the right to participate in matters that affect their lives and prepare children to take on increasing roles of responsibility at the time.

(UNICEF, 2009) also conduct research on the development of child-friendly schools in many countries, including Thailand, the Philippines, Nigeria, China and Chambodia. In developing CFS they take the base on the key principles that CFS can be interpreted and applied in various contexts. They develop CFS standards in provinces and districts suitable to their characteristics. This development approach in addition to being a model that is more coherent, predicable and logical, it also increases the democratic process of dialogue and consultation in interpreting key principles and CFS standards setting.

In Indonesia the development of CFS policy of Unicef has been done with the advent of Minister of State for Women's Empowerment and Child Protection of the Republic of Indonesia Number 8 of 2014 on child-friendly schools that are used as a reference for stakeholders in developing CFS. The principles of child-friendly schools in Indonesia as stated in the Regulation of the Minister of Women's Empowerment number 8 of 2014 (Republic Indonesia, 2014) are: 1) Non-discrimination, guarantee every child the opportunity to enjoy the rights of children to get education without discrimination on the basis of disability, gender, ethnicity, religion, and parents' background; 2) The best interests of the child are always a primary consideration in all decisions and actions taken by the management and the education providers with regard to students; 3) Life, survival and development which are to create an environment that respects the dignity of the child and to ensure holistic and integrated development of each child; 4) Respect for the views of children which includes respect for the right of children to express views in all matters affecting the child in the school environment; and 5) Good management that ensures transparency, accountability, participation, transparency of information and rule of law in the education unit.

Child-friendly school policy in Indonesia stated aims to: Fullfill, guarantee and protect the rights of children through the school environment; Being a guide for districts / cities in developing child-friendly schools; Meet one of the indicators for districts / cities eligible for children. The components developed in the child-friendly school include: Child Friendly School Policy; Implementation of the curriculum; Education and Educational personnel trained about children's rights; Child Friendly School's Infrastructures; Child Participation; and Parents participation, Public Agencies, Business World, other stakeholders and alumni (Republic Indonesia, 2014).



Figure 1. Coastal Tourist area Tanjung Sari, district of Gunungkidul, Yogyakarta, Indonesia

Schools in the child-friendly school policy process contributes as implementer of policy. How schools are implementing important policies to examine as Vincent et al. (2016) research in his research article focusing on national and institutional policy enforcement challenges children's friendships held in 3 schools in London. Young and Lewis (2015: 3–17) analyzes the results of research on the implementation of policy with the title Educational Policy Implementation Revisited. Each school has a social, culture and education context that differ one another that each school needs to develop policies so that the policies and programs are relevant and suitable for the needs of the school so that the quality of education is getting better. The policy at the school level are closely related to regional autonomy, school-based management (SBM) or Community-Based Management (CBM). Schools and communities are two important institutions in education. When schools applying SBM, how many percent the role of the community in the provision of education in schools? How many percent of the school activities and programs organized by the public the communities? When the role between school and communities are equal, then 50% of the communities contributes in providing education. Has this happened in schools? Society can influence what happens in the educational institution, or educational institution can actually be transferred to the community. Therefore, to create a child-friendly school

starts with developing and formulating policies at the school level which means schools (principals and teachers), education department and the community should work together to formulate the problem and seek solution for the problem in the form of school policy. Bøyum (2014: 856–870) states that in developing Education policy depends on the assumption of justice in Education. Regardless of justice, the policy will be in the dark and will only reproduce social inequality through education whether the policy is made explicit or unstructured. Without looking at justice, one will be in the dark about what to do about the reproduction of social inequality through Education.

Indonesia with a wide variety of culture, ethnic, race and geographical location requires the interpretation of the development of child-friendly school policy at the local level such as province, region/city and specific areas such as agricultural areas, coastal areas, urban areas, can implement this policy. Coastal tourist area in Tanjungsari, district of Gunungkidul, Yogyakarta is an area that still lacks attention in the development of child-friendly schools. With the development of nature tourism in the area of Gunungkidul, children need to get more serious attention in their lives at school and at home so that they can grow and develop in accordance with its development.

To improve the quality of education in this region, it is important to implement the policy as in the regulation number 8-year 2004. As stated by Carrington et al. (2017) to improve the quality of education requires a clear policy; However, in many developing countries, there has been a history of lending policies rather than developing culture information-based policy. By developing school policies based on environments, the policy in line with the local culture but still in line with national policies frame will be found. Policy statement developed by the school govern the behavior of schools' members to create child-friendly schools. Morrison (1996) states that primary school-primary schools are required to have a written policy statement governing behavior. Policies aimed at some of the issues that are understood as an important key in the policies that school policy is comprehensive (whole-school) and a proactive and positive policy.

This paper presents how schools implement the national policy through the development of child-friendly schools through policy development based on school environment at the coastal region of Gunungkidul.

## METHODOLOGY

This research is a research about the child-friendly school policy implementation in primary school at coastal tourist district of Gunungkidul. The object of the research is national policy implementation process the unit level of education (school). The kind of the research is developmental research to show and develop child friendly schools in coastal tourism areas of Yogyakarta Special Region used 3 step Define, Design and Develop by Thiagarajan and Semmel (1974). The study was carried out in elementary schools in the tourist coastal area of Gunungkidul district in Tanjungsari district involving 3 elementary schools, namely SD Kemadang, SD Ngestiharjo and SD Rejosari. The techniques of data collection are interviews, focus group discussions, and documents. Data were analyzed by qualitatively descriptive, consist of understanding the meaning of data analysis; analysis when collecting data; data reduction; data presentation; drawing conclusions and verification (Miles & Huberman, 1992). The research process is carried out by defining, designing and developing. The scheme of research is depicted in Figure 2 below:

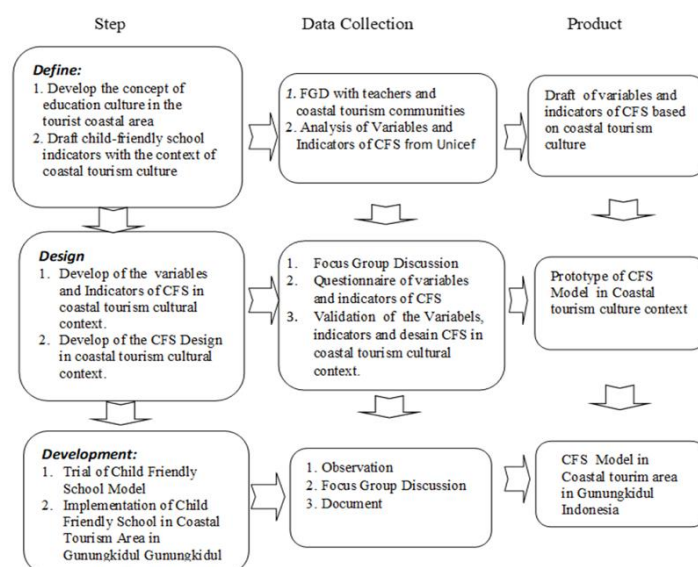


Figure 2. The Scheme of Research (adopted from Thiagarajan & Semmel, 1974)

## RESULT AND DISCUSSIONS

Development of coastal tourism has a major impact on the livelihoods of local people (Çakir et al., 2018). Therefore, Çakir recommends to improving the livelihoods of local people and achieving environmental, social and economic sustainable results with tourism livelihoods, recommending policies that support and encourage local communities. In Tuzunkan's research (Tuzunkan, 2018: 103–111) explained that sustainable tourism development requires high-quality and educated workforce. His research also states that between tourism businesses and the government need to work together. The provision of a qualified and educated workforce to develop tourism in Gunungkidul is sought from young people in the local community. This effort was carried out as early as possible since they took elementary education. Developing child-friendly schools has an interest in educating young people to become qualified and educated workforce while reducing the negative impact of tourism development itself. Implementation of child-friendly school policy a stated through three stages namely: 1. The interpretation of policy by developing and formulating policies at the school level; 2. The policy decisions; 3. The application of the policy in the school. In this case schools have autonomy to develop policies.

### The Interpretation of Policy

Interpretation of the policy of national policy into school policy is the first activity undertaken in policy implementation. The national policy is open so that each district and school is able to develop policies based on school environment. In this case schools have autonomy to develop policies. Van der Sluis et al. (2017: 303–329) states that well-developed school autonomy can help improve the quality of education.

School policy based on environments as well as in the school-based management requires the school to do the analysis in developing and formulating policies and school programs based on school socio-cultural context. School policies and programs are a translation of the above policy. This means that school policies and programs are a set of relationships and practices, and especially relationships between school actors, allowing policies to become part of school practice, perception and development. Perryman et al. (2017: 745–756) describes several ways in which teachers work for themselves and others, and make themselves subject to policy and understand the process of translation, practice and technique as ethical, contemporary constitutions and contingent professionalism. In formulating the policy of child-friendly schools in coastal areas involves actors namely the head of education department of Gunungkidul, principals, teachers, parents, guardians, school committees, community leaders and education experts from Yogyakarta State University. These policy actors are initiating the issues about policy, arranging alternative policies, formulating policies and making policy decisions and implementing them in school.

Developing policies in primary schools in coastal areas is important as for school policy will make the school safer, more comfortable and in harmony with the surrounding environment. School policy has strategic role in creating child-friendly schools. Results of research conducted in England by Samara and Smith (2008) in primary school about school policies, interventions, and the frequency of bullying found that most of the schools changed after having a policy on bullying as part of a broad policy on behavior and discipline, schools have anti-bullying policies. This indicates that a school policy provides significant changes in the behavior and discipline of children. In an effort to create child-friendly schools to develop policies based on the school environment is a must. Findings from Cross et al. (2011) show the policies and whole-of-school programs involving students with different social contexts led to a reduction of them experiencing bullying and increase the chance of them telling someone if they are bullied. This study reinforces the importance of policy in changing the understanding and the behavior of the school members. Friendly school policies aim to change the behavior of the school members and the surrounding areas systematically.

Child-friendly schools in coastal tourism communities are specific. Because of this region has the following characteristics: first, the natural environment is an area prone to earthquakes and tsunamis that can occur unpredictably. The changing the coastal area into a tourism area brings slowly and significantly impact be positive and negative social and economic changes in the community. Second, the economic cultural conditions and employment opportunities. Transfer of land functions gives rise to new jobs that have an impact on involving children into workers. Third, the condition of social culture. The arrival of domestic and foreign tourists with their culture has an impact on changes in the values, ways of thinking, patterns of behavior and lifestyles that are positive or negative. Fourth, the condition of political culture and power. Coastal areas that are undergoing changes in anticipating negative impacts on children's education require policies from the government, social organizations and political organizations. The components of power and political ownership need to be involved in the development of schools and child-friendly education. Fifth, the condition of the communication and information technology environment. The rapid development of information and communication technology is also experienced by children in coastal areas. This gives children opportunities to access information by children is often negative information that is harmful and even damaging mentally and morally. Therefore, in developing child-friendly school policies it is important to pay attention to various characteristics of the coastal tourism area in Gunungkidul. Therefore, the flow of policy development and school program within the framework of the implementation of child-friendly school can be seen in the following Figure 3.

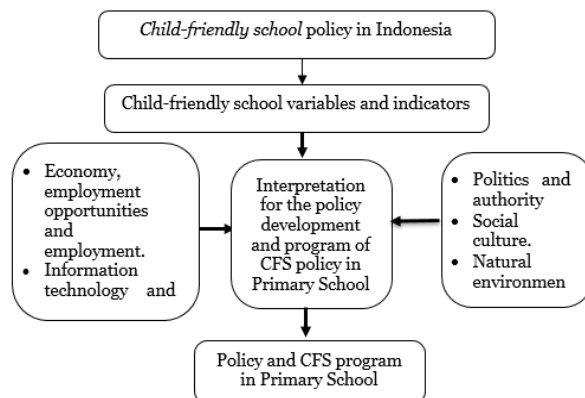


Figure 3. The flowchart of the policy development within the framework of Child-friendly Schools policy interpretation

There are four steps of the process of policy formulation at the Child Friendly School in education unit level in the coastal tourist district, namely: policy analysis, formulation, implementation, and evaluation of policies. These four steps are the procedures of the policy process undertaken by schools in implementing school-based management. Child-friendly school policy development in the coastal tourist area of Gunungkidul through several stages in the procedure as the policy process: Policy analysis, Policy formulation of child-friendly schools in coastal tourist district of Gunungkidul, and Implementation of policies and programs of child-friendly school.

### Policy Analysis

Child-friendly school policy analysis begins with analyzing the issues for formulating policies and concludes with policy issues. Formulating appropriate policy is the most important step in a series of policy formulation, as there are more errors in the process of policy making than in the formulation of the solution making. Errors in formulating a problem despite getting the right solution still can not resolve the real problem in the community. In the last 5 years the coastal area of Gunungkidul has changed from agricultural areas into tourist areas that have an impact on the socio-economic changes of society. Socio-economic changes can be positive or negative. The negative impact of tourism often perceived by the school. The negative impact related to the growth of children is their immoral acts committed by the tourists in deserted places around the coast. The children primary school saw and even recorded the tourist negative act. Beside that they are happier to be seller or help their mother to sell things on the beach during the school day. Even primary school children are happier to be a parking attendant than to attend additional classes. These are the basic problems in education in the coastal tourist area.

Domestic and foreign tourist arrivals with their culture impact on changes in values, ways of thinking, behavior patterns and lifestyle both positive and negative. The development of information and communication technologies is very fast that is also experienced by children in coastal areas, giving them the opportunity to access information. It is just the information that is accessible to children are often negative that harm and even ruin the children's mental and moral. Another problem is the alignment of policies at school and at home. Policies and

programs which are set in the school is not in line with what the parents conduct at home. Smartphones have negative impact and influence their behavior easily. Schools have forbidden children to use smartphone but at home they can use it freely. The change of the culture of farming and fishing communities towards the management of sea tourist attraction has brought significant changes in terms of increased income and socio-economic status of the communities. Improved economic status has no positive impact on education. As delivered by the teachers, many parents who are economically well off but do not have a desire and a high appreciation for the education of their children. The coastal area is experiencing a change in anticipating negative impact on children's education requires a policy from the government, community organizations, political organizations and schools to develop policies and implement child-friendly schools.

### Policy formulation of child-friendly schools and policy decision

The school policy is a concrete direction made by the school to create a child-friendly school. At the operational level at school, policy is a guideline, the blueprint to be used as a reference of activity. All school activities refer to the school's policy. Policy is not a concept, but the policy is no longer formulated but it is the formula itself. In formulating policies and programs, schools in this area interpret the policy from KPPPA No. 8/2014 and then formulate appropriate programs and activities of the socio-cultural context of the school.

Regulation which was reduced to Legislation is common. Tuytens and Devos (2014: 155–174) stated policy makers often make policy public. This puts the responsibility for developing and implementing the policy to principals and teachers as local implementing agencies in schools. Child-friendly schools context specified in Gunungkidul needs to develop the operational concept of child-friendly schools in the form of programs and activities. Conceptual policies must be operationalized, made by competent people who understand the coastal areas, have knowledge about child development and education. The policy that can not be operationalized by involving stakeholders will be a dictator policy. In versa, good policy should be a systematic process.



Figure 4. Workshop analysis for child-friendly school policy in Tanjungsari, coastal tourism area



Figure 5. Welcoming student by shaking the hand with the teacher

From Figure 4 above, the results of policy formulation workshop involving actors of policy as stated above, it is decided 7 kinds of school policies (Hajaroh et al., 2017) namely: 1) creating a school environment that is safe from harassment, threats, intimidation, violence, injustice in children; 2) creating a learning community based on local wisdom in the coastal region of Gunungkidul; 3) utilizing science and technology as learning supporter; 4) improving the teachers' competence on learning process in the coastal region of Gunungkidul; 5) increasing the active participation of parents / community; 6) creating comfortable and safe schools conditions; 7) formed a partnership with the community to develop students' potential. This policy is a way for schools in creating child-friendly schools that will be implemented during the first academic year from 2016 to 2017 in three schools. Each school implements to build synergies with the community through parents and the school committee. From the discussions at this late stage, solutions to problems in the form of policies and programs formulated as policy and child-friendly schools' program in three primary schools in coastal areas was chosen.

### Application of Child-friendly school policy and program

School started the application by organizing the policy through the preparation of programs and school activities. Programs and activities of child-friendly schools are prepared for 1 year. The organization is done by schools by discussions among all components of the school (the principal, teachers, representatives of a society consists of school committees and parents). In these discussions they determine the activities and resources involved in the implementation. Discussions are held in a democratic atmosphere; all group members express their opinions.

Seven policies that have been formulated were broken down into programs and activities in schools. Programs and activities made by the school can be classified into two major programs: first, habituation, programs and activities that were carried out every day, every week, or once every two weeks; second, programs and activities that were specifically allocated by the school, incidental performed at a certain time after the agreement between the school and the community / parents, or between the principal and teachers. In this organizing activity, school sets goals, person in charge, costs, sources of funds and carried out from July to November 2016. The person in charge in all programs and activities of child-friendly schools undertaken by all components of the human resources that exist in the schools, the principals, class teachers, stand by teachers, qualified teachers, and parents who are competent in programs or activities. Application of activities in the implementation of policies and programs of child-friendly schools are as follows:

### Welcoming the arrival of the child in school

Welcoming the arrival of the child in school is done from 07.00- 07:15 a.m every morning before class. Teachers waited for the arrival of the children in the school yard, greeted every child who comes to shake their hands, asking how the children are doing especially to children who were absent the day before. These activities every morning showed that the school was welcoming the children who came with their parents. This is consistent with the purpose of child-friendly schools initiated by Unicef. Child-friendly schools are designed to create a welcoming environment so that children can learn (UNICEF, 2009). By the time teacher's welcome children, they also meet the parents who take them to school. This atmosphere cultivated the sense of security for children and felt welcome in the school environment (Figure 5).

### Introducing the rights and obligations of the child

Children are introduced to their rights and obligations as a child. Rights of the child, among others: right to grow, right to have a name / identity (birth certificate), right to worship according to religion, right to get education, and protection. The rights of children in schools contain every child deserves education, join the learning process, using school facilities, learn comfortably, and get a sense of security (Figure 6).



Figure 6. Introducing the right and obligation to student in Kemadang Primary School

The obligation to obey the terms of attendance, school permission mechanism, provision of assessment (academic and morals), and grade provisions. Children enthusiastically participated in this activity can be seen from the dialogue that occurs between the principal with children. According to Miske (2010) the framework for child-friendly schools is to meet the basic rights enshrined in the Convention on the Rights of the Child (CRC). Introduce the rights and obligations to a child is a gift of knowledge and understanding to children but more important than that is the practice of education in schools will fulfill the rights of the child or not. The fulfillment of the children's rights is the purpose of child-friendly schools. This needs to get more attention from schools, parents and the community.

### Parenting

Parenting which is intended in this program is to provide insight to the parents on parenting and education for children of primary school age. These activities provide additional knowledge to parents about the importance of children's education, the importance of synergic coordination and cooperation between schools and parents for educational success purpose. Hardy et al. (2008) examined the relationship between parenting dimensions (involvement, autonomy support and structure) and the internalization of moral values in teenagers. In addition, the positive interaction was found to support autonomy. Through parenting program, parents understand the development and education of their children as well as how to nurture the child will support the education of children so that the parent's policy in education does not conflict with the education policy at schools (Figure 7).



Figure 7. Parenting workshop for parent in the Rejosari Primary School



Figure 8. Entrepreneurship Learning in the Rejosari Primary School

### Parents / guardians association

Parents association is an organization of parents of students who are members of the school and certain class. Class association consists of parents from the students from the same class. This association as the place for parents to interact one another and to interact with the class teacher. Communication between parents is done through meetings and through social network 'WhatsApp'. Educational informations are provided by the teacher through this medium such as about the homework, school assignments and other educational information useful for parents. This program is the advanced idea from the parenting program. Real action on the awareness of parents on their children's education and their shared responsibility in forming this association.

### Values Education

Children in the coastal area have their particular characteristics, especially children in SD Rejosari, they tend to be the kinesthetic type with activities that are not easy to handle. They are also accustomed to move freely and have less concentration to the learning process in the classroom. They always talk with their friends and are joking around, lack of concentration when asked to think or to feel about certain thing. Children need to learn about values repeatedly and continuously performed by the school. Ülavery & Veisson (2015) states the main scope of value education is to provide support to children's development in a way that enables children to grow into active citizens, and creative, analytical and active individuals. Schools need to build synergies with parents. Values education in schools and give understanding for how important it is to give mentoring for children at home. Values education is done with a holistic, exclusive and inertia- trative approach to the teaching and learning process of Dhunnoo and Adiapen (2013: 123–135). Value-based education in Amollo and Lilian (2017: 194–203) is an important element that influences the moral, ethical, cultural, social and spiritual ideals necessary for the development of children holistically. Giving the value of education at an early age ensures that children are directed by this ideology throughout life. This school needs serious assistance from the authorities to establish safer and more comfortable school for the children and the children will have good manners.

### Entrepreneurship Learning

Environment based entrepreneurship learning by training children to make crafts from shells and other marine animals and how to sell it. Craft skills training is conducted by one of the parents who worked as a beach related craftsman. Children are enthusiastic enough to make turtle shaped key chain and create flower brooch. Children are highly skilled, and it can be seen that each child can make at least one key chain and 2 brooches in less than 60 minutes. At the end of this activity, children collect one set for the assessment and and take the rest to be sold and all the purchased is reported to the teacher (Figure 8).

This learning activity is integrated contextual learning between crafting skill and entrepreneurship skills learning and also it is full of education about values. The values of accuracy, neatness, concentration, perseverance and partnerships were very prominent in this activity. This learning is necessary to proceed with a development on topics that are contextual to the tourist area. There are still many local aspects that can be developed in learning activity including ooking the local food from cassava and fish is done properly.

### DISCUSSION

The implementation of child-friendly school policy as stated in Ministry Policy No. 8 year 2014 through three stages namely: interpretation of policy by developing and formulating school policy; policy decisions; and implementation of policies in schools. The phase of interpretation is the contextualization of school policy. At this stage, it involves all stakeholders such as Gunungkidul education authorities, principals, teachers, community leaders, school committees and parents. The process of formulating the policy formulation is done democratically. It can be seen in two days workshop hat the participants actively participate in the discussions and the policy formulation process. Each individual has a role and idea fit to their capacity. Differences in social and education background did not cause discrimination. The options of the policy and programs were discussed openly and tied to the goal of creating a friendly school for the coastal area chldren.

Processes in analyzing the policy to formulate child-friendly school policy is based on national policy and is contextual with the coastal tourist district and in line with the concept of policy analysis process stated by Perry (2009), which suggests a conceptual model for analyzing educational policy in a democratic society, based on the key concepts, namely equality, diversity, participation, selection, and cohesion. These five concepts are used as reference in creating the design, evaluation, comparison, and analysis of education policy in a democratic society. The model from Perry also guides the analysis of the link from the five concept and the ways in which these five concepts are complementary each other and mutually contradicted. By providing an integrated view of the five values of democracy, the model can help policy makers and analysts to balance the demands of competing educational policy. Democratic values shared by the school community and the surrounding community help the process of balancing the policy be balanced in determining policy choices and programs.

Three dimensions (people, policies, place) that influence the implementation of the policy as stated by Honig (2006) are also involved in the implementation of child-friendly school policy. People who are involved from the community around the school, education experts, education professionals (teachers) manager of education (school principal) and head of the district education department of Gunungkidul. It's just that in this process, children are no involved as the target of the policy yet. It would be better if in this process the children were involved right from the policy formulation and programming not only as the target of implementation. These three dimensions of implementing the policies always involving people, places and policies that interact as described by Honig as follows Figure 9 below:

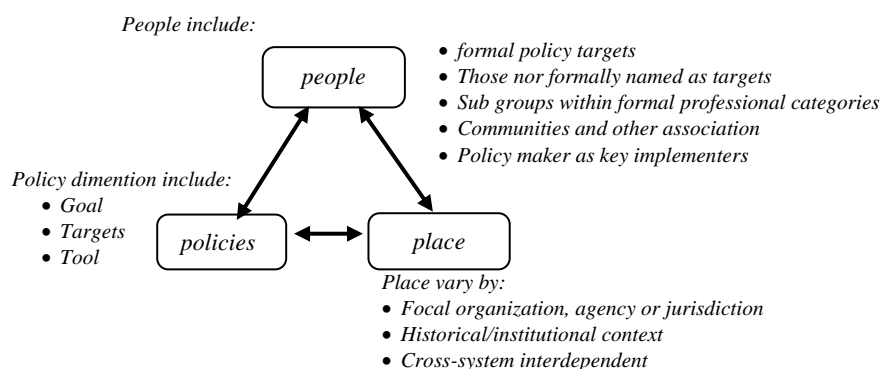


Figure 9. Contemporary Dimensions of Implementing the Policy in Practice and Research (adopted from Honig, 2006)

School as a national policy implementer of Child Friendly School has formulated a policy based on the real issues faced by the communities of coastal area. Therefore the principle of community participation is important to uphold, although according to Akbar et al. (2020) the principles of stakeholder participation in policy planning, including in tourism and education in developing countries are difficult, although the purpose of the plan is generally to develop benefits for local. The real issues faced by communities in coastal tourist attraction area include contextual issues with the change of economy, socio politic, socio culture, science and technology development. Schools along with parents, school committees, community leaders and stakeholders formulate policies based on an issue. This real issue is solved by finding a solution to the various educational policies. The selected education policy is a policy based on the management of the school and

community. This shows that the dimensions of place influence in implementing the child-friendly school policy, the school policy will vary from one place to another according to the context in which the school is located. Judging from the dimensions of the policy objectives therefore the policy will be different from one school to another depends on the policy issues to be resolved so that the policy targets will be in line with the target of problem solving. Similarly, only with the policy's tool that are needed in the implementation of the policy in accordance with the objectives and targets to be achieved. The three schools that are the subject of this research have the programs that are different focus on the child friendly school policies and program. Parenting is viewed as programs that are required by schools, while the entrepreneurship program becomes the focus in SD kemadang and values education becomes the focus in SD Rejosari.

Policy formulation of child-friendly schools that fit the cultural context of coastal tourist area in Gunungkidul, Yogyakarta within the framework of the implementation of national policies is done through a process of public policy as presented by William Dunn in Subarsono (2006) namely: agenda-setting, policy formulation, adoption of policies, policies implementation and policy assessment. Based on the Dunn concept, the policy process Child-Friendly School policy in Coastal Tourist Area can be described as follows in Figure 10 below:

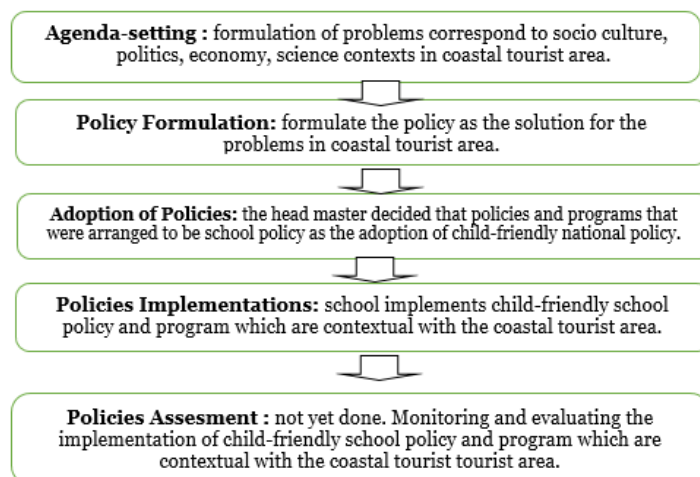


Figure 10. Policy Process of Child-Friendly School policy in Coastal Tourist Area

Child-friendly school policy implementation in coastal tourist areas analyzed with the theory of implementation, it can be said that the implementation of this policy is in line with the theory from Edward III (Tilaar & Nugroho, 2008). There are four key issues in order to be an effective policy implementation, namely communication, resources, disposition, and bureaucratic structure. The results of the above study also show that the school is able to build the perception among stakeholders that the child-friendly education which is contextual with the coastal tourist area is an urgent matter that should be given solutions to solve them. After that the school and its stakeholders constrain the problem based on the order of the urgency. At the end the school facilitates the support for the issue will be considered as the school agenda. Facilitating the support is done by organizing groups in the society, and the powers owned by the village authorities and the District Education Department. The school ability in moving the school stakeholders using the principles of school-based management. The following table describes the child-friendly school policy implementation in coastal tourist area.

Table 1. Child-friendly School policy implementation in the perspective of Edward III theory

Main Issues	Description
Communication	Policy is communicated to parents, school committees, stakeholder. Things that were communicated such as about the human resources involved in the implementation, the source of the funds needed, facilities that support the policy. When things are being communicated, then the school needs to know the attitude and responses from the parties involved (FGD and Workshop), and also described the organizational structure associated with policy's implementer.
Resources	The resources involved are principals, teachers, students, parents, school committees, stakeholder. Each of these resources have their own duty and authority. Determination of resources has been made by the school in the hope that the implementation of the policy can be implemented.
Disposition	The implementer of the policy prepared with a full commitment to implement policies that have been formulated. The school principal is role model implementer. School principals have a strong commitment, teachers are fully supportive to the implementation. Students become the subject of child-friendly school.
Organizational Structure	The headmaster is the leader of all child-friendly school policy implementation in schools. He/She coordinates with the school teachers, parents, school committees, students and stakeholders well, so there is no fragmentation in implementation. The existing obstacles are not related to coordination and cooperation but technical problems, such as blackout.

The development of child-friendly school policies in coastal areas is part of the development of community-based tourism. The concept of community-based tourism village development according (Arintoko et al., 2020) in general is the concept of development with the tourism sector as a pioneer with priority scale at the village level through community participation in local economic development. Local wisdom-based entrepreneurship education in child-friendly schools is a form of school participation in empowering communities that support tourism development. The tourism sector could have negative and positive impacts on society (Giampiccoli et al., 2020). The role of the community as a provider of the main components of tourism cannot be separated from their basic knowledge of the surrounding environment and its culture (Purnomo et al., 2020). Therefore, education policies that are aligned with tourism in the local community can reduce the negative impact of tourism in Gunawan. Education besides forming character also provides knowledge to students as members of the community. The child-friendly school policy has facilitated children to obtain knowledge relevant to the development of coastal tourism in Gunungkidul.

## CONCLUSION

Schools could move all school stakeholders in developing child-friendly schools. Parents, community leaders, teachers, principals and school supervisor and education authorities have a significant role in the development of child-friendly school in coastal tourism area.

Considering the environment around the school with the following characteristics: (1) the natural environment is an area prone to earthquakes, especially in case of big earthquake in the coastal areas that can lead to tsunamis (2) economic and cultural conditions of work and employment opportunities. (3) socio cultural conditions. (4) conditions of political culture and power. (5) environmental conditions of communication, Information and Communication Technology.

The participation of parents and the community play an important role in the implementation of policies and programs in the child-friendly school education unit level. In the school-based management requires schools to mobilize the community through active participation in children's education at school. Parents and the community need to work together synergically for the child-friendly school.

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## THE APPLICABILITY OF THEORY OF PLANNED BEHAVIOUR TO PREDICT DOMESTIC TOURIST BEHAVIOURAL INTENTION: THE CASE OF BANGLADESH

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**Abstract:** The paper aims at expanding the TPB model to examine the relationship among attitude, subjective norms, perceived behavioural control, motivation, and behavioural intention as well as the extent to which satisfaction mediates the relationship in the link between TPB predictive constructs along with motivation and behavioural intention. A questionnaire survey technique was administered on domestic tourists and subsequently, structural equation modeling using SmartPLS 3.0 was subjected to test the synthesized relationship among variables. The study findings support that attitude, subjective norms, and motivation significantly influence customer satisfaction and behavioural intention whereas perceived behavioural control does not. In addition, the study indicates that customer satisfaction mediates in the link between attitude, subjective norms, and motivation, and behavioural intention. However, despite the availability of international tourists, the study selected only domestic tourists that are liable for future research. Moreover, the findings of the study will enhance the understanding of hospitality researchers and managers what will significantly influence customer satisfaction and behavioural intention.

**Key words:** Attitude, subjective norms, perceived behavioural control, motivation, behavioural intention, domestic tourists

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### INTRODUCTION

Although behavioural intentions have been considering the most important study area in tourism literature for the last decades, motivation including other factors is considered as dominant predictors to it as well (Doane et al., 2014). Understanding factors influencing tourist behavioural intentions of selecting a tourist destination signifies on the travel industry promoting and advancement. The tourist decision-making process of selecting a tourist spot is a perplexing procedure (Kautonen et al., 2015). With the end goal of exploring this procedure, the theory of planned behaviour (TPB) model along with motivation and satisfaction as a proposed conceptual framework is applied to anticipate behavioural intention of selecting a tourist spot.

Furthermore, TPB has been used as a strong predictor for measuring a variety of social behaviours since its development (Ajzen, 1991; Alam and Sayuti, 2011). Lam and Hsu (2004) argued that the predictive power of TPB might be enhanced by using additional constructs with it. To investigate it, the study applied motivation as a predictive construct and satisfaction as a mediator to identify tourist behavioural intentions. Although motivation influences an individual tourist, satisfaction had found as both direct and indirect effects on behavioural intentions of an individual in previous literature (Chen and Chen, 2010; Eusébio and Vieira, 2011; Wu et al., 2014). But very few studies have found satisfaction as the mediator to measure behavioural intention adopting the TPB model. Hence, satisfaction was proposed as a mediator in the research framework to predict behavioural intentions of choosing a travel destination.

### LITERATURE REVIEW

#### Theory of planned model

Many studies identified that the TPB model is the extension of the theory of reasoned action or the TRA model (Paul et al., 2016; Armitage and Christian, 2017; Sheeran and Abraham, 2017). Martin Fishbein and Ice Ajzen developed the TRA model that has been used as a tool to investigate human behaviour in marketing and psychological disciplines (Doane et al., 2014; Mishra et al., 2014). However, though TRA was developed to explicitly explain volitional behaviours, the TPB was proposed to predict behaviours that are not under completely volitional control (Cheon et al., 2012; Kautonen et al., 2015). The TPB model includes additionally perceived behavioural control (Armitage and Christian, 2017). TPB postulates that behavioural intention is the consequence of attitudes, subjective norms, and perceived behavioural control (Ajzen, 2015). For anticipating behavioural intentions and behaviours, this theory is utilized. Li and Cai (2012); Jin et al. (2015)

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indicated that it has strong predictive utility applied to situations that do not fall within the boundary conditions. The theory centralizes the concept of intention (Sheeran and Abraham, 2017). Intention regards motivations engaged in a specific behaviour (Chen and Tung, 2014). An individual's intention to perform a specific act represents behavioural intention (Ifinedo, 2012).

### **Behavioural intention**

Behaviour immediately determines and predicts behavioural intention (Cham et al., 2016). It is widely accepted that anticipated or planned future behaviour of an individual defines behavioural intention with expectations of a particular form of behaviour given and operationalized as the likelihood to act (Huang et al., 2015). Besides, if tourists get opportunities, they act according to their intention which provides the best predictor of behaviour (Cheng and Lu, 2015). As per the tourism literature, tourist behavioural intention toward a specific tourist spot is mainly the outcome of the two factors (Prayag and Ryan, 2012). First, push factors, which represent socio-physiological motivations and cognitive processes originated from the intangible desires of human beings (Abubakar and Ilkan, 2016). These factors include desires rest, relaxation, physical and mental fitness, adventure, novelty, prestige, and socialization (Abubakar and Ilkan, 2016). Second, pull factors, which represent tangible and intangible cues of a tourist spot's attractiveness originated after decisions are made to visit (Bodycott and Lai, 2012). These factors include recreation facilities, natural attractions, historic attractions, food quality and variety, image and transport facilities (Cohen et al., 2014). In line with the above discussion, an individual tourist behavioural intention results from experiences after services encounter (Jin et al., 2015). When an individual tourist has positive experiences, then he/she has positive behavioural intentions. Conversely, if an individual tourist has negative experiences, then he/she has negative behavioural intentions towards a particular tourist spot (Dolnicar, 2010). Hence, previous studies show that an individual tourist's experience is not merely enough to predict behavioural intention towards tourist spot in Bangladesh (Wu et al., 2014). Rather, tourist attitude is the most valid predictor that effectively predisposes to behavioural intention towards tourist spot in Bangladesh (Ghosh et al., 2018).

### **Attitudes**

It is widely accepted that the tourist attitude comprises cognitive, affective, and behavioural components (Page et al., 2014). However, an individual tourist's attitude is estimated by multiplying an individual's behavioural beliefs with salient attributes of each tourist (Paul et al., 2016). Furthermore, when an individual tourist has a more positive attitude, he/she shows more positive behavioural intentions (Wang, 2016). Hence, tourist attitude signifies the most valid predictor of tourist future behaviour and additionally, represents internal behaviour that can influence an individual's external behaviour (Kim and Stepchenkova, 2015). Conversely, previous studies show that exploring a tourist spot in Bangladesh, tourist attitude is not the mere valid predictor to predisposing behavioural intention; rather an individual tourist who has the stronger subjective norms the more positive behavioural intention towards the tourist spot (Hassan and Shahnewaz, 2014).

### **Subjective norms**

Subjective norm reflects an individual's normative beliefs (Chan et al., 2015). Besides, subjective norms play an important role in influencing individual's decision-making process (Chang et al., 2016). Furthermore, most past researches confirmed that behavioural intention is positively affected by individual's subjective norms when the relationship between the behavioural intention and individual's subjective norms is examined (Kumar et al., 2015; Ye, 2017). Thus, the stronger individual's intention to act depends on, the more positive subjective norms he/she has. However, though the subjective norm represents the significant predictor of behavioural intention (Ye, 2017), tourist's perceived behavioural control ultimately controls individual tourist's behavioural intentions and leads to taking final consumption decisions of tourists in Bangladesh (Hossain et al., 2018).

### **Perceived behavioural control**

According to Jin et al. (2015), tourists' perceived behavioural control represents the degree of an individual's perception of possibilities/ difficulties of performing a specific behaviour. Besides, it comes from control beliefs and a multiplicative combination of perceived behavioural control components (Chen and Tung, 2014). Most of the studies concluded that the relationship between tourist's perceived behavioural control and behavioural intention is inferred based on two assumptions. First, when an individual tourist's perceived behavioural control increases, the result of the likelihood of visiting a particular spot will increase (Lam and Hsu, 2006). Second, an individual tourist's perceived behavioural control will effectively control an individual tourist's behavioural intention when perceived control reflects the actual control (Kim, 2012). However, Hsu and Huang (2012) argued that the factors including chance, money, etc. may not be considered as a part of an individual tourist's behavioural control. Therefore, the more an individual tourist has control over resources, opportunities, and time, the more likely to have an individual tourist's behavioural intention to visit in a specific spot (Sahli and Legoh  rel, 2014). Conversely, previous studies found that examining the behavioural intention of tourists who love adventures, education, relaxation, knowledge, and serenity, etc., tourist's motivation is the valid predictor to behavioural intention towards tourist spot in Bangladesh (Hassan and Shahnewaz, 2014; Kamal et al., 2015).

### **Tourist Motivation**

In tourist behaviour, tourist motivation is considered as a key driver because of the interrelationship between tourist's needs and motivation. Crompton (1979) developed a model of travel motivation. This model is called the push-pull model which identifies push-pull effects on the selection of a tourist spot. Consequently, push forces (needs, motives, and drives) make sure of leaving from home and seeking unspecified tourist spot for vacation and pull forces (advertising, destinations, and services) compel a tourist toward a perceived attractive destination (Kong and Chang, 2016). In addition, Dann (2012) argued that individual tourist visits a tourist spot for knowledge, relaxation, social relationship development, etc. Moreover, Rajesh (2013) found that examining tourist motivation is complex in nature. Tourist motivation comprises physical, cultural, interpersonal status, and prestige constructs. Furthermore, knowledge, punishment minimization, ego enhancement, reward maximization, and self-esteem measure tourism motivation. Additionally, tourist motivation is categorized into social motivation and spot attraction in Bangladesh (Wu and Pearce, 2014; Hassan and Shahnewaz, 2014).

In line with the above discussion, tourist motivation can be classified as education, adventure, and holistic approach of ecotourism motivation in a coastal tourist spot in Bangladesh (Hassan and Shahnewaz, 2014). Nature-based tourist studies of Bangladesh suggest that tourist motivation comprises physical, social contract, novelty-seeking, mundane every day, to be nature, and ego/status components (Xu and Chan, 2016). However, tourist motivation that comes from novelty regression, cultural exploration, gregariousness at festival events, and external interaction is not only the sole predictor of behavioural intention but also tourist satisfaction is an effective predictor of behavioural intention (Wu and Pearce, 2014).

### Tourist Satisfaction

Chand and Ashish (2014) identified that an individual tourist becomes satisfied only if the attributes of a tourist spot can make him/her positive experiences. Consequently, travel experiences, return travel facilities, time consumption is the valid indicator of tourist satisfaction (Biodun, 2014). In addition, most of the studies indicated that an individual tourist's onsite recreational experiences are positively correlated with tourist satisfaction. Moreover, Chi and Qu (2008) discussed that several paradigms are used to explain the tourist satisfactions of which two are important approaches to explaining the decision making process. First, the cognitive approach which represents knowledge/beliefs comes from an individual tourist's experiences. Second, the emotional approach comprises sensory pleasures, daydreams, and enjoyment based on the assumption that creates positive experiences. However, typically tourist satisfaction is measured by a common method that applies multi-item scales that comprises service quality, adventure experiences, recreational program, river watching facilities, safety equipment, ecology, and landscape constructs (Durie and Kebede, 2017).

In line with the above paradigms, most previous studies found that tourist satisfaction is the result of the summation of past positive experiences minus negative experiences fulfilling an individual tourist's needs (Huang, 2014). Furthermore, tourist satisfaction represents the most influential factor leading to tourist behavioural intention in Bangladesh (Hassan and Shahnewaz, 2014).

### Proposed Research Model

The TPB model has attitudes, subjective norms, and perceived behavioural control as correlated exogenous constructs leading to intentions and behaviour. As such, the theory does not specify the relationship among these variables and any other variables outside the model. Thus, the relationship between the variables of the proposed extended model must be specified.

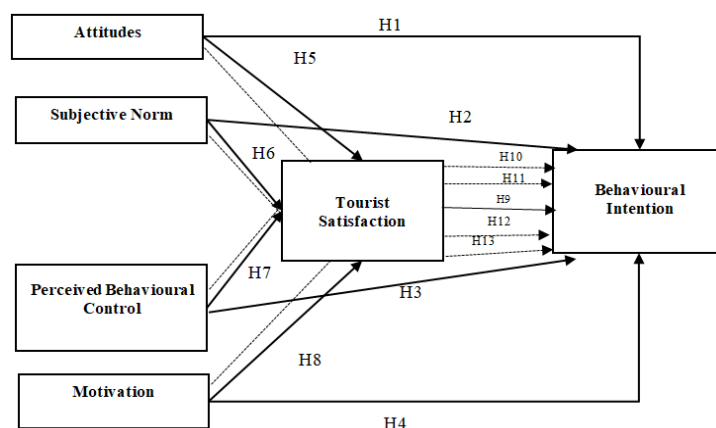


Figure 1. Conceptual framework of customer's behavioural intentions

### HYPOTHESIS DEVELOPMENT

Several studies have argued that attitudes, subjective norms, and perceived behavioural control have direct correlations with behavioural intentions (Ajzen, 1991). To estimate these, Bagozzi (1981) found that attitude has a direct effect on behavioural intentions. Similarly, Liao et al. (2007) found that subjective norms and perceived behavioural control positively influence on behavioural intentions. Therefore, it was postulated that:

H1: Attitudes will have a significant effect on tourist behavioural intentions.

H2: Subjective norms will have a significant effect on tourist behavioural intentions.

H3: Perceived behavioural control will have a significant effect on tourist behavioural intentions.

However, motivation which is a strong predictor of behavioural intentions sufficiently presses to seek satisfaction. Kolvereid (1996) argued that motivation has a direct influence on a person's behavioural intentions. Thus, it was hypothesized that:

H4: Motivations will have a positive impact on a person's behavioural intentions.

In line with the previous discussion, few studies found that attitudes, subjective norms, perceived behavioural control, and motivation have direct effects on satisfaction. To examine this, Manning (2009) found that subjective norm has a direct relationship with satisfaction, and Liu et al., (2006) indicated that perceived behavioural control as a significant factor to satisfaction. As a result, it was hypothesized that:

H5: Attitudes will have a positive impact on a person's satisfaction.

H6: Subjective norms will have a positive impact on a person's satisfaction.

H7: Perceived behavioural control will have a positive impact on a person's satisfaction.

H8: Motivations will have a positive impact on a person's satisfaction.

Previous studies also found that satisfaction has a direct relationship with behavioural intentions (Liao et al., 2007; Biodun, 2014). Therefore, it was postulated that:

H9: Tourist satisfaction will have a positive impact on a person's behavioural intentions.

No studies have examined the impact of satisfaction as a mediator between TPB constructs (attitudes, subjective norms, and perceived behavioural control) along with motivation and behavioural intentions, although the strength of associations between these variables is quite high (Manning, 2009). Thus, it was hypothesized that:

H10: Attitudes will have a positive impact on a person's satisfaction toward behavioural intentions.

H11: Subjective norms will have a positive impact on a person's satisfaction toward behavioural intentions.

H12: Perceived behavioural control will have a positive impact on a person's satisfaction toward behavioural intentions.

H13: Motivations will have a positive impact on a person's satisfaction toward behavioural intentions.

### RESEARCH METHODOLOGY

#### Sampling Design and Data Collection

Respondents were first asked to recall whether they visited any tourist spot at least once in life in Bangladesh or not. The matter was encouraged to remember because the study was conducted to measure the behavioural intentions of domestic tourists in Bangladesh. To carry

out the study, 800 questionnaires in Google drive link format were purposively distributed through an email address and Facebook to respondents who were undergraduate and graduate students, Government, and private employees, and aged between 18 and 65 over two months from 31 October to 31 December. Online survey through sending Google drive link is very much popular among undergraduate and graduate students as well as employees because they can fill it up on their convenience time. Of the 800 respondents, 412 filled up the questionnaires. Of 412 questionnaires, 303 were valid returns to be analysed but the rest was not. The sample was split into male and female. Of the 303 respondents, 154 were male and 149 were female. Of the 303, most of the respondents (113) were aged between 26 and 40. Of the 303, most of the respondents (224) travelled to the tourist destination independently. In line with these, most of the respondents travel with family (135) and friends (135) and most of them (153) stay within 3-4 days.

Tourism Board of Bangladesh reveals that Bangladesh has more than 100,000 domestic tourists (Bangladesh Tourism Board, 2020). According to Krejcie and Morgan's (1970) table, 303 respondents represent populations. In the last decade, citizens aged between 26 and 55 are the main domestic tourist of Bangladesh (Bangladesh Tourism Board, 2020). Moreover, undergraduate and graduate students are also one of the main domestic tourists ('Bangladesh Tourism Board', 2016). Hence it is to say that both students and employees aged between 26 and 40 have more behavioural intentions toward tourist destinations.

### Measures

The measurement scales used for the studied constructs in this study were validated in previous studies. Intending to conduct the study, researchers used questionnaire items from different authors. Carrying out the study, four items were used to measure the attitude of which three were adapted by Ziadat (2015) and rest one was adapted by Lam and Hsu (2006); four items were used to measure subjective norms of which two were adapted by Ziadat (2015) and the other two were adapted by Phetvaroon (2006); four items were used to measure perceived behavioural control of which three were adapted by Ziadat (2015) and the rest was adapted by Phetvaroon (2006); five items were used to measure the motivation of which three were adapted by Yao (2013) and the rest was adapted by (Lee, 2009); five items were used to measure customer satisfaction adapted by (Yao, 2013); and four items were used to measure customer behavioural intentions adapted by Phetvaroon (2006) and slightly modified into the context for predicting behavioural intentions towards the tourist spot in Bangladesh. All studied constructs were measured by a five-point Likert scale from "strongly disagree" to "strongly agree".

### RESULTS AND DATA ANALYSIS

Of the 303, most of the respondents (224) travelled to the tourist destination independently. In addition, most of the respondents travel with family (135) and friends (135) and most of them (153) stay in tourist destinations within 3-4 days. However, the other demographic characteristics are presented in Table 1.

Table 1. Descriptive Statistics of the Demographic Variables

No	Characteristics	Variable	N	%
1	Gender	Male	154	50.8
		Female	149	49.2
2	Age	25 or below	56	18.5
		26-40	113	37.30
		41-55	86	28.40
		56-65	48	15.80
3	Type of travelling	By agency	79	26.10
		Independent/FIT	224	73.90
4	Travelling with whom	Alone	17	5.60
		With family	135	44.60
		With friends	135	44.60
		With colleagues	16	5.30
5	Length of stay	2	28	9.20
		3-4	153	50.50
		5-7	94	31.00
		Over 7	28	9.20

### Measurement Model

To examine the appropriateness of research constructs, reliability, and construct validity were examined before testing the hypotheses. The reliability which represents internal consistency was tested by using composite reliability and Cronbach's alpha (Cronbach, 1951). The table 2 shows that studied constructs have Cronbach's alpha value is in a range between 0.766 and 0.908 and Fornell's composite reliability scores are greater than .80 indicates adequate internal consistency. To examine the construct validity, convergent and discriminant validity were measured. Neither of measures alone is sufficient to measure the construct validity. Convergent validity represents the measure of the constructs that theoretically remain related to each other (Bland and Altman, 1997). To examine the convergent validity, the Average variance extracted (AVE) scores derived from items loading were measured. Table 2 shows that studied constructs have AVE scores in the range between 0.571 and 0.732 which are greater than .50 indicates adequate internal consistency.

Table 2. Result of a measurement model for the study

Latent variables	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitudes	0.870	0.881	0.911	0.720
Customer Behavioural Intention	0.766	0.767	0.851	0.587
Customer Satisfaction	0.811	0.815	0.869	0.571
Motivation	0.908	0.909	0.932	0.732
Perceived Behavioural Control	0.821	0.830	0.882	0.654
Subjective Norms	0.814	0.813	0.878	0.644

Conversely, discriminant validity defines the measure of the constructs that do not theoretically remain related to each other. To test the discriminant validity, further AVE can be used. That is to achieve discriminant validity in this model, the studied constructs must have a

higher square root of AVE than the variance shared between the constructs and other constructs. Table 3 shows that the square root of AVE of studied constructs is higher than the correlations. Thus, the proposed model has achieved discriminant validity.

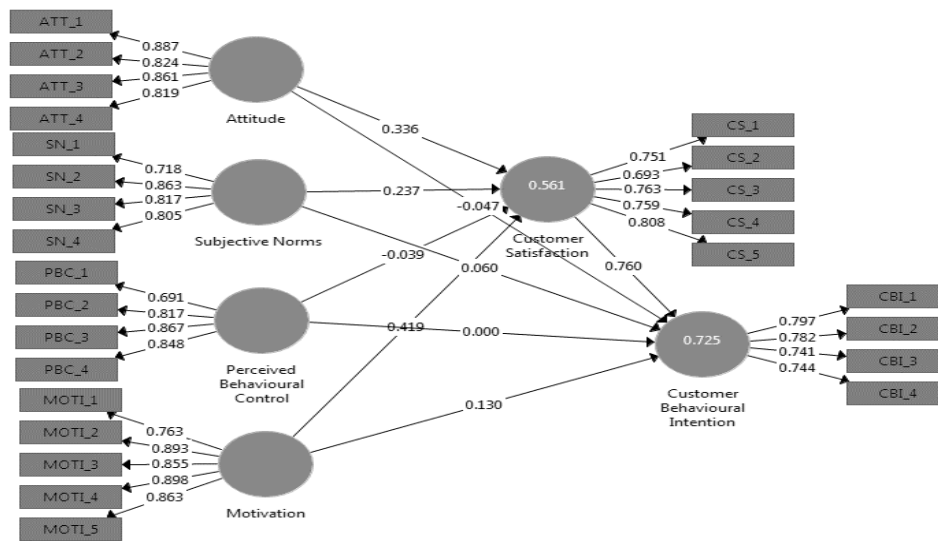


Figure 2. Diagram for the measurement model of the study

Table 3. Latent variable correlations, square roots of average variance extracted and AVE

Constructs	ATT	CBI	CS	MOTI	PBC	SN	AVE
Attitudes	<b>0.848</b>						0.720
Customer Behavioural Intention	0.458	<b>0.766</b>					0.587
Customer Satisfaction	0.574	0.843	<b>0.756</b>				0.571
Motivation	0.349	0.596	0.607	<b>0.856</b>			0.732
Perceived Behavioural Control	0.041	0.180	0.165	0.316	<b>0.809</b>		0.654
Subjective Norms	0.394	0.472	0.506	0.351	0.245	<b>0.802</b>	0.644

### Structural Model

Through standardized path coefficients, t-statistics, and p-value, the structural model was examined. To estimate this SMART PLS 3.0 was used. Table 4 shows that ten hypotheses of thirteen are supported. H1, H2, and H4 predict that attitudes, subjective norms, and motivation have a direct positive effect on customer behavioural intention. The results support these hypotheses, because statistically significant relationship was found respectively ( $\beta = 0.208$ ,  $t = 3.613$ ,  $p < 0.001$ ;  $\beta = 0.240$ ,  $t = 4.212$ ,  $p < 0.001$ ;  $\beta = 0.449$ ,  $t = 7.918$ ,  $p < 0.001$ ). Similarly, H3 predicts that perceived behavioural control has a positive effect on customer behavioural intention, but the result does not support the hypothesis. There was found no significant relationship ( $\beta = -0.029$ ,  $t = 0.689$ ,  $p > 0.05$ ).

Table 4. Results of the structural model of the study

SL No.	Relationships	Direct/Indirect Effect	T Statistics	P-Value	Supported
1.	Attitude -> Customer Behavioural Intention	0.208	3.613	0.000***	Yes
2.	Attitude -> Customer Satisfaction	0.336	6.291	0.000***	Yes
3.	Customer Satisfaction -> Customer Behavioural Intention	0.760	14.680	0.000***	Yes
4.	Motivation -> Customer Behavioural Intention	0.449	7.918	0.000***	Yes
5.	Motivation -> Customer Satisfaction	0.419	7.582	0.000***	Yes
6.	Perceived Behavioural Control -> Customer Behavioural Intention	-0.029	0.689	0.491	No
7.	Perceived Behavioural Control -> Customer Satisfaction	-0.039	0.936	0.349	No
8.	Subjective Norms -> Customer Behavioural Intention	0.240	4.212	0.000***	Yes
9.	Subjective Norms -> Customer Satisfaction	0.237	4.234	0.000***	Yes
10.	Attitude -> Customer Satisfaction -> Customer Behavioural Intention	0.255	5.529	0.000***	Yes
11.	Motivation -> Customer Satisfaction -> Customer Behavioural Intention	0.319	7.544	0.000***	Yes
12.	Perceived Behavioural Control -> Customer Satisfaction -> Customer Behavioural Intention	-0.030	0.943	0.346	No
13.	Subjective Norms -> Customer Satisfaction -> Customer Behavioural Intention	0.180	4.016	0.000***	Yes

Note:  $p \leq 0.01$ \*\*\*;  $p \leq 0.05$ \*\*;  $p \leq 0.10$ \*

Additionally, H5, H6, H7, and H8 predict that attitude, subjective norms, perceived behavioural control, and motivation have a direct positive effect on customer satisfaction. The results support H5, H6, and H8 because, the statistically significant relationship was found respectively ( $\beta = 0.336$ ,  $t = 6.291$ ,  $p < 0.001$ ;  $\beta = 0.237$ ,  $t = 4.234$ ,  $p < 0.001$ ;  $\beta = 0.419$ ,  $t = 7.582$ ,  $p < 0.001$ ). Conversely, the result does not support H7, because no significant relationship was found ( $\beta = -0.039$ ,  $t = 0.936$ ,  $p > 0.05$ ). Hypothesis H9 predicts that customer satisfaction has a direct positive effect on customer behavioural intention. The result supports H9 because there was found a positive and statistically significant relationship ( $\beta = 0.760$ ,  $t = 14.680$ ,  $p < 0.001$ ).

H10, H11, H12, and H13 predict that customer satisfaction has the mediating relationship in the link between attitude, subjective norms, perceived behavioural control, and motivation with customer behavioural intention. To investigate the mediation effect, all direct, indirect, and total effects between variables were measured. According to Baron and Kenny (1986) classic casual step approach, four conditions must be established to test the mediating effect: a direct link between dependent and independent variable; the mediating variable must be related with independent variable; when mediator and independent variable predisposed as predictors, the mediator must significantly affect dependent variable; and, the relationship between predictors and dependent variable must be significantly reduced when the mediator is

added (Hosany and Prayag, 2013). The results of the study support H10, H11, and H13 because, the statistically significant relationship was found respectively ( $\beta = 0.255$ ,  $t = 5.529$ ,  $p < 0.001$ ;  $\beta = 0.180$ ,  $t = 4.016$ ,  $p < 0.001$ ;  $\beta = 0.319$ ,  $t = 7.544$ ,  $p < 0.001$ ). Conversely, result does not support H12, because no significant relationship was found ( $\beta = -0.030$ ,  $t = 0.943$ ,  $p > 0.05$ ). Hence, the mediation analysis supports the partial mediation effect of customer satisfaction on TPB constructs along with motivation and customer behavioural intention.

## DISCUSSION AND CONCLUSION

This research model was primarily developed to examine the relationship between motivation and satisfaction and the theory of planned behaviour (TPB) constructs. That is to investigate behavioural intention of choosing a travel destination, the study adopted the TPB model. Although the TPB model has been proved with new variables, motivation as a predictive construct is rarely included (Lee, 2009). In addition, satisfaction is not examined as a mediator between predictive variables of the TPB model along with motivation and behavioural intentions of the TPB model. The study was conducted through the motivation of a better understanding of how attitudes, subjective norms, perceived behavioural control, motivation, and satisfaction can lead to influence behavioural intention to choose a travel destination.

### Theoretical Implication

In line with the above discussions, the study demonstrates the positive significant relationship between customer satisfaction and behavioural intention which is consistent with the previous literature (Manning, 2009; Liao et al., 2007; Liu et al., 2006). Furthermore, this study examined the mediating effect of satisfaction in the link between predictive constructs of the TPB model along with motivation and behavioural intentions. None of the previous studies examined this mediating relationship. Instead, satisfaction is investigated as a mediator between other variables such as satisfaction is investigated as a mediator in the link between service quality and loyalty (Águila-Obra et al., 2013), and satisfaction was found to mediate this relationship. Similarly, Albaity and Melhem (2017) examined the mediating relationship of satisfaction in the link between destination image along with novelty seeking and destination loyalty and found that satisfaction adequately mediates these relationships. Hence, this study adds a new contribution to the existing model, the TPB model.

### Managerial Implication

The results of the study endow significant managerial implications. Tourist's attitude, subjective norms, and perceived behavioural control of choosing a travel destination are not enough for destination managers and planners who try to improve positive behavioural intentions. First, destination managers should enhance tourists' attitudes such as positive predisposition, positive feelings, positive positions in mind, etc. and subjective norms such as perceived influence from friends and family members. According to the statistical results, the present study shows that tourists' attitudes and subjective norms have a positive significant effect on behavioural intentions. Hence, the higher the positive attitudes and subjective norms indicate the higher their positive behavioural intentions of tourists toward destinations. Second, a travel destination must improve tourist motivation by adding motivating features involving safety, comfortable transportations, healthy foods, and comfortable accommodations (Pearce, 2014; Byrd et al., 2016). The statistical results of this study demonstrate that motivation can significantly influence on tourists' behavioural intentions. Therefore, it implies that the tourist who has a higher level of motivation has the higher positive behavioural intentions toward travel destination. Third, the destination marketers or managers must enhance tourists' satisfaction by providing some features including attractions, accessibility, dining, environment, shopping, events, and activities (Rajesh, 2013). The statistical results shown in this study indicates the strong positive relationship between motivation and behavioural intentions. Hence, this study implies that satisfaction makes positive behavioural intentions towards tourist destinations.

Finally, the study assumes that satisfaction mediates in the link between attitudes, subjective norms, perceived behavioural control, and motivation with behavioural intention. Destination managers/marketers should improve the physical environment, food quality, image, and services, which dispose of positive perception to be satisfied leading to positive behavioural intention (Ryu et al., 2008). The statistical results of the study exert that satisfaction mediates between attitudes, subjective norms, and motivation, and behavioural intention. It can be consequently said that positive customers' attitudes, subjective norms, and motivation influence customer satisfaction leading positive behavioural intention. Apart from these, this paper will be helpful to tourism authorities because destination marketing can be successfully conducted by understanding tourists' attitude, satisfaction, and behavioural intentions about Bangladesh (Matlovičová and Husárová, 2017).

### Limitation and Suggestions

Although the study has been carried out quantitatively, it has some limitations. The purposive sampling method and small sample size do not permit generalisation. In addition, motivation and satisfaction should be examined with more details in further research. Different interpretations and conceptualisations of motivation concepts are found in the marketing literature (Arifin, 2015). To investigate motivation, Lee (2009) added motivation as a new construct to predict satisfaction and motivation is highlighted in measuring behavioural intention as well. However, this study examined satisfaction as a mediator which is consistent with the previous study of Lee (2009) whereas satisfaction can be as a moderator in future research. Furthermore, longitudinal field study can be conducted with an interval whereas the study was empirical study within two months. Additionally, this study was based on domestic tourists, which may not be a proper scientific approach whereas international tourists can be added to the study in future research.

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## ADVANCES IN CULTURAL TOURISM: TWO EXAMPLES FROM THE EMIRATE OF ABU DHABI (UAE)

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**Abstract:** The aim of this paper is analyzing desert remoteness as a potential competitive advantage for cultural tourism. In the emirate of Abu Dhabi, at least two destinations can capitalize on the perception of insularity, while at the same time offering high levels of comfort and accessibility. This text seeks to provide an overview on the matter, and enters a conceptual dimension about the singularity of remoteness, as a complement rather than an opposition to urban centrality. To do so, the insular condition is applied to an island and an oasis in analogous terms, through a heuristic-guided methodology.

**Key words:** Heritage tourism, remoteness, aridity, sustainability, economic growth

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### INTRODUCTION

Tourism development for extra-urban Arabian destinations is, first and foremost, a complex academic topic, as it relates to such a huge geographical diversity that an island or desert condition often becomes secondary, even in terms of access itself. The United Arab Emirates' immediate neighbours are working towards similar products: Saudi Arabia has been investing heavily in heritage tourism, within its Vision 2030 strategy (Abuhjeeleh, 2019), whilst Oman equally aims at enhancing its GDP through tourism primarily based on its landscape assets (Al Hasni, 2019). In the particular case of the United Arab Emirates, and its global strategic options in diversification, Abu Dhabi Economic Vision 2030 pinpoints the centrality of tourism, with the Department of Culture and Tourism (DCT) investing in a *Strategy to Preserve and Protect Cultural Heritage*, taken as a fundamental resource. Infrastructures do matter a lot in the commodification of cultural and natural heritage; in the UAE, bridges, roads or affordable airline services provide mainstream, consumer-centric accessibility, heavily focused on Dubai but with easy logistical ramifications across the rest of the country. Success in destination management depends on variables such as value for money, public infrastructures, and perceptions on safety and security, perhaps more than the strict condition of a water- or desert-locked landscape. What does, however, add complexity to, say, an island product is the sometimes quite marketable, exotic landscape, on the one hand, and the additional logistic challenges in the service supply, on the other. Comparable issues do emerge in certain desert or severely arid destinations (Webb, 2002; Allan, 2016), where an escapism factor linked to both tourism cognition and geographic isolation become quintessential determinants, often susceptible to climate variation (Abed and Matzarakis, 2018).

The case studies below do exhibit some of these features, in what can be understood perhaps as mature and successful branding stories. Al Ain's regional location, historical relevance as a major oasis, and the setting of Jebel Hafeet as a massive, dominant mountain in an otherwise flat landscape, does provide the city with a definite uniqueness. From a geographical standpoint, the island of Saadiyat is however no different from the several neighbouring ones. Contrary to Dubai, Abu Dhabi is an island itself, and (sea) water is ubiquitous throughout the city. The distinctiveness Saadiyat offers lays above all in its size, proximity to Abu Dhabi, and the very long stretch of pristine beaches along which hotels have chosen to develop. Every other resource is man-made and stems from a masterplan that seeks to create a huge cultural district, intertwined with residential and leisure areas. The island's original identity, which includes some archaeological sites and more recent settlement, has transitioned into a very recognizable label, intensified by the idea of water-confined exclusivity.

As one of the largest islands of Abu Dhabi, Saadiyat has very rapidly grown into the capital's main cultural centre. It aggregates different districts, some of which residential and hospitality-based, having become internationally known as the location of the Louvre, and the almost finalized Guggenheim and Zayed National museums. The entire project is to be concluded before the Dubai Expo 2020, at a 1h drive from Saadiyat. Although easily accessible by bridges, the circumstance of being an island provides the area with a clear distinctiveness, leading to both technical challenges and marketable opportunities. Still in the emirate of Abu Dhabi, yet representing an inland desert location, the Cultural Sites of Al Ain were inscribed on UNESCO's World Heritage List in 2011. They are composed of several non-contiguous components providing cohesion to a unique cultural landscape, topographically oriented by Jebel Hafeet, on the border with Oman. One of the sites is an archaeological park some 15km from the city centre, with important remains of different periods. Tombs in Hili and Jebel Hafeet underwent a sequence of excavations and restorations, and very recent fieldwork in the same area has documented more detailed chronologies. The site is overseen by the Abu Dhabi Department of Culture and Tourism, which is responsible for its conservation and management.

### MATERIAL AND METHODS

The underlying intricacy of the text may be approached using a heuristic methodology, building on an inductive, comparative analysis. Indeed scholarship on both desert and island studies evolved towards coherent, interdisciplinary subjects, yet remain an academic focus, more than necessarily a discipline, as explicitly assumed in the opening paper of the fairly recent *Island Studies Journal* (Baldacchino, 2006), or an exploratory study on desert tourism (Tremblay, 2006). The fact today remains that literature on the subject is unsurprisingly varied, and at the same time case-based. Syntheses on what really figures commonalities of "islandness" or "desert tourism" are much less available. Pungetti (2016) edited a book on the characteristics of European seascapes, and Graci and Dodds (2010) had produced a study on a number of real-life problems and solutions for sustainable island tourism, through analysing size,

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isolation, and resource limitations. The authors propose multi-stakeholder partnerships as a way forward; a devil's advocate might ask how this fundamentally differs from a mainland destination. Indeed, remoteness (Sharpley, 2012) or ultraperipheral circumstances (Parra López and Calero García, 2006) constitute a common denominator in many a study on islands, with the more recent literature increasingly deep-diving into notions such as sociocultural and economical sustainability (Carlsen and Butler, 2011; Agrusa et al., 2010; Modica and Uysal, 2016; Podhorodecka, 2018). But they apply to continental regions too, where remote regions try to cope with asymmetries through similar invigorating strategies in heritage and tourism (De Man, 2016). In more than just a strict metaphorical sense, oases may be understood as islands too, surrounded by sand deserts or arid lands. Elsewhere in such particular geographies (Sauvage and Gámez, 2013), adaptive cultural policies are fundamental in articulating commodification with cultural heritage conservation.



Figure 1. Saadiyat: Louvre Abu Dhabi © Abu Dhabi Department of Culture and Tourism (Photography: Hufton and Crow)



Figure 2. Al Ain: Hafeet tombs © Abu Dhabi Department of Culture and Tourism, Photography: (Petra and Erik Hesmerg )

What both island and desert destinations can capitalize on is their high profile iconic attractions, which may obstruct both academic and market approaches to the subject. In other words, the centric tourist expects a plethora of references to caravan trekking, oasis life, palm trees, camels and dunes when planning a trip to what is taken as a desert product. Correspondingly, the conceptual framework for island tourism is also frequently warm-water focused, concerned with peripheral monoculture or small State building (McLeod, 2018), which does not work equally well for many other destinations. A second dimension in this paper tackles what can be called cultural or heritage tourism at both Saadiyat and Al Ain, and the investment in museums and other cultural centres. A qualitative heuristic approach (Kleining and Witt, 2000) may refine the identification of potential advantages specific to this reality, using a dialectical instead of a linear, narrative procedure. In practice, this causes a sequence of open, back and forth queries on the subject of remoteness. Gnoth and Matteucci (2014) do follow such an approach to question how to identify heuristics in research on the tourism experience. They may be seen as non-perfect, practical rules linking an outcome to the specific context in which a selection was made. In the cultural tourism industry, the multiplicity of individual empirical experiences make deterministic, all-or-nothing heuristics impractical; probabilistic ones, on the other hand, collide with a heterogeneity so large it challenges formal representations, although this may be mitigated through computation (Van Middelkoop et al., 2003). In order to assess the applicability of remoteness as a theoretical factor, focus is laid on the heuristic value criterion, which can be used as a synonym for utility in tourism and hospitality research (Sorokina and Wang, 2018).

### THE TERRITORIAL FRAMEWORK

It has been pointed out that the heritage-related economy is somewhat segmented and, on occasion, may suffer from hypermodernity, but it substantially forms a consistent, integrated product (De Man, 2018) that is straightforwardly marketable. The notion of human and physical geography influencing culture and its commodification, which on its turn can serve as a stimulus for economic growth, is found in many technical reports. An issue here is acquiring and processing metrics, as most impacts are induced ones. Furthermore, economists and anthropologists do have rather distinct notions of what culture actually entails (Khawar, 2016) for tourism economics, both theoretically and methodologically (De Jong, 2015). These limitations fundamentally apply to the study cases below.

Saadiyat, the also named Happiness island, is located at less than one kilometer from Abu Dhabi island, and consists of a very low mass of 27 square km, counting on 30 km of total coastline. In order to frame the current circumstances, a case of oral history may be illustrative as a starting point. A local man recalls Saadiyat as an island without electricity or drinking water, in the 1970s: "My mother and grandmother would go to Abu Dhabi to get food and water and I would go with them, but nobody used too much because we would clean our clothes and wash in the sea. (...) As well as the Sha'biyat [government building], there was a school house, a small police station and a hospital, but this was only open for two hours at a time and was only for first aid" (Leech, 2016). Much has changed in the last decade. The fairly recent urban development on Saadiyat was conceived to accommodate cultural institutions as well as high class leisure and residential areas. This was planned through the creation of three districts: Culture, Beach, and Marina. General setups should be implemented by 2020, at an initial estimated cost of US\$27 billion. The original 2007 press release referred to the original masterplan, including six districts, twenty-nine hotels, including a 7-star unit, three marinas with about one thousand berths, two golf courses, and a planned resident population of about 150.000 people. It was envisaged, in a broad sense, as a cultural enclave, pertaining different national goals, from local pride to global museum integration (Elsheshtawy, 2012). On its turn, Al Ain, the Garden City, integrates this same resolution in a specific way. It lays at about 145 km from Abu Dhabi, and even slightly closer to Dubai, currently on a land border with the sultanate of Oman but historically a central oasis hub located mid-distance between the Gulf coastline of Abu Dhabi and Dubai (and the pre-contemporary dominant port of Julfar, mod. Ras Al Khaimah), and the Indian ocean, on the Peninsula's east coast (for early modern trade dynamics see De Man, 2019a). The royal family is also from the region; the city is the birthplace of the nation's Founding Father, Sheikh Zayed, and home to the oldest and largest federal university, as well as several large hospitals. For these reasons, Al Ain is a key historical, population and political centre that however may go unnoticed to the average tourist visiting the coastal metropolises. Its urban configuration stems from a planned social effort, which accelerated in 1986 with the creation of new residential districts (Haggag and Hadjri, 2005), further linking and providing urban

density to what had originally been a cultural landscape of six oases, their palm groves and irrigation systems, as well as their traditional buildings, all of which have been conserved and restored in the last few decades (Yildirim and El-Masri, 2010).

The emirate's tourism potential was outlined two decades ago (Sharpley, 2002), when international visitor numbers in this region were not yet close to the current ones. It is interesting that this analysis considered Al Ain as Abu Dhabi's key leisure tourism asset; much has changed since, including some of the threats at the time (e.g. fragmentation of the industry, limited supply in Abu Dhabi city, reduced shopping facilities, and so forth). The situation has, to a certain extent, switched, with the capital concentrating international travel. Cultural heritage tourism has indeed become a major driver for the emirate of Abu Dhabi, and the wider UAE (Exell, 2017). Currently, the flagship component is the Louvre Abu Dhabi, an institution branded as a universal museum. The Department of Culture and Tourism, which owns and operates the Louvre in collaboration with French authorities, indicates a strategic ambition to intensify the contribution of tourism to the GDP in the next years (DTC 2018), and Abu Dhabi seeks to enter the top five most visited cities by 2030, a scenario in which the Saadiyat museums are expected to function as a tourist magnet (Koşak, n/d). Apart from the Louvre, the construction of a Guggenheim museum is finally kicking off, as well as a Zayed national and a maritime museum. Another major cultural hub on Saadiyat is the New York University campus, offering plenty of activities (museum events, exhibitions, concerts, conferences). These are network-based, with educational, artistic and other outreach programs such as roadshows linking institutions, especially across Abu Dhabi and Dubai. This implementation of international branches has been called a neoliberal restructuring of the arts and culture (Derderian, 2013), and can be discussed in anthropological and social ways; what matters to this text is their specific relevance in facilitating tourist flows to distinct zones of consumption, that is, to Saadiyat island. Also worth noticing is that any cultural postcolonial stance would be fundamentally inappropriate here, as correctly pointed out by Poulin (2010): the UAE is certainly not an underdeveloped country, and France is not imposing but rather exporting its know-how. As far as the other cultural hubs are concerned, the Manarat Al Saadiyat is a community centre bringing people together through movie screenings, a weekly Open Mic, photography competitions, workshops, and the Art Studio lecturing a remarkable 9.914 people in its first year. The two museums in the making have been active as well, despite not being completed yet. Both Zayed National Museum and the Guggenheim Abu Dhabi have been running several programs, the former with a focus on national identity, and the latter on contemporary art (DCT, 2018).

A second example in the same emirate of Abu Dhabi, equally managed by DCT, consists of what UNESCO classified as World Heritage in the desert city of Al Ain: the Cultural Sites of Hafeet, Hili, Bidaa Bint Saud and the Oases Areas, constituted by seventeen separate components, mainly archaeological remains, structured around the oases and the wider desert landscape. This serial property's coherence is defined by the formal, technical notions of authenticity, integrity, conservation, management, and so forth. Its relevance as a World Heritage site also integrates a wider notion of social coherence, namely its use for leisure purposes, by residents and visitors alike. For a recent, comprehensive overview of both local cultural heritage and urban development, see Caratelli et al., 2019). Some of the sites are difficult to reach, while others have been commodified with a notorious focus on community life. The most recent attraction is the Jebel Hafeet Desert Park, on a slope of the main mountain, offering camping, biking, horse riding and hiking activities, themed around an archaeological site. The Hili park is another good example of such an investment, with a diverse range of users, from local families to individual tourists. Two main levels may be discussed here. First, the resources themselves: located in opposite outskirts of the city, they have been packaged and promoted as a one-size-fits-all attraction, with an eye-catching website maintained by Abu Dhabi Department of Culture and Tourism. Other tourism components in Al Ain require a 4x4 vehicle and some off-road driving skills, but access to Hili, and now Hafeet, is easy. At the first location, some of the tombs and structures lay outside the large wall enclosing the park, but they are deemed of archaeological and scientific interest only, and have not been included in the tourism product. While not obstructing access, security guards at the gate inform this is a family location, pointing first and foremost at a community use.

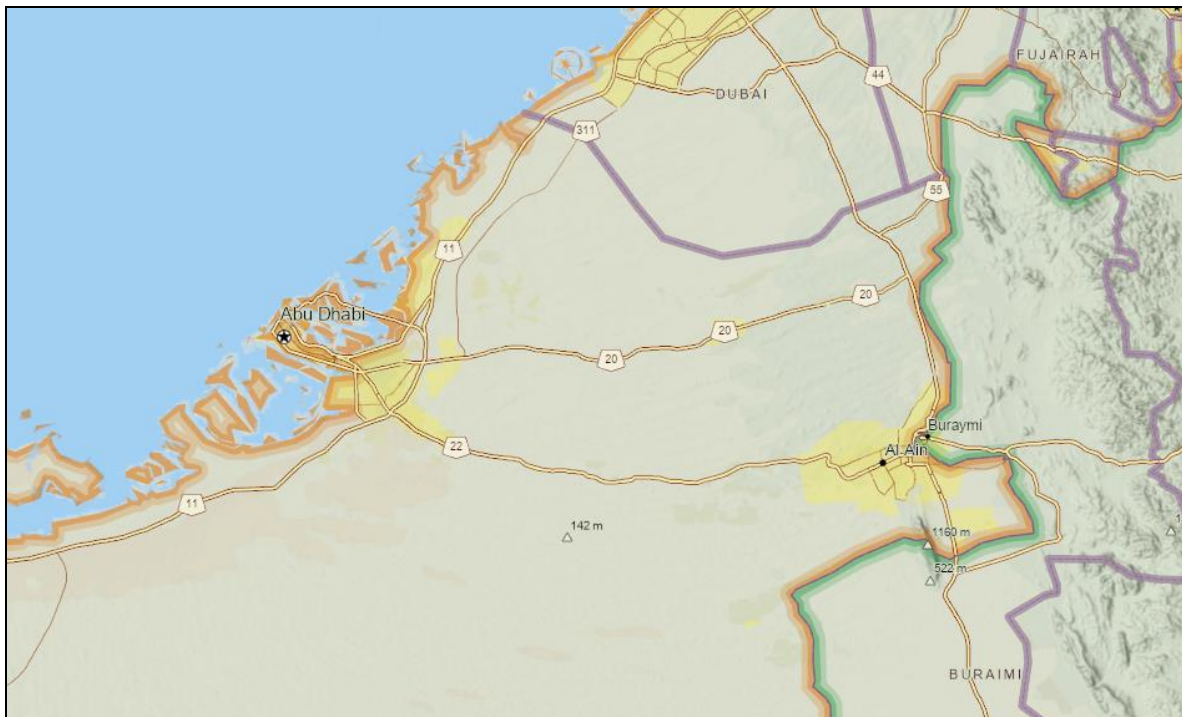


Figure 3. Northern part of the emirate of Abu Dhabi, © ArcGIS

One can always discuss technical choices on conservation and restoration, yet the archaeological structures are relatively well preserved. They serve almost as a secondary element of a leisure park that includes a mosque and a children's playground. This again

relates to the local user experience, Al Ain being the third largest city in the Emirates, with a population of about 700.000. It differs from the close by coastal metropolises of Dubai and Abu Dhabi not only in terms of physical landscape, but also in a much larger proportion of Emirati nationals, about 50%, and only a tiny minority of western expats. This is a huge cultural difference with Dubai, at only 1h drive. So the way public leisure spaces are used is also distinctive, with more defined traditions shining through. On the other hand, first time visitors from elsewhere in the world expect something specific (and culturally rewarding) when heading for a location marketed as “Hili Archaeological Park”, a main component of the World Heritage property. It is crucial to respect all types of consumers, who spend their time and money on the heritage of Al Ain instead of on something else.

## RESULTS AND DISCUSSION

As indicated above, the application of a heuristic value criterion on the insularity and remoteness of both examples may generate a new theoretical perception. A first point to be made is fully epistemological in nature, and goes back to the issue of conceptual multiplicity. Islands do indeed not always need to be physically surrounded by water, and one finds many etymological examples of inland places called *Ynys* or *Nisí*, in Wales of Greece, for instance, or even the *Île-de-France*, the Parisian region that obviously is not an island either (Rackham, 2012). Ideas and social concepts on the matter are indeed much more fluid than strict taxonomic definitions would suggest. Pungetti (2016) provides a useful synopsis on the multiple categories to be considered, from oceanic to offshore and land-bridge islands; Saadiyat would be classified as the latter, just as Venice, Copenhagen, or Taipa/Macao, which count on dry access to the mainland. In addition, the same author defines island landscape identity as a combination of local values and traditions. This inherently leads to the acknowledgment of potential cultural tourism resources, but attractiveness includes the many aspects of intangible desert heritage (Tremblay, 2006) that are required to provide solidity to an island-based product. An additional accelerator for theoretically densifying the cultural island metaphor is the concentration and combination of exclusive resources in a reduced area, e.g. the Saadiyat museums and their architects (Louvre/Jean Nouvel, Guggenheim/Frank Gehry, Zayed National Museum/Norman Foster). Such a constructed sociocultural insularity is however not equivalent to isolation, and some actual islands may even not be considered as such in an anthropological sense (Eriksen, 2007), when little distinction with the mainland is apparent in local lifestyle or in tourism.

Second, the dispersion of available factors and indicators produces equally fluid interpretations in terms of socioeconomic impacts. Market statistics on GDP, productivity, RevPAR, market penetration, and so on have non-linear applications when it comes to cultural tourism. To address the methodological question, namely insularity or arid remoteness not affecting access whilst adding to tourism robustness, a simple approach measuring tourism, on the one hand, and a multiplier effect, on the other, provides suggestive results, especially in the direct effects (about USD 43.3 billion nationally, that is 12.1% of GDP; MOFAIC 2020) but one needs to bear in mind one basic premise: the greater the local work and production, the larger the multiplier and its impact. In addition, for the current case study, leakages of spending are related to purchases occurred elsewhere, to produce and maintain the standard of quality services, either on the mainland (still intra-emirate though), or internationally (NYU and Louvre-related expenses, hotel chain logistics). The principle is that the development of Saadiyat’s cultural district determined an increase in tourism investment on the island. Simply put, this impact becomes real as tourists spend both inside and outside of the museum. In practice, domestic visitor inputs do produce limited and biased spending estimates related to economic impact, as questionnaire responses (see Piekola et al., 2014) tend to be very conservative, and because they would spend most of their money in the region anyway. Two main vectors need to be considered: direct spending, and increase in tourism activity generated by the museums; in other words, the impact of cultural on economic activity. In its first year, 2018, Abu Dhabi alone welcomed 10.27 million international visitors, and the Louvre just over one million in 12 months, according to its director (Chaigne-Oudin, 2019), of which 59% were tourists, against 41% of UAE residents. Visitor numbers are going steadily up, although the available time span since opening in November 2017 does not yet allow for statistically robust results. Figures for the end of 2018 add up to 1,259,000 (DCT, 2018). Al Ain, on the other hand, offers just a fraction of those, with low density tourism and leisure dynamics (De Man, 2019b) that focus heavily on residential, returning visitors who seek green, sustainable areas (Yagoub, 2014). Only four 5-star hotels are available in Al Ain, which is a quite straightforward commercial indicator for demand; during Q4 2019, for instance, 1.165 million guests refer to Abu Dhabi, and 135.000 to Al Ain, according to official sources (WAM, 2020). All these numbers produce general orientations of market trends, and correlate demand with cultural factors, even though the articulation with other qualitative and emotional factors remains elusive.



Figure 4. Al Ain red sand dunes © Abu Dhabi Department of Culture and Tourism (Photography: Petra and Erik Hesmerg)

This leads to a third point, namely the analytical disconnections between observing tourists and measuring the impacts they are assumed to produce. One may question if or how the indicators above reflect actual cultural tourism activity, or even time spent locally. It is true that not all Saadiyat hotel users visit the Cultural District, and that a clear majority of museum visitors are not even hotel guests on the island. This is where the easiness of road access becomes a factor, as well as the proximity of other hotel units in a 30-minute range. Driving inland to Al Ain, on the other hand, takes exactly 2 hours on the highway. It is a comfortable ride, certainly feasible for daytrips, amidst sand dunes. The main oasis represents a focal point in the middle of the urban tissue; as in Abu Dhabi city, road access is excellent, hence not a constraint. Indeed, an additional, enveloping factor providing cohesion is the natural landscape itself, ultimately converging towards a third component, viz. the marketing of a cultural experience. Investing in this requires not only developing a guiding premise, differentiating through products and services that capitalize on the local niches, but permanently adding value as well, and then achieving uniqueness in the mind of the visitor (Haywood, 2000). Whereas Al Ain projects a historical oasis theme, Abu Dhabi deploys distinctive options partly conditioned by its littoral environment, which allows for strong differentiating investments in relatively reduced areas such as Saadiyat. One quite recent example is a natural reserve based on a mangrove area that has been developed as a sustainable green program aiming at forms of ecotourism that may add density to the cultural centers.

This entire situation bears the question of whether the “islandness” of Saadiyat is indeed a competitive advantage. The possible answer is twofold, as first of all it constitutes a spectacular scenery with deliberate overflows between the strict boundaries of the cultural hubs, be it a museum (Louvre), an art centre (Manarat Al Saadiyat), or a campus (NYU) and, farther away, the involving waterline together with the exclusive infrastructures of beach clubs, golf courses, and luxurious hotels. The second part of the answer relates to both socio-economic and natural sustainability. It has been pointed out, on occasion, that westernized forms of commodification do not suit other geographies, and that insisting on this may create figurative islands as well. Some mega-investments could in theory create a sort of dissonance with local traditions, and result in dissociation or simply indifference. In the case of Saadiyat’s Cultural District, this is an unlikely outcome, as it is extremely well branded, engaging Emirati youth very directly, through educational outreach, art creation incentives, and social media, or in the field of direct employment, through implementing the Emiratization program set in motion by the government. As a result, what might have become a socially discriminating niche product has effectively broadened participation across segments, serving the entire cultural purpose of the district. A recent study (Hammad et al., 2017) integrates results on the perceptions of local tourism impacts, which demonstrated a significant difference between expat and Emirati residents of Abu Dhabi, on the assumption that tourism preserves the cultural identity of the UAE: locals agreed, but with a statistically much greater variance, that is, less clearly affirmative in numerical terms. Emiratis also believed more strongly that tourism causes inflation in property values, food, and cost of living. Such results may be interpreted in different ways (the high turnover among foreign residents is a plausible factor that comes to mind, as they lack a long-term perspective), and in fact the study shows a general alignment between the responses of both groups. In short, there is currently no significant disagreement on the impacts of cultural tourism, at least not between expats and locals.

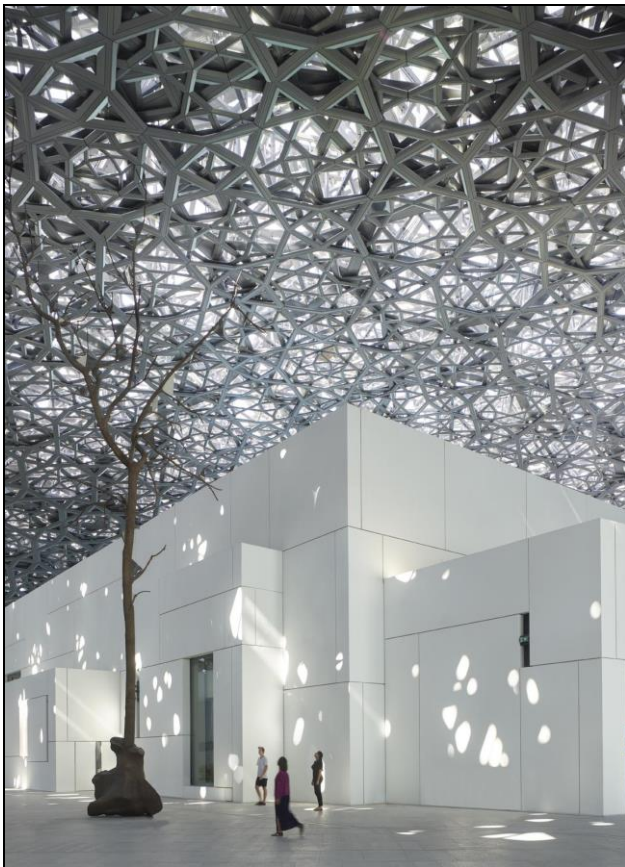


Figure 5. “Rain of light” effect under the Louvre Abu Dhabi’s dome, inspired by the Al Ain Oasis (© Giuseppe Penone, Abu Dhabi Department of Culture and Tourism, Photography: Roland Halbe)



Figure 6. Sunlight shining through the palm trees at the Al Ain Oasis (©Abu Dhabi Department of Culture and Tourism, Photography: Petra & Erik Hesmerg)

The virtues of cultural investment for socioeconomic development constitute a truism that is empirically observable in destinations worldwide. However, a macroeconomic study by Du et al. (2016) serves as a warning that tourism does not grow to success in isolation, as it is dependent on entrepreneurial, innovative, creative stakeholders in the full range of civil society. Fragilities indeed lay in the lack

of strong correlations due to the sheer nature of the tourism mix, and the absence of counterfactual scenarios. It always remains unanswered whether or not investment in other tourism and leisure infrastructures might have produced more interesting results. Many academic analyses also separate tourists from the environment they happen to physically spend time in, as if they were numbers in a linear equation, or pawns on a chessboard. Instead, they constitute an agency in the anthropological sense, in permanent interaction with their contexts and networks. This is actually a core element of what Franklin (2007) called “the problem with tourism theory”, which looks for explanations for individual behavior rather than understanding the environment that makes tourism possible. Perhaps a good lens for analyzing Saadiyat island’s potential is through Bourdieu (1984), and his concept of cultural capital, aggregating economy, culture, and social context. This means that the balance between culture and power determines one’s integration in social groups, which on its turn develops hierarchies, differentiations, and creates economic capital for a place such as Abu Dhabi (Ajana, 2015). Economic investment, wellbeing and moral economy (Hesmondhalgh, 2016) are equally interesting to articulate in this context. These are of course very conceptual approaches that provide ample food for thought.

## CONCLUSIONS

One might conclude that, in the present case, insularity or desert remoteness are not functional deterrents, and not even comparatively more challenging to manage from an urbanistic standpoint. Instead, their appeal stems, as that of many other counterparts, from two converging and charismatic features: first, the tourism value of an island and an oasis is intrinsically higher, which means this perception is marketable; and second, even by car, arriving to both Saadiyat and Al Ain are scenic individual experiences. In the former case, either from the west, and over the Sheikh Khalifa bridge, or by taking the long Sheikh Khalifa Bin Zayed Al Nahyan highway from Yas island, over the smaller islands and inlets, surrounded by sandy beaches and mangroves. On its turn, the Abu Dhabi-Al Ain road provides a continuous, open landscape, and a corresponding emotional impression of deeply entering the desert. From such perspectives, the remote condition of Saadiyat and Al Ain become very enhanced, prompting awareness about exclusion or inclusion, and a unique setting for the cultural district and the World Heritage locations. In the case of desert destination marketing, the concept of ecotourism normally focuses the physical, geological territory, connected by the regional intangibles. This has commercial potential only in limited locations, and needs to take into account a number of issues that are hard to measure, such as latent negative impacts on the landscape, public perception, authenticity, or interpretation, to name a few. Both examples are converging case studies for heritage-based development, and constitute an important part of the national diversification strategy. Saadiyat island and the cultural sites of Al Ain provide rather different substrates for integrating a holistic tourism product, yet they function as comparable heritage components. Intercontinental tourism is a growing driver, in addition to resident staycation activity, as well as Emirati investment in the preservation of national heritage. In short, the combination of aridity and seeming remoteness stimulate a variety of emotional responses, hence establishing a setting for cultural tourism service providers. Throughout academic literature, this sort of multifactorial motivations seems to return to fairly essential factors, based on simple predeterminations and biases, on the supply side as much as on the consumers’.

This paper is being written during the global outbreak of the COVID-19 pandemic, which shall affect international tourism circuits and flows in ways currently impossible to predict. At this precise day, air traffic has started to reopen after being fully halted for months, yet tourism supply and demand remain heavily disturbed. The induced economic effects of this worldwide crisis on the travel and hospitality industries remain to be seen; it is however safe to say that resilience and quality will determine which cultural tourism destinations are to successfully reinvent themselves, and which are not. A major requirement here is to address the stereotypical assumptions taking tourism and economic growth in a linear relationship. While of course any revenue stemming from tourism is positive to the supplier, this does not spontaneously translate into a sustainable, systemic development. A narrow focus on tourism alone is therefore less effective than more diversified strategies, in which cultural tourism plays an interconnected part. From this standpoint, the two destinations discussed in this paper, Saadiyat and Al Ain, are representative of Abu Dhabi’s diversity of resources and investment in economic diversification. They add complexity to what is otherwise often perceived as strict urban tourism, with special emphasis on hospitality and retail, and perhaps less on heritage, which in fact is partly urban too. Monothematic tourism experiences are a thing of the past, but again the uncertainty of even short term post-pandemic consumer preferences does not warrant for any solid predictions.

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## DEVELOPMENT AND COASTAL ENVIRONMENT CHANGE, WILL HAVE A MEETING POINT? CASE STUDY OF COASTAL ZONE OF WEST JAVA PROVINCE, INDONESIA

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**Abstract:** This article covers coastal environments which are globally in threat by anthropogenic impacts, yet how these impacts are determined by economic expansion is not well explicit. The main objective is to highlight recent dataset to measure coastal trends and inspect the role of economic growth in West Java's coastal degradation since the 1989 to 2019. Every coastal human impacts examined increased over time have thus motivated considerable research. This paper describes conflict analysis revealed important relationships between most impacts and economic activities across temporal and spatial scales. In particular, when influences of population growth were addressed by analyzing per capita impacts, and when population density was included as explanatory variables. This study can be considered as a first-step towards developing a multiple coastal area use plan in West Java. However, future coastal use plans will require more information on emerging uses. We suggest that a stronger conservation ethic and shift in thinking from prioritizing short-term economic development to considering how environment services sustain economic growth would promote conservation of coastal environments. Without strict conservation efforts, continuing economic growth will further degrade West Java's coastal environments.

**Key words:** conflict analysis, coastal environment, economic development, West Java, coastal population

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### INTRODUCTION

The coastal environment consequences of dramatic declines or changes in biodiversity have spurred considerable research and tremendous debate that has rekindled most of the major conflicts in ecology, creating a sense of déjà vu. These conflicts include whether environment or community ecology provides better insights into the workings of nature, the relative importance of biotic vs. abiotic factors in governing community composition and structure, the virtues of phenomenological vs. mechanistic research, the relationship between biodiversity and stability, the relative importance of taxonomic vs. functional diversity, and the relative strengths of physical vs. non physical approaches (Crossman and Bryan, 2009; Swaney et al., 2012; Rizal, 2018b).

Coastal environments of West Java are among the most precious on earth due to their provisioning of environment services (Fan et al., 2017; Rizal, 2018a; Rizal et al., 2020). For example, mangrove belts and seagrass beds buffer shorelines from storm damage and erosion, store carbon, serve as vital nursery grounds for marketable shellfish and finfish, and biochemically process earthly runoff (Fan et al., 2017). Almost half of the world's inhabitants live close to coasts that advantage human society with access to trade, land development, oil/gas exploration, and food production. This is a most important reason for the higher per capita income commonly observed in coastal than in closed in countries (Clayton, 1989; Burgi et al., 2004; Farley and Costanza, 2010; Fan et al., 2017).

Regardless of their value, coastal environments are being swiftly ruined worldwide by human actions, modern overfishing, for example, has caused globally declines and exterminations of predatory fishes such as tunas, sharks, and rays (Motyka and Brampton, 1993; Payne and Sand, 2011; Outeiro et al., 2015); contamination and climate change has driven extensive crumples of coral reef ecosystems, and coastal reclamation for settlement sector and urban sprawl has led to enormous losses of mangroves as fish spawning and nursery ground. Most science on the changes in coastal environments is focused on the role of increasing human population density (NERC, 1994; Paerl et al, 2016; Rizal, 2018b). Although economic growth could have similar or even larger effects (due to increased resource utilization and squander output) (Ramster, 1994; Pendleton, 2008; Rizal and Lantun, 2017), the association between economic development and coastal human impact has been infrequently examined. Moreover, human crashes on coastal environments are largely unexplored in developing countries, which will drive much of the region's future economic growth (Suárez and Rodríguez, 2012; Rizal et al., 2019; Rizal et al., 2020).

The exploitation of the West Java coastal resources in the last decade shows an increasing trend and is approaching maximum utilization, which is the point where exploitation is endangering the preservation of the environment and coastal resources (Rizal, 2018a). Various risks and environmental damage caused by human activities if left unchecked will be a threat to the preservation of coastal resources themselves

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and the surrounding environment. The above conditions occur because, at this time environmental resources such as water, air, land, and biota are considered by the community as common property. Every stakeholder or beneficiary is competing to utilize these environmental resources without any rules restricting them, resulting in massive exploitation of environmental resources (Turner and Adger, 1996; Vallega, 2005; Rizal, 2018a). This is done because every stakeholder or user has an assumption that other people will also use these resources if not utilized to the maximum extent possible. Besides coastal resources, in general, are open access so that it will quickly stimulate the destruction of coastal resources. The implication of this process is the scarcity of resources. In the end, it will have an impact on the reduction of coastal resources and the high price of products produced from coastal resources (Villa et al., 2002; Vallega, 2005; White et al., 2012; Rizal, 2018a).

In this paper, we provide a synthesis conflict of coastal trends and the role of economic growth in the degradation of West Java's coastal environments since the 1989. We compiled an exceptional and inclusive dataset from yearbooks, governmental and non-governmental reports, and secondary literature. We included data on West Java's coastal economy, population, and a range of human impact factors. To monitor trends in West Java's coastal economy and population, we collected data on West Java's gross domestic product in its coastal regions (coastal GDRP), calculated per capita GDRP, and compared yearly increase rates between pre- and post-reforms. To inspect the role of economic growth in accelerating coastal impacts, we first compared pre- and post-economic reform patterns, and then calculated the association between GDRP per capita and human impacts.

## MATERIALS AND METHODS

This paper outlined the research in formulating a model of the conflict analysis and resolution followed the general coastal management process (CMP) based on the work of Golledge and Stimson (1997) and Gorre (1999). The terminology of the conflict itself carries a basic understanding of differences in perceptions about the ideal conditions desired by more than one party. According to Golledge and Stimson (1997), individuals are very concerned with the formation of the perception of the desired world (perceived world), while trying to maintain the stability, resilience, and consistency of the shadows produced by that perception. The built environment condition is often considered as a form of translating space from human decision making. Most of these decisions are strongly influenced by the way humans perceive and evaluate spatial elements, as well as their ideal shadow of the potential use of the space (Golledge and Stimson, 1997). The three main steps in the CMP were: 1) defining and analysing present conflicts; 2) defining and analysing future conditions; and 3) developing alternative allocation plans. These steps allowed for the inclusion of stakeholders at different stages of the process (Golledge and Stimson 1997; Gorre, 1999; Villa et al., 2002; Rizal, 2018a). To measure trends in economy and population in coastal West Java over the last decades, we extracted GDRP (1989–2019) and population (1991–2019) data from West Java's Regional Database of Statistics (CSA, 1990; CSA, 1995; CSA, 2000; CSA, 2005; CSA, 2010; CSA, 2015; CSA, 2019) for each of the 10 coastal districts: Bekasi, Karawang, Subang, Indramayu, Cirebon, Sukabumi, Cianjur, Garut, Tasikmalaya, and Pangandaran (Gross Domestic Regional Product/GDRP and population data of other districts and the total of West Java were also extracted for use in following sections). Coastal GDRP (converted IDR to USD) and population were calculated as the sum of the coastal districts. We defined coastal GDRP and population on the basis of district, rather than within some distances of the coast, because those data were better developed on a per district basis. Long-term GDRP data of specific marine industries were unavailable (available only for recent years), precluding analysis of those data. We estimated yearly average increases in coastal GDRP and population in two periods: pre- and post-reform in 1998.

## RESULTS DISCUSSIONS

Although there is no agreement on the definition (boundary) of coastal zones (coastal zone) at the national or world level, there is general agreement that the coastal area is a transitional area between the land ecosystem and the marine ecosystem. When viewed from the coastline (coastline), then a coastal region has two types of boundaries, namely: a boundary parallel to the coastline (longshore) and a boundary perpendicular to the coastline (cross-shore). For management purposes, the establishment of coastal boundaries that are parallel to the coastline is relatively easy (UNEP, 2011; White et al., 2012; Rizal, 2018b). However, the determination of the boundaries of coastal area perpendicular to the coastline, so far there has been no agreement. At present, there are seven types of boundary coastal areas perpendicular to the coastline that have been referred to by countries in the world (Figure 1). On one hand, it is determined that a coastal region is a transitional area between land and sea which is very broad, towards the sea includes the outer boundary of a country's exclusive economic zone that is 200 nautical miles (320 km) from the most landline limit of continental shelf exposure, and towards the land includes the headwaters of a watershed or the influence of the marine climate such as sea breezes. Another extreme stipulates that a coastal region is only a transitional area between land and sea that is narrow, towards the sea including the outer boundary of the territorial sea (12 nautical miles from the coastline at the lowest ebb), and towards the land includes the uppermost boundary from geomorphology of coastal lands, such as mangrove forests.

Ecologically, the boundary towards the sea of a coastal area is to cover areas of seawater that are still affected by natural processes (such as freshwater flow from rivers or run-off) as well as human activities (such as pollution and sedimentation) that occur on land. Meanwhile, the land boundary is to cover land areas that are still affected by marine processes, such as the extent of tidal influences, seawater salinity, and seabreezes. Therefore, land and sea boundaries of a coastal area are very site-specific or depend on the biogeophysical conditions of the area in the form of coastal topography and geomorphology, tidal and wave conditions, watershed (Watershed) conditions, and development activities that are in the upstream area (Rizal, 2018a; Rizal, 2018b; Vera et al., 2019; Aliyeva et al., 2020).

The question is how do we choose the right coastal area boundaries. For management purposes, it is less important to set rigid physical boundaries of a coastal area. It would be more meaningful if determining the boundaries of a coastal area is based on factors that influence the development (utilization) and management of coastal resources along with all the ecosystems in them, as well as the objectives of the management itself. For example, deforestation and agricultural activities on upper land that do not heed the conservation rules will cause changes in the hydrological regime of a watershed and increase erosion rates, which can eventually lead to changes in salinity and sedimentation regimes in coastal areas (Clayton, 1989; Beatley et al., 1994; Burgi et al., 2004; Farley, 2008; Chi, 2010; Crossman et al., 2011; Fan et al., 2017). Thus, although for the sake of day-to-day management, development activities on land or on the high seas are usually handled by separate agencies, for the benefit of coastal area development planning, all these effects or links must be included when planning. Therefore, coastal boundaries on one side are more suitable for planning purposes, while other restrictions are more suitable for the interests of the day-to-day management of coastal areas. The coastal and marine sector in the current assessment is taken to mean the 'coastal zone' defined by the United Nations Environment Programme (UNEP, 2011) as 'the area of land subject to marine influences and the area of the sea subject to land influences'. The coastal is the place where sea and land meet. A coastal area is defined as a transitional area between the sea and land, in the direction of land covering areas that are still affected by seawater or tidal sparks, and in the direction of the sea covering continental shelf areas (Beatley et al., 1994). Geographers, geologists and biologists unanimously acknowledge the unique properties of coastal zones as the contact zone between the lithosphere and the hydrosphere. This interface is represented on geographic maps as a thin coastline (Pendleton, 2008; Payne and Sand, 2011).

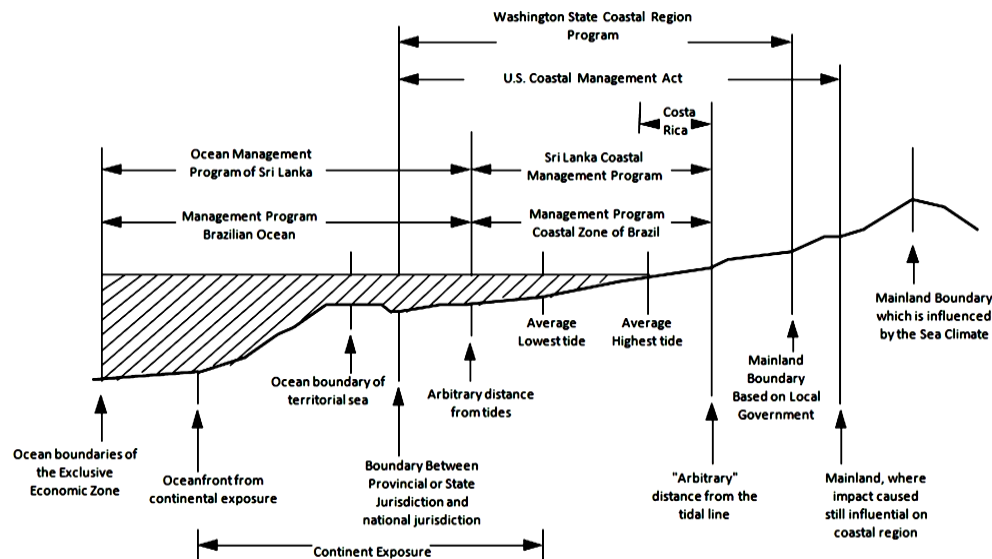


Figure 1. The boundary of Coastal Areas Management Programs and Ocean Management Programs Current and Future  
(Source: Modified from Sorensen and Mc Creary, 1990)

Ecologically, coastal areas are transition zones, which in ecological terms are known as ecotones, which lie between the terrestrial and oceanic systems. According to Hansom (1988) as quoted by Beatley et al. (1994): "The Coastal areas include land-sea-air transition zones around continents and islands that are defined as stretching from the inside boundary indented to the extent of tidal influence and energy from the sea, and protruding outward to the continental shelf boundary (Beatley et al., 1994; Evans et al., 1996). One of the main features of the coastal region as a transition zone associated with the problem of conflict is the length of the interrelation between the impacts that occur in this region as a result of human intervention. The description of the physical boundary as stated above is only a physical boundary of the transition area. Whereas the area of influence and those influencing the process in this transition zone can reach even greater distances towards land, or to the ocean (Huff and Lust, 1979; Humphreys et al., 1996; Fan et al., 2017; Rizal, 2018a).

With the physical complexity of the West Java coastal areas, as seen from the dynamics of the formation of several major habitats such as beaches and barrier islands, estuaries, coastal wetlands, and coral reefs, it is very clear that the coastal areas are physically the result of interaction (one might say competition) from two coastal regimes (Rizal, 2018a). From a social standpoint, the West Java coastal region has historically also been an area of interaction between inland native communities and immigrant communities that enter and settle from the coastal region. Changing patterns of coastal land use from just settlements and agriculture, to a number of other uses such as tourism, conservation, and industry has also increased the complexity of the economic interests of spatial use. Above the various physical, social and economic complexities above, the administrative jurisdiction boundaries of various levels and sectors of government in the West Java coastal region are also highly fragmented. Looking at some of the facts stated above, it is quite clear that naturally, conflicts are already part of the conditions that occur in West Java coastal areas. As a zone of physical, social, and economic transition, the complex dynamics of coastal and human life are reflected in the form of various cycles of change that occur in West Java coastal areas. Some of the various change cycles, often can not return to the initial conditions that allow the cycle to repeat in the next time period (Budiyantini and Pratiwi, 2016; Rizal, 2018a). Damage to mangrove habitat due to changes in salinity and sedimentation of industrial waste, for example, can result in the loss of ecosystems along with various chain-forming organisms from these ecosystems. The situation can harm the economic chain of the utilization of various related coastal resources. Recognizing the nature of the inherited conflicts of interest in the West Java coastal area, the coastal resource management system adopted in this area also needs to be built based on understanding and aligning these various interests. Management systems that are physically implemented in space in the form of types and limits of utilization, need to be prepared based on the concept of resolution of various conflicts that have or are expected to occur. For this reason, conflict resolution must become a standard part of the regulation of spatial use, especially in complex areas such as the coast.

### Anatomy of the West Java Coastal Area Conflict

Understanding conflicts in the use of the West Java coastal resources is usually associated with unequal distribution of access to resources from various users (Gorre, 1999; Rizal, 2018a; Rizal 2018b). The terminology of the conflict itself carries a basic understanding of differences in perceptions about the ideal conditions desired by more than one party. According to Golledge and Stimson (1997), individuals are very concerned with the formation of the perception of the desired world (perceived world), while trying to maintain the stability, resilience, and consistency of the shadows produced by that perception. The built environment condition is often considered as a form of translating space from human decision making. Most of these decisions are strongly influenced by the way humans perceive and evaluate spatial elements, as well as their ideal shadow of the potential use of the space (Golledge and Stimson, 1997).

From the description above, it can be understood that the conflict over the use of the West Java coastal resources is a reflection of differences (conflict) perceptions about the space idolized by users of one another. In the West Java coastal areas, conflicts can be found that can be categorized in 1) user conflicts and 2) conflicts of management jurisdiction (Gorre, 1999). These conflicts can occur at different levels starting from the latent stage, the stage of the developing process, to the visible stage. Latent conflict is a conflict characterized by the presence of tension and disagreement between users at a level that is not yet raised to a dispute of opinion.

Not infrequently, users of different understandings are not yet aware of these differences. Conflicts that develop are characterized by the recognition or understanding of different interests (Gorre, 1999; Capello, 2016). However, a way out of these differences of interests has not been obtained. Whereas open conflict is a dispute that is in the process of finding a solution, both in the form of negotiations and in the form of actual physical disputes. In the West Java coastal resource utilization practices, conflicts can occur for a variety of reasons, including because 1) relationship problems, 2) data differences, 3) differences in interests, 4) structural problems, and 5) differences in the value system used. Figure 2 shows the various causes of conflict and the factors that influence it.



Figure 2. Growth population in the West Java Coastal region (Source: Rizal doc, 2019)

Relationship problems are usually the starting point and the mildest level of conflict, namely differences in perception due to strong emotional factors, assumptions of other parties' behavior (stereotyping), lack of communication, and experiences of repetitive negative behavior. Although the level is mild, conflicts due to relationship problems are often the cause of policy conflicts that confuse and harm the public of coastal resource users. Conflicts that start with data generally occur because of the lack of a standard basis for various data collected by different users. The fundamental problem that often causes conflict because of data is the lack of understanding of data users about the perceptions used in the process of collecting, processing, and presenting the data.

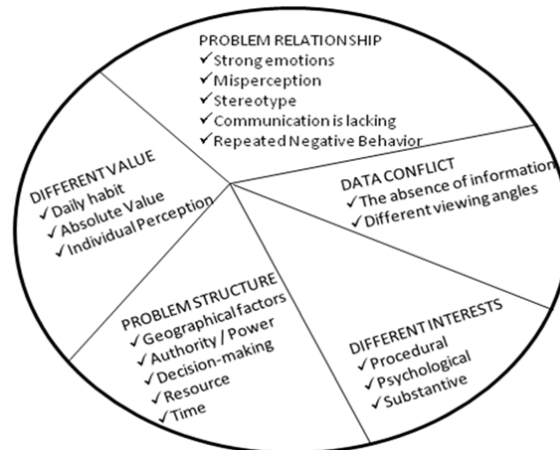


Figure 3. Sources of conflict (modified from Gorre, 1999)

However, conflicts that occur can be a result of differences in real interests such as differences in interests between development priorities in one field from another. In cases like this, differences in data can instead be indicators of differences in interests between the sector agencies that produce each data.

In the last decade of free-market era, data is a commodity that is determined by market needs and is also fulfilled by the market (Capello, 2016). However, the government as the guardian of the public interest can set data collection standards for the benefit of public decision making (Knox, 1991; Erb, 2012; Koshim et al., 2020). Conflicts that occur due to differences in interests are usually motivated by differences in needs between multiple users of the same coastal resource. In this case, the final decision taken must be based on choices that represent the interests of the majority of users, while at the same time giving choices or compensation to users whose interests cannot be fulfilled.

In some cases, there can also be a compromise between several interests, by finding solutions that do not evenly meet the ideal expectations of parties with different interests (Knox, 1991; McDonald, 2006; Long et al., 2007). Resolution adopted for this type of conflict can be in the form of restrictions, rotation, division of roles, or cooperation in the use of coastal resources that are equally needed. In structural conflicts, differences in interests cannot be resolved because of the inability of one or both parties due to external matters which are beyond the control of these parties. The limited mandate or jurisdiction of parties with different interests to make an ideal decision is an example of this structural conflict (McDonald, 2006; McGarigal, 2014). In cases, the path of public decision making through legislative mechanisms is the most ideal solution. Value conflicts are the result of differences in the value system used by one user and that used by other users. Conflicts usually occur if one party tries to force the application of the values, it uses to the other party. The way out of this kind of conflict is through mediation to look for harmonization of a value system that can run in harmony, as well as mitigating the possibility of clashing of conflicting value systems. For cases of conflict like this, the arrangement of the use of space can be an effective instrument for achieving harmony and avoiding the earlier conflict.

The conflicts stated above, are the types that occur in different interests in the use of the West Java coastal resources that occur at the same time. Besides the types of conflicts above, there are also types of conflicts that occur because of differences in interests that occur at different timescales. In this type of conflict, users of conflicting interests may consist of the exact same group, or the same group but from different generations. The occurrence of surface water pollution in the long term as a result of intensive agricultural activities is an example of this type of conflict. The resolution that can be taken is by conservative utilization patterns, or by allocating a portion of the wealth obtained in the present for the purpose of handling the impact and finding alternative uses in the future.

### Conflict coastal economy and population

Like other coastal areas in Indonesia and even the world, the coastal area in West Java becomes a center of growth for urban development. The growth of coastal cities in West Java is driving increasing urbanization. The process of urbanization of coastal cities in West Java is closely linked to the process of population growth and concentration in certain coastal areas. At the beginning of the process of urbanization in coastal cities is characterized by an increase in the rate of population growth which is then usually followed by the simultaneous development of economic growth from the process of urbanization, although then the rate of population growth will slow down in subsequent periods. In this context, various studies also explain that concentration and agglomeration are very influential in the early days of the process of economic growth and urbanization of the population.

Under these conditions, production efficiency requires spatial concentration. However, when infrastructure services and the accumulation of human capital and capital increase due to concentration and agglomeration, spatial expansion becomes a solution to the problem of externalities brought about by congestion that occurs in concentration centers (Knox, 1991; Miao and Zhao, 2005; Koshim et al, 2020). Similar to the opinion of Fujita and Thisse (2002) who said that agglomeration always runs side by side and conducive to growth, Baldwin and Martin (2003) said that spatially, especially at a certain level in economic policy that prioritizes growth, complementary relations between agglomeration and growth will create a "spillover" that encourages the physical extensification of the existing agglomerations. This extensification expands the spatial concentration of population and urban activity in the process of urbanization.

In the case of many developing countries, the urbanization process triggers complex spatial processes and developments (Fujita and Thisse, 2002; Miao and Zhao, 2005; Buhaug and Urdal, 2013), both internally and externally. This development then brought a change in the spatial configuration of coastal cities, in the context of spatial organization, utilization and intensity, as well as the relationship, flow and linkages between parts of the region, both internally and externally among the cities that was constantly developing. Spatial development of urban concentrations also has implications for a process of transformation of coastal cities, namely changes from coastal areas to urban areas, both on the periphery of an urban concentration area that expands existing urban areas or in other areas that trigger the emergence and development of new urban areas (Sahely et al, 2005), both in the context of the physical environment, as well as in the social and economic context.

Prior to the 1998 economic reform policy of the contribution of the coastal-based sectors to the West Java regional economic in 1996 was 5.4 percent. What is noteworthy during the monetary crisis is that the maritime sector GDRP continued to grow positively by 0.83 percent per year and its contribution rose to 17.3 percent in 2000. On the other hand, employment in the coastal-based sectors in the 1990-1998 period decreased 41 percent in absolute terms in 1998. However, after 1998-2008 those sectors absorbed surplus labor to 45%. This indication displays the increasing use of coastal resources in West Java after 1998 (World Bank, 1999; Irawan and Hanning, 2000).

The policy on the utilization of coastal resources after the reforms after 1998 has been applied well by several districts government in the West Java Region. Coastal resource utilization policies use a combination of excess labor and the application of advanced technology, so natural resource-based sectors from the coast region are the saviors to get out of the economic crisis. With this policy the economic growth of coastal districts is high enough to act as a driver of economic growth in West Java.

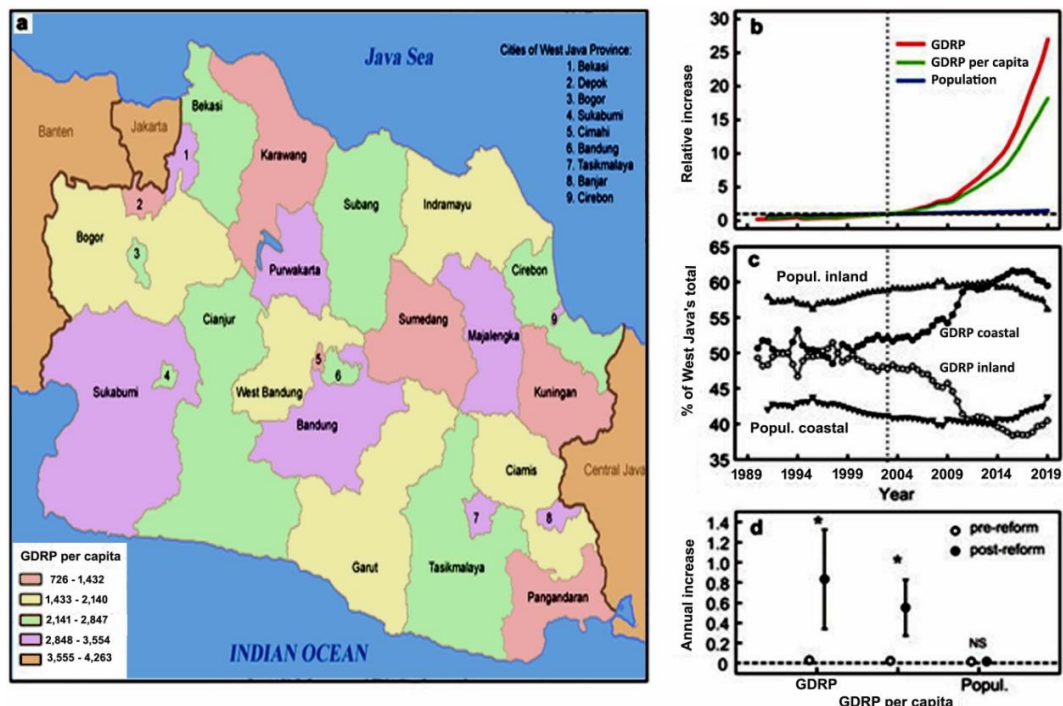


Figure 4. Trends in economy, population in coastal West Java

(a) West Java's coastal provinces examined in this study and their GDP per capita in 2019 (constant price based); (b) Relative increase over the last decades; (c) Trends in coastal GDP and population as percentage of West Java's total (also shown relative to inland); (d) Yearly average increases in pre- and post-reform periods. Dashed vertical and horizontal lines indicate the start of economic reform and the relative impact (= 1) in 1998, respectively

West Java's coastal GDP remained low and grew annually by ~2.2 billion USD between the 1989 and 1998 (Figure 4). National economic reforms then triggered coastal GDP growth between 1998 and 2019 greater than two orders of magnitude. The coastal GDP accounted for ~50% of West Java's total before 1998, but grew to ~60% between 1998 and 2010 (Figure 4c). West Java's coastal population increased from 3.2 million in 1989 to 6.4 million in 1998, and to 28 million in 2019. But in contrast to coastal GDP, the rate of population growth did not increase with economic reform (Figure 4d) due to population control policies. The coastal population accounted for 40–43% of West Java's total population in all years (Figure 4c). Thus in contrast to GDP, West Java's population did not concentrate on the coast over the last decades. Coastal GDP per capita (GDRPpc) increased less than two-fold between the 1989 and 1998, but over three-fold

between 1998 and 2019 (Figure. 4b). Approximately 15% of the coastal GDRP in 2019 was from marine and marine-related industries, and 6% from industries directly consuming marine species and environment services, e.g., fisheries, transportation, tourism, and oil/gas production.

### Resolution of Conflict of Utilization through the Management of Coastal Activities

The physical environment of the West Java coastal zone is its fundamental resource. The opportunities that the West Java coastal zone provides for colonisation and exploitation by the living world are a consequence of that physical environment. We perceive a variety of assets in the coastal resource. The West Java province are increasingly and rapidly developing, exploiting and otherwise affecting the opportunities presented by those assets, sometimes with enhancement, though often to the detriment, of the quality of the coastal environment (Lavigne et al., 2007; Rizal, 2018a; Rizal et al., 2018).

Historically the West Java coastal zone has provided sites for industrial development, particularly those industries for which marine transport links were essential – shipbuilding, chemicals production, smelting and oil refining. More recently the coast has provided sites for power generation, all commercial industry power plants in the North West Java having been constructed on coastal land (Lavigne et al., 2007; Fan et al., 2017; Rizal, 2018a). The inshore waters have traditionally supported fisheries, while the West Java littoral has, over the last 20 years or so, become a place of recreation for urban populations and of retirement for the well-to-do. In recent decades, recreational use of the coast has increased greatly, not least with the growth of small boat ownership and related marine aquatic pursuits.

These opportunities and this development are consequences of the existence of a particular physical environment, one which has provided, to greater or lesser extents, the necessary specific assets and attributes for exploitation (Figure 5). While management of the coastal zone is about safeguarding those assets, an overarching objective in coastal planning is to protect the wider physical environment itself from degradation. Thus the resource assets which the coastal environment provides can be protected and the opportunities that they present to the coastal ecosystem at large, and to ourselves in particular, can be sustained. The benefits gained from the coastal resource assets can be maximised and the pressures on, or threats to those assets minimised.

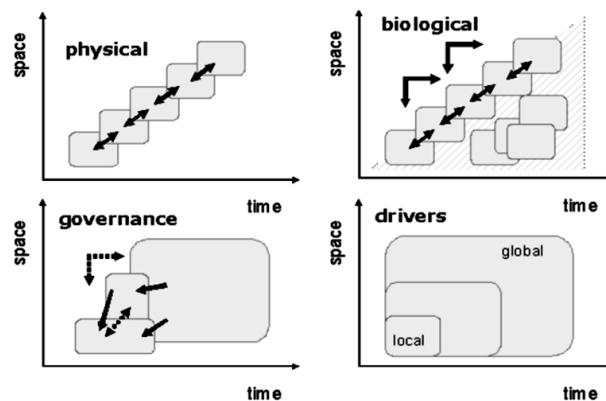


Figure 5. Relationships between time and space scales for a) physical factors, b) biological factors, c) governance and d) drivers of ecosystem change in coastal waters and watersheds (Source: Swaney et al., 2012)

The options for management response in the West Java coastal zone need to be considered in the light of the impacts of proposed developments on specific, local (district) coastal assets as well as the coastal physical environment as a whole. The implementation of specific response measures may not necessarily impact positively on all the perceived coastal assets, there are likely to be losers as well as winners among the various West Java coastal stakeholders. Overall, however, our aim should be to achieve a net benefit, encouraging appropriate development of the West Java coastal assets in a sustainable way, taking full account of the physical environment and its variability with time. Because resources in the West Java coastal area are not unlimited in number and distribution, in the process of utilization by users with various interests there must be a system of utilization arrangements that can guarantee the continuity and fulfillment of priority interests. In a coastal region, as stated above, a complex composition is found between the dynamics of physical, social, and economic sub-systems that occur in a landscape that has a transitional character.

The basic fact that we encounter in West Java coastal area is that these various sub-systems often work in the same span of space and time span. In other words, space is a place where various sub-systems interact and interact. The characteristics of physical, social, and economic systems in a large spatial range are likely to be mutually influential and related. So that in each spatial landscape we can observe patterns and processes of these interactions, both in harmony (synergistic), and those that are not in harmony (conflicting).

If we return to the discussion of the conflict of interest, then what happens in space is a reflection of the conflict of interest that may occur, it may still be at a latent stage, or it may already be at an open level. On the other side of the same coin, space can also be used as a means to avoid conflict and to work for synergy. This can be achieved if in the space there is a regulatory process such that conflicting interests are not involved in the conflict, and non-conflicting interests can work together. Basically, space is a meeting place for various interests so that space can be used as a means to implement a resolution of conflicts that occur in a certain period of time. The basic principle used in various spatial arrangements or arrangements is the harmonization of utilization activities. In this framework, spatial planning is made as a product of the process of translating the wishes of the local public in the form of a determination regarding the direction of utilization in accordance with the expected development conditions. This direction of utilization includes choices of future conditions (use plans), and alternative ways (guidance systems) to achieve these conditions (Chapin and Kaiser, 1985; McCave, 1987; Fan et al., 2017).

Based on the perspective of integrated coastal spatial planning, the management of coastal area resource utilization is basically how to manage all development activities in an area related to the coastal area so that the total impact does not exceed its functional capacity. Each coastal ecosystem has 4 (four) main functions for human life: (1) life support services, (2) comfort services, (3) coastal resource providers, and (4) waste recipients (Ortolano, 1984; Olmedo, 2008; Rizal et al., 2019).

From the four functions of the coastal ecosystem, it is understandable that the ability of the first two functions is very dependent on the latter two functions. This means that if the ability of the last two functions of a coastal ecosystem is not damaged by human activities, then its function as a life support and convenience service provider can be expected to be maintained. Based on the four ecosystem functions above, ecologically there are three requirements that can guarantee the achievement of sustainable development, namely: (1) spatial harmony, (2)

assimilation capacity, and (3) sustainable use. Spatial harmony (spatial suitability) requires that in a development zone it has three zones, namely the preservation, conservation and utilization zones, or in other words a development area should not be all designated as a utilization zone, but also allocated to a preservation zone and conservation. Examples of preservation areas are spawning ground and beach green lanes. In this preservation zone development activities are not permitted, except research. Meanwhile, some development activities, such as coastal tourism, sustainable use of mangrove forests and fisheries (sustainable basis) can take place within the conservation zone (Chapin and Kaiser, 1985; Ortolano, 1984; Olmedo, 2008; Rizal et al., 2019; Rizal et al., 2020).

The existence of conservation and conservation zones in a development area is very important in maintaining various life support processes, such as the hydrological cycle and nutrients; clean waste naturally; and sources of biodiversity (biodiversity). Depending on the coastal conditions, the optimal area of preservation and conservation zones in a development zone should be between 30-50% of the total area. Furthermore, every development activity (industry, agriculture, aquaculture, settlement, and others) in the utilization zone should be placed in a biophysically appropriate location, thus forming a harmonious mosaic. Placement of each activity in this utilization zone should pay attention to (1) suitability of the land or water unit for each development activity; (2) the influence (impact) of development activities on land, especially in the form of pollution, sedimentation, and changes in the hydrological regime; and (3) compatibility between development activities.

The suitability of land/water units for development activities basically requires that each development activity be placed in an ecologically (biogeophysical-chemical) location in accordance with the intended development activities. For coastal areas that receive negative impact shipments (negative externalities) in the form of pollutants, sediments, or changes in the hydrological regime, either through river flows, runoff, or groundwater flows, the impact of these activities should be minimized. Thus, activities in the coastal area can still tolerate all the negative impacts. For example, if a coastal area has been designated for tourism, aquaculture, mariculture, or conservation areas, the negative impacts (pollution, sedimentation, or changes in hydrological regime) resulting from development activities on land should be minimized or where possible eliminated.

To test whether the two activities can be harmoniously aligned, it can be achieved by compiling a matching matrix (Table 1). This matrix is arranged based on the likelihood of impacts caused by an activity, and the responsiveness of the activities that co-exist in dealing with the intended impact. For example, shrimp farming cannot possibly coexist with a chemical industry that releases waste without being treated first.

Second, the utilization of coastal resources that can be recovered (fish, shrimp, mangrove wood, seaweed, etc.) should not be done to exceed its sustainable potential. Meanwhile, the utilization of coastal resources that cannot be recovered needs to be done efficiently, economically until the substitution resources can be found, and the impact is minimized. Third, when coastal waters are used for waste storage, the type of waste disposal must not contain Toxic and Hazardous Materials. In addition, the amount of waste discharged into it must not exceed the assimilative capacity of the coastal waters concerned. Fourth, if conducting coastal engineering activities (coastal engineering, construction, and development), then changes in ecological or oceanographic processes and landscape caused should still be tolerated by the West Java coastal ecosystem. In other words, development activities (such as reclamation, jetty making, breakwaters, etc.) should adjust to the characteristics and dynamics of nature (design with nature principles).

Table 1. Compatibility Matrix between Development Activities in The West Java Coastal Areas

No	ACTIVITIES	ACTIVITIES												
		A	B	C	D	E	F	G	H	I	J	K	L	M
1	Wildcatch fisheries (A)		S	S	S	S	S	S	S	S	S	S	S	S
2	Pond fisheries(B)	S		S	S	S	S	K	K	K	S	S	S	S
3	Mariculture (C)	S	S		S	S	K	S	S	S	S	S	S	S
4	Agriculture (D)	K	K	K		S	S	K	K	K	S	S	S	S
5	Forestry (E)	S	S	S	S		S	S	S	S	S	S	S	S
6	Transportation (F)	S	K	K	S	K		K	K	K	S	S	S	S
7	Diving Beach Tourism (G)	S	S	S	S	S	S		S	S	S	S	S	S
8	Sandy Beach Tourism (H)	S	S	S	S	S	S	S		S	S	S	S	S
9	Swimming and surfing tourism (I)	S	S	S	S	S	K	S	S		S	S	S	S
10	Oil and gas mining (J)	K	K	K	K	K	K	K	K	K		K	S	S
11	Mineral mining (K)	K	K	K	K	K	K	K	K	K	K		S	S
12	Port (L)	S	K	K	S	K	S	K	K	K	S	S		S
13	shipbuilding yard (M)	S	S	S	S	K	S	S	S	S	S	S	S	

Information:

\* Table reading from left to right

\* S = Development activities on the left do not have a negative impact on development activities on the right

\* K = Development activities on the left have a negative impact on development activities on the right

The next thing to note is that in every planning of an activity (single activity) such as opening a Shrimp pond on a mangrove land, it is also necessary to apply the rules of sustainable development. As is known, that the mangrove forest area has a very important function, not only ecological functions but also economic functions. Therefore the mangrove forest area needs to be maintained. However, if a mangrove forest area is to be converted as a pond, the ponds should be placed behind the mangrove area, or at a certain distance from the coastline as outlined in Ministerial Regulation KP No. Per.30/Men/2010. For example, in an area with the highest tidal difference with the lowest annual ebb of 2.31 m, the mangrove forest area that must be maintained (coastline) is  $130 \times 2.31$  meters = 300 m. While the mangrove forest area along the river (river border) that must be maintained is a minimum of 100 meters. For areas that have a mangrove thickness of fewer than 300 meters, the placement of pond plots must still refer to the 300-meter distance.

Even better, on the land behind the mangrove, planted with mangrove tillers. In Figure 3 an example of a sketch plan is provided for the placement of shrimp ponds in a mangrove area. In the picture, it appears that the shrimp farming area is behind the mangrove forest area. Water needs, both sea, and freshwater are done by making water channels, through the cracks of the mangrove forest area.

The arrangement of laying shrimp ponds in such a position has several advantages, especially for efforts to conserve mangrove areas. However, in fact, if management is carried out properly, the placement of such positions can also provide benefits to the shrimp pond cultivation business itself. Some of these advantages are:

1. The beach will be protected from waves and abrasion erosion of the beach.
2. By protecting the coast from abrasion, it will indirectly reduce the cost of pond production, especially in making dike or embankment to prevent abrasion. In ponds that are directly facing the sea, pond embankments must be strengthened (requires additional costs separately) and even need to make protective embankments to prevent coastal abrasion.

3. Prevent ecological and economic damage to the environment around mangroves and ponds, namely:

a) maintaining biodiversity within the mangrove forest area. In the mangrove forest area, the study area there are still found various types of animals, including crocodiles, wild boars, monitor lizards, snakes, and birds.

b) Prevent the occurrence of saltwater intrusion on land. With the mangrove area, the tide can still be blocked by mangrove trees, so that it will not go far inland, which also prevents saltwater intrusion into the ground. As is known, the land behind the mangroves in the study area, is much cultivated by residents as agricultural fields and gardens. If a saltwater intrusion occurs in the plantation area, it can result in death or decline in the production of community plantations outside the pond. Another disadvantage of saltwater intrusion is the impact of freshwater sources on the population by saltwater. If that happens, the community will be very disrupted.

Hopefully, with the system of spatial planning in the mangrove forest area associated with shrimp aquaculture, the ecological sustainability of the mangrove forest can be maintained. In addition, the cultivation of shrimp farming which is a national asset, as a producer of the country's foreign exchange is still being carried out. Spatial planning itself is a framework for coordinating the activities of all sectors that have been and are developing in an area. In this effort, the elements for evaluating alternative spatial plans will be chosen, namely, (a) productivity, (b) economic viability, (c) protection of the physical environment, (d) economic equality and welfare, (e) can be accepted by all or majority of stakeholders. Productivity criteria can be interpreted that the changes in spatial use recommended in planning must have higher efficiency when compared to current conditions of use. Besides the choice of changing conditions to be efficient, it must be economically viable for the long term, both by private investment and the Regional Government (economic feasibility criteria). For development and its results to be enjoyed by future generations, attention to physical environment damage needs to be required in the assessment of spatial planning recommendations. So that the utilization of coastal resources in coastal areas that are directed in spatial planning will be able to guarantee sustainable economic activities which are key in efforts to improve the welfare of the community both now and for generations to come.

## CONCLUSION

It is probable that competition for increasingly scarce resources in the years to come will create conflicts between ranges of different actors in coastal regions such as those in West Java coastal region. As such the development of conflict management mechanisms adaptable to the particularities of these conflicts should be developed. The coastal management framework applied here provides a useful tool for analysing, qualitatively and quantitatively, conflicts over coastal resource use and facilitating informed decisions when exploring interactions among resource users. Its significance for the future of coastal zone management is to provide the needed platform for participatory involvement in order to minimize user conflicts.

We have illustrated that the coastal management framework can be used in managing, and potentially resolving, conflicts in the West Java coastal areas because it allows competing users to: 1) specify their concerns and interests that can be directly mapped; 2) elicit preferences; 3) compute a ranking for conflict hotspots and display as maps; 4) predict future conflicts; and 5) allocate spaces to competing users. It is therefore a useful tool for coastal managers and stakeholders for decision-making in coastal areas where conflicts are known to exist. This study can be considered as a first-step towards developing a multiple coastal area use plan in West Java. However, future coastal use plans will require more information on emerging uses such as oil and gas exploration areas, port development, and communication infrastructure development such as fibre optic cables. The feasibility of applying this methodology in other coastal areas will depend on a number of important factors such as stakeholder involvement, availability of data and knowledge base.

Moreover, West Java's environmental protection laws/regulations are not comprehensive or strict enough, and in many cases the laws/regulations that existed are ignored, therefore being ineffective in protecting the environment. Last but not least, a systematic, national system of environmental management in the coastal zone of West Java has been lacking. We suggest that a stronger conservation ethic (including a long-term and systematic plan) and shift in thinking from prioritizing short-term economic development to considering how environment services sustain economic growth would promote conservation of coastal environments. To balance economic growth and the capacity of West Java's coastal environments to sustain progress, innovative, integrated assessments of the health of coupled human-ocean environments would be an important next step. To sustain its economic ascendance, West Java needs innovation and leadership that will allow it to depart from the trend of devaluing coastal resources that historically has plagued developing regions.

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## ANALYSIS OF THE CURRENT STATE OF RECREATIONAL RESOURCES OF THE NURA RIVER BASIN, THE REPUBLIC OF KAZAKHSTAN

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**Abstract:** The article shows an analysis of the current state of recreational resources in the Nura River basin of the Republic of Kazakhstan. In order to achieve this goal, the recreational sector of the Nura River basin was examined and the extent to which recreational resources are favorable was analyzed. The types of recreational resources of the Nura River basin were researched, where the territory was divided into recreational zones with similar characteristics and the recreational resources were described by zones. The lakes and reservoirs of the Nura River basin for the present period and their current influence on the recreational sector have been analyzed. Maps of the degree of favorable development of the recreational sector, recreational resources and recreational zones of the Nura River basin for the modern period have been compiled.

**Key words:** analysis, recreational resources, basin, research, recreational zones

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### INTRODUCTION

The recreational sector is an important component of any state, therefore the Republic of Kazakhstan, the Nura River basin also plays a huge role, first, because it is located in the Central part of the Republic, and secondly, due to the fact that this territory has almost all types of recreational sector. Recreational services to the population and recreational resources are one of the most important socio-economic activities of modern society (Canteiro et al., 2018; Dirin et al., 2014; Tătar et al., 2018; Beketova et al., 2019). The result of activities in the recreational sphere is expressed in improving the health of the population, reducing the incidence of diseases, increasing the times of active life and its duration. Only a full rest allows you to compensate for hard work, successfully adapt to loads and stressful situations, and contributes to progress in production and the economy as a whole (Berdinov et al., 2016; Azhayev et al., 2020; Gavrilov, 2011). Kazakhstan pays serious attention to this industry (Akbar et al., 2020). Despite the difficulties of the transition period, after the Republic gained independence, there is a gradual trend towards increasing the number of sanatoriums, recreation centers, tourist bases, children's camps, other health and treatment institutions, expanding their capacity, improving the quality of service, and developing infrastructure (Aidarkhanova et al., 2015). That is why the study of recreational resources and analysis of the current state is an integral and important part of the development of the tourism sector, and is relevant today as never before (Wendt, 2016; Ionescu et al., 2016; Gozner et al., 2017; Ilieș et al., 2018, 2018; Wendt, 2018; Deac et al., 2019; Indrie et al., 2019; Mikhaylov et al., 2020; Akhmedenov, 2020; Mukayev et al., 2020). Many scientists have been researching basins (Kabiyev et al., 2018; Ramazanova and Dzhanaieva, 2012; Darbayeva et al., 2020) and landscape analysis of recreational resources in Kazakhstan (Ozgeldinova et al., 2015; Ramazanova et al., 2019; OZgeldinova et al., 2019; Nazarova et al., 2019; Mikhaylov et al., 2020).

### MATERIALS AND METHODS

Due to the fact that recreational resources are important for the tourism sector and people in general, the study of recreational resources is necessary and relevant today. The center of the Republic of Kazakhstan is of great importance for the country's economy. Therefore, the territory of the Nura River basin, located in the center of the Republic of Kazakhstan, mostly in the Karaganda region and a small North-Western part in the Akmola region, was taken for research.

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The research materials included geographical maps of the Republic of Kazakhstan, atlases, statistical collections and data on the Nura River basin for 2015-2020, scientific publications and results of field and stationary research in 2020 (Mukayev et al., 2020).

To analyze the current state of recreational resources in the Nura River basin by the degree of favorability, cartographic, statistical and comparative-geographical methods were used. The cartographic method was used to analyze cartographic material for the Nura River basin and Central Kazakhstan as a whole, to collect information on maps of the recreational sector, on the relative positions of objects and their sizes. The statistical method was used to review statistical data on recreational resources in order to analyze the current state of recreational resources in the Nura River basin in the Republic of Kazakhstan. The comparative geographical method was used for comparative characteristics for the period 2015-2020 on the state of recreational resources, identification of positive dynamics of the development of the recreational sector, as well as consideration of the negative aspects of the development of this industry. The method of assessing the natural recreational potential of (Stepanova, 2010) was also used by differentiating the territory of the Nura River basin into zones of potential recreational development. A qualitative assessment of the recreational potential of the territory was carried out, that is, the entire territory of the analyzed region was differentiated by zones of potential recreational development. For this purpose, a mapping zoning of the Nura River basin was carried out with the division of the territory into several recreational zones on a geographical basis.

## RESULTS DISCUSSIONS

According to the geography sector of the Academy of Sciences of the Republic of Kazakhstan, the territory of the Nura River basin is located in a steppe zone, within which there are high plains, and a typical hills (Janaleyeva, 2010). By features of climate, land cover and vegetation, the zone is divided into two sub-zones: arid motley-feather-grass steppes and dry narrow-leaved-feather-grass steppes.

Located in the Eastern part of the low mountains of Karkaraly-part of Central Kazakhstan hills, give the area the character of forest-steppe, bringing elements of high-altitude zoning to this area.

The climate is sharply continental, with a significant lack of humidity. Summer is hot and winter is harsh. The transition from winter to summer is fast. The average temperature in January is minus 18-20°C (absolute minimum of minus 50°C), in July - plus 18-20°C (absolute maximum of +42°C). The duration of the frost-free period is 110-130 days. The winds have a South-westerly direction. Their average annual speed is 3-6 m / s, the annual precipitation in the plain is 270 mm, in the low-mountain zone reaches 330 mm. There are more than 50 watercourses in the region with a length of more than 10 km, of which three-quarters are temporary. The main waterway is the Nura River. A characteristic feature of most rivers is the lack of constant flow (Kalmenova, 2000). Recreational resources of the Nura River basin are represented by forests, rivers and reservoirs, hunting and fishing grounds, the potential of specially protected natural territories, individual deposits of medicinal waters and mud. This article presents the results of research on the territory of the Nura River basin in the course of field and stationary work on the object of research, including recreational resources. Based on the research results, the territory was analyzed according to the degree of favorable development of the recreational sector, and a map was compiled (Figure 1).

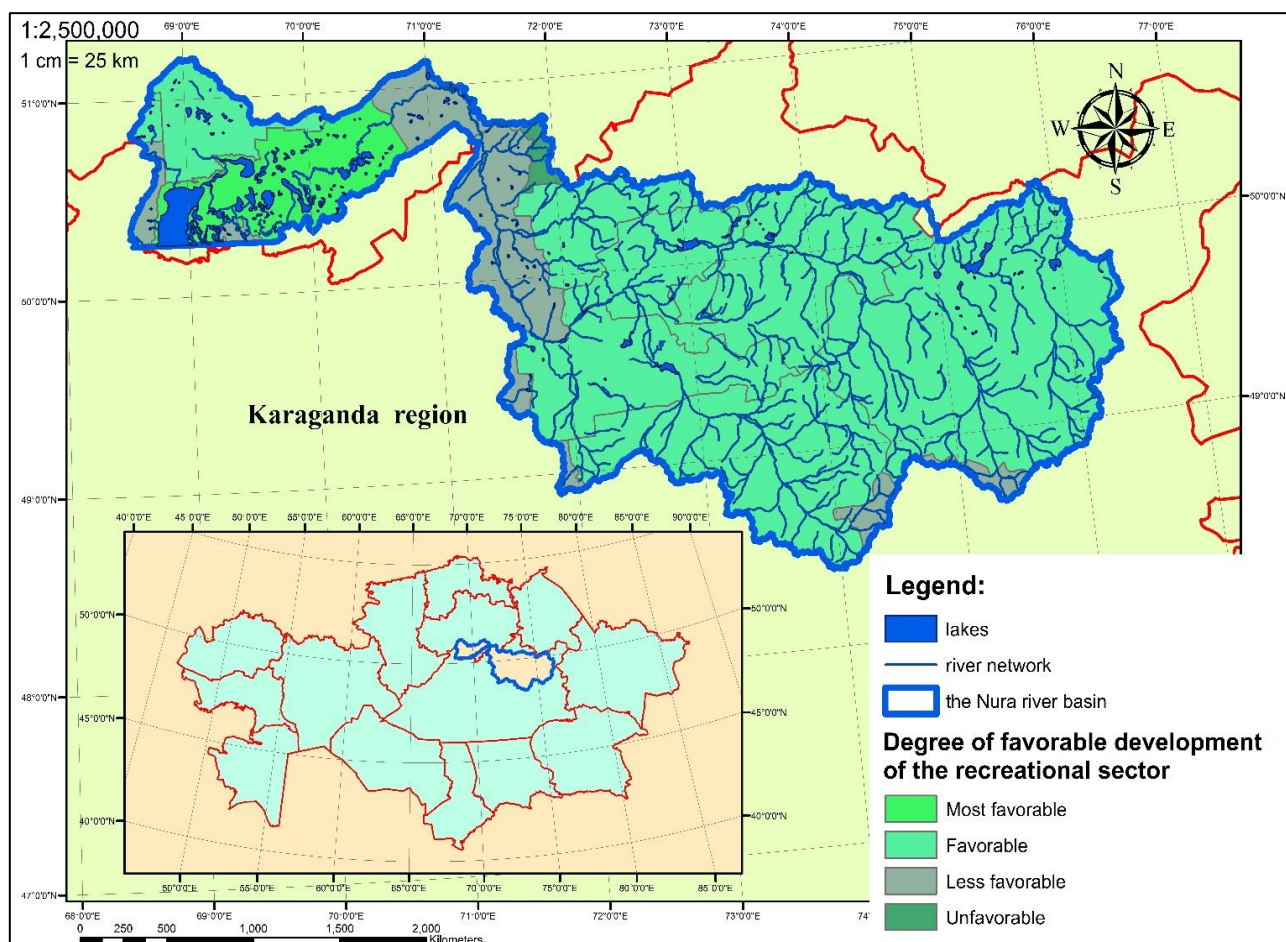


Figure 1. Map of the degree of favorable development of the recreational sector of the Nura River basin

In the course of the study, the most significant recreational area in the basin is the territory of the Karkarala state national park. There are 7 children's recreation and recreation camps for 1750 people, 8 adult recreation centers for 1440 people, 2 resorts for 420 people, 2 tourist

bases for 480 people, a ski complex, a nature museum, tourist clearings for tent cities, a large number of bizarre natural rock sculptures, parking of primitive man, a developed road network for hiking, horseback riding, cycling and skiing tourist routes.

Among other recreational facilities in the pool, it is necessary to note the sanatorium "Zhartas" in the Abay district near the village of the same name, the sanatorium - preventorium "Samal" in Temirtau, the sanatorium "Zhosaly" in Karaganda, the health center "Bereзка" in Sarani, as well as children's recreation camps in Temirtau, Shakhtinsk, Osakarovskiy and Bukhar-Zhyrau districts - their total capacity is about 2000 seats. The area of the Nura River basin is 58,100 km<sup>2</sup>. The most favorable place is located in the Western part and is 13%, the favorable place for recreation development in the territory of the Nura River basin is located in the South-Eastern part and is 61% in percentage, as well as a small part in the West with 7% of the entire territory. The less favorable territory is 15%. Unfavorable territory for recreation development occupies 4 % of the entire territory. Data were obtained from stationary and field observations in 2020, as well as by analyzing data for the period 2015-2020.

Below is a map of recreational resources of the Nura River basin for the modern period, compiled by the authors personally (Figure 2).

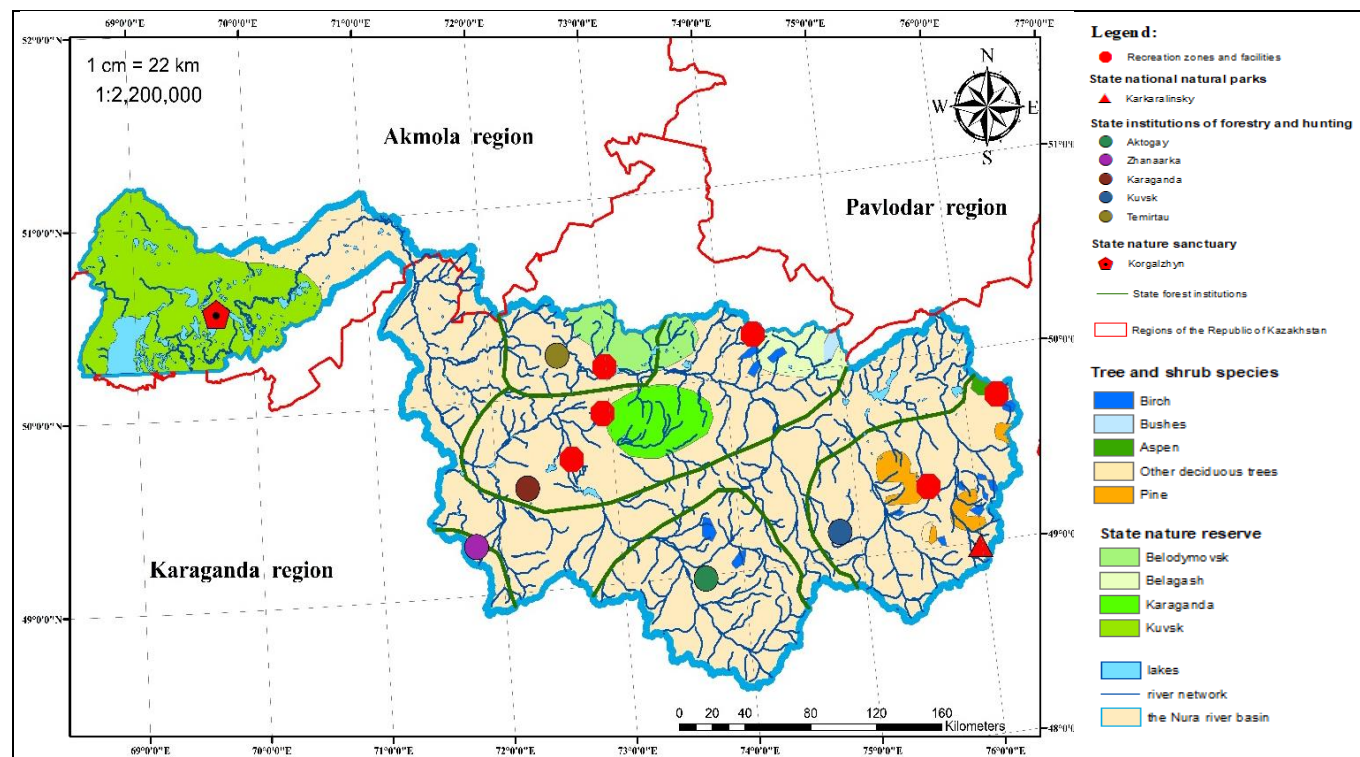


Figure 2. Map of the recreational resources of the Nura River basin for the extant period

A large recreation area is located on the Northern Bank of the Samarkand reservoir, where there are equipped beaches, sports grounds, boat rentals, and fishing in specially designated areas. There is a large ski resort in the vicinity of Temirtau.

Beach areas are also located on the banks of the Sherubai-Nurinsk and other reservoirs, the Nura River, numerous lakes and ponds. Among the active types of recreation of the population, amateur and sports hunting and fishing have become widespread. Almost all administrative districts have hunting farms and fishing facilities, but there are very few modern bases for these types of leisure activities.

Tourism has developed on the territory of the basin; an exceptionally popular tourist attraction is the Korgalzhyn state sanctuary, which is considered "One of the natural pearls of Kazakhstan".

The tourist route "To the land of undisturbed birds" includes a visit to the museum of the sanctuary, four ecological routes of various difficulty categories, walks along the shores of lakes Essey, Sultankeldy, Kokai, and observing the life of numerous species of birds, including rare and unique ones. Other specially protected natural areas within the Nura River basin are also of particular scientific, educational and environmental interest to tourists. As a result of the study, the territory of the Nura River basin areas was divided into zones based on the similarity of territorial and recreational features and a modern analysis of each zone by recreational resources was given.

According to the geographical feature of the Nura River basin it is assumed to allocate 4 potential zones of recreational development:

Western zone №1; Central zone №2; Southern zone №3; North-Western zone №4.

Central №2 and Southern №3 recreational zones of the Nura River basin are forests, the most significant areas of forests are located on this territory. Among them, the largest recreational value is represented by large massifs of pine and mixed forests of the Karkaralinsk state natural park and the Kuvsk state institution of forestry and hunting (KSIFAH). Most of these forests are located within the areas of the Kazakh hills. Plantings are quite different in age, often with rich undergrowth. Dry forest types are predominant, but fresh forest types are also common at the foot of mountains, in valleys and intermountain areas. In combination with mountainous terrain, open glades, rivers and reservoirs, forests create a special healing microclimate and abound in berries, mushrooms, and rare animals and birds can sometimes be found in them. The area's birch and pine forests are also of known value for recreational use. Pine and birch-aspen forests of Karaganda KSIFAH in its North-Eastern part and soft deciduous forests in the South-Eastern part are of particular recreational interest.

For some types of short-term outdoor recreation, sanitary protection zones of cities with an area of 11618 ha can be used, including around cities: Karaganda -4371 ha; Temirtau -5156 ha; Shakhtinsk -2499 ha; Saran -1604 ha; Abay - 164 ha.

The species composition of green zone plantings is quite diverse. They grow not only unpretentious elm, Loch, maple, but also birch, pine, poplar, apple, soft-leaved ornamental shrubs and even larch.

In the North-Western recreational zone №4, artificial plantings along the K.Satpayev canal prevail, where the species composition is somewhat limited - elm, loch, and shrubs. Small areas of prickly birch and main forests are found in the southern part of the basin of the

southern recreational zone. The Western recreational zone №1 of the Nura River basin is almost treeless, except for shrub plantations on river floodplains near reservoirs and rare spikes of soft-leaved tree species. There are also hunting grounds on the territory of the Western №1 and southern №3 recreational zones, and almost all zones have rivers and reservoirs.

Below is a map of recreational resource zones in the Nura River basin (Figure 3).

Summarizing the above research on the Nura River basin, recreational resources also include hunting grounds, lakes and reservoirs, and specially protected natural areas. A brief description of the current period for these objects is given below.

#### *Hunting grounds.*

Numerous rivers, lakes and other reservoirs are rich in waterfowl, and animals and birds of interest for amateur and sport hunting are found everywhere in the forests. Hunting is conducted both for native fauna and for flying game, the number and diversity of which are among the highest in the Republic.

#### *Modern analysis of lakes and reservoirs in the Nura River basin.*

The Nura River basin has a fairly well-developed hydrographic network, and most of the watercourses in its Western part are temporary. There are many lakes on the territory that have not only recreational, but also fishing significance. Some of them are objects of the state nature reserve Fund of national significance (the list is given below) and are of great scientific and environmental value.

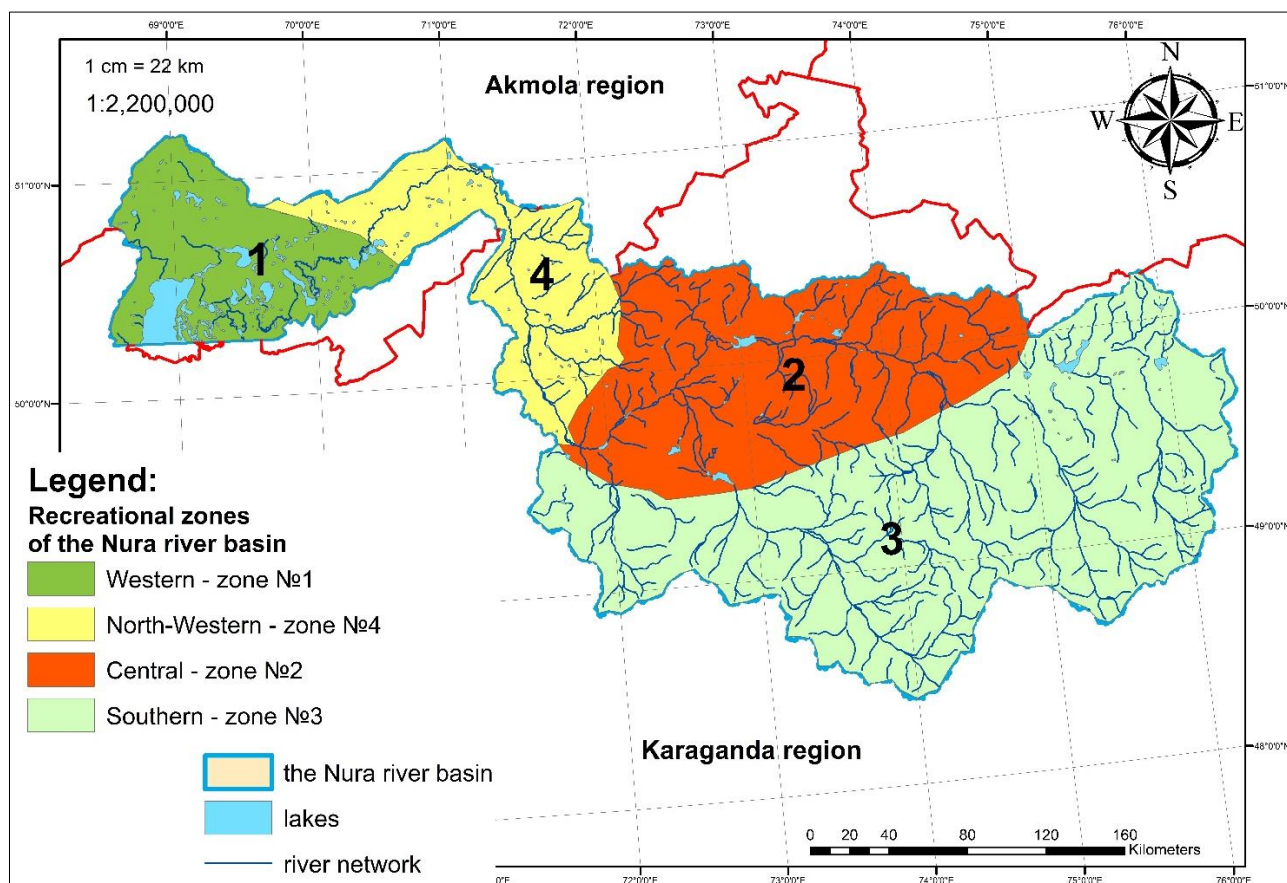


Figure 3. Map of recreational zones of the Nura River basin

The following lakes can be highlighted:

1. Salt Lake "Aschikol", located 40 km East of the village of Koskol;
2. Karasor lake in Karkaraly district, one of the largest lakes in the basin, highly mineralized (250-350 g/l), has therapeutic mud, traditionally used for balneological purposes;
3. Lake Karakol 10 km North of Karaganda, whose water is suitable for drinking and agricultural irrigation;
4. Lake Agashtykol near the village of the same name, the water is suitable for drinking and other household needs;
5. Lake Saumalkol, water suitable for all types of use;
6. Lake Balikkol in the Nura area, the water is safe to drink, the object of fishing;
7. Sasykol lake, water suitable for all types of use, fishing facility.

Reservoirs are of great importance in the Nura River basin.

1. Samarkand, located to the East of Temirtau, used for industrial water supply of the Karmetkombinat and irrigation. Its Northern Bank is occupied by a fairly well-equipped recreation area of the population of Temirtau.
2. Sherubay-Nurinsk, located on the river near the village of Topar, used for water supply of the Karaganda industrial district and irrigation, partly for recreational purposes.
3. Intumaksk, located 60 km West of Karaganda, used not only for water supply, but also for fishing, it is home to 10 species of fish.
4. Botakara, located to the North-East of Karaganda, is used for irrigation and agricultural water supply.
5. Tuzdinsk used for agricultural water supply.

Almost all reservoirs are used for recreational purposes for short-term recreation in the summer, as well as for amateur and sport fishing. The most important artificial water object is the K.Satpayev canal, whose waters are used for industrial, household needs, irrigation, etc.

#### *Specially protected natural territories*

Karaganda region has a large and diverse nature reserve fund.

Almost all types of specially protected natural territories that are unique, valuable in ecological, scientific, aesthetic, cultural, tourist and educational terms, natural complexes and objects that have not only regional and national, but also world significance, exist here or are being designed for organization.

## CONCLUSION

The study analyzed the current state of recreational resources in the Nura River basin. The territory of the Nura River basin for the recreational sector was reviewed and analyzed. During the review and research, an analysis was made of the degree of favorability of the development of recreational resources by zones. The most favorable place is located in the Western part of the Western zone No. 1 and is 13% favorable place for the development of recreation in the Nura River basin is located in the South-Eastern part of the Southern zone №3 and is the percentage of 61%, and a small part in the West 7% of the whole territory (Figure 3). The degree of favorability in these zones is due to the fact that the Western part of the lake steppe region is rich in fish, waterfowl and migratory game, with its nests and camps on the lakes Korgalzhyn, Kokai, Chagan, Kaibchalkar, Karazhar, Uzynkol, Zhanybek. Only on its reservoirs are rare in beauty pink flamingos. The unique Korgalzhyn reserve, created in 1968, is also located here. The unfavorable territory located in the North-Western zone №4 is 15%. Unfavorable territory for recreation development occupies 4% of the entire territory and is also located in the North-Western zone №4 (Figure 3). In General, the territory of the Nura River basin is favorable for the development of recreational tourism with the correct principle of operation and implementation of plans to improve the situation of the recreational sector.

The types of recreational resources were studied and divided into zones with similar features, and a description of each of the resources by zone was made. The main recreational resources of the Nura River basin are represented by forests, rivers and reservoirs, hunting and fishing grounds, the potential of specially protected natural territories, individual deposits of medicinal waters and mud. Most of them are occupied by state nature reserves and recreation areas, which make up 50 % of the total territory.

The analysis of lakes and reservoirs of the Nura River basin for the modern period and their current impact on the recreational sector was also performed. When studying lakes and reservoirs of the Nura River basin, the current state of recreational resources, considering water resources, shows the dynamics of changes for the better. Previously, these studies were carried out by many Kazakh scientists (Abdreeva et al., 2015). Having made a comparative characteristic based on observations over the last 5 years from 2015 to 2020 based on statistical data of the Nura River basin on the recreational sector, the overall picture of recreation in this region has a positive trend and this is due to state programs aimed at the development of the tourism sector and domestic tourism of the Republic of Kazakhstan. As a result, recreational recreation areas are being created in this region and the state of flora and fauna is improving. If earlier domestic tourism was not so developed, now it is actively developing and popularized among the population of the Republic of Kazakhstan. Considering the issue of the structure of the recreational sphere, it should be noted that while the tourist attractiveness is often caused by the presence of unique and unrepeatable landscapes, cultural and historical heritage, not ordinary geological formations, rich original plant communities and habitats of rare fauna, the actual recreational activity in the Republic, as well as throughout the world, is carried out mainly near water bodies. Construction of holiday homes, summer camps for children and adults, camp sites and beach complexes, and other similar facilities is usually carried out on the banks of rivers, lakes, reservoirs, sea coasts, etc.

The exception is specialized medical institutions, for which the main criteria is the presence of a particular therapeutic factor – mineral waters, therapeutic mud, areas characterized by particularly valuable indicators of sanitary and hygienic conditions, as well as winter recreation and sports facilities. Therefore, it is important to pay special attention to the recreational sector and consider the prospects for the development of recreation and tourism. It should be noted that the territory of the Nura River basin is unique for its unusual structure of lakes, so lake Koktal, located in the Western part of the basin, is distinguished by its unusual system and location in a unique place, lake Tengiz – the "Pearl" of the Korgalzhyn reserve, the habitat of the famous pink flamingos with rich flora and fauna.

The Nura River basin is represented by unique types of forests, rivers and reservoirs, hunting and fishing grounds, specially protected natural territories, individual deposits of medicinal waters and mud, with an extensive system of lakes.

There are 7 natural monuments:

- Boxelder maple, located in the city of Karkaralinsk on the street Ermekova house 13, in the Karaganda region. Tree planting here began in 1914;
- Cave of prehistoric man, is located in the tract Maliksay, 3 kilometers from the city of Karkaralinsk. This is a small stone canyon made of granite slabs and three entrances to the underground. Extreme caves of small size;
- Siberian larch, located on the territory of the Karaganda forestry, 31 quarter, 14-15 allotments. The total area is 5.7 hectares;
- Lake Shaitankol, located at a distance of 5 km to the West of the city of Karkaralinsk, belongs to the mountain reservoirs, is located in a basin surrounded by a number of hills at an altitude of about 1200 meters. The lake itself, the surrounding forests and mountains are very beautiful and shrouded in legends;
- Basin lake, located at a distance of 4.5 km North-West of the city of Karkaralinsk, belongs to the mountain reservoirs;
- Natural monument Siberian Spruce, located in the municipal state institution "Karaganda economy for the protection of forests and wildlife", Karaganda forestry, in the Karaganda region;
- Palatka nature monument, located North of the city of Karkaralinsk. This is a vast depression in the granite wall, safely sheltered from the rain and sun by a giant stone canopy.

The following species of animals also live: wolf, boar, roe, elk, marmot, fox, korsak, polecat, hare, duck, goose, grey partridge, ermine, weasel; rare and endangered species: stipa, festuca valesiaca, artemisia, limonium, carex, calamagrostis, phragmites (Erzhanov, 2001). The development of the recreational sector of this territory is of great cultural and natural significance, as there are rare species of flora and fauna. Among the fauna in the territory of the Nura River basin, you can find grasshopper, tipchak, sagebrush, kermek, sedge, weinik, reed (Bekenov, 1996; Baitenov, 1985).

The current state of recreational resources of the Nura River basin shows that most of the territory is favorable for the development of recreation, and has the potential to become even more improved and developed for human recreation and preservation of the cultural heritage of nature. But also, for the creation of tourist routes in the vicinity of the Nura River basin, at the moment there is not enough developed road infrastructure, which is mostly one of the most important problems of the development of the recreational sector and tourism in Kazakhstan.

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## THE PRELIMINARY GEOTOURISM STUDY IN PHETCHABUN PROVINCE, THAILAND

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**Abstract:** Phetchabun Province is situated in the lower northern region of Thailand. This province has many natural attractions with interesting cultures and traditions as a popular tourism destination. The geological signification of this area is in the collision zone between Shan-Thai plate and Indochina plate. Resulting in many outstanding geological diversities. This research focuses on geological features or geosites as natural tourist attractions. Sixteen geosites were selected in Phetchabun Province consisting of waterfalls, potholes, cliffs, caves, columnar jointing, fossils localities, and many scenic viewpoints arising from tectonic plate evolution, weathering and erosion. Guidelines for geotourism development were analyzed. This is the first geotourism research study in this area, and presents geological data, recommended travel routes, an overview of the current situation and possible problems of promoting geosites as tourist attractions. Sustainable development of geotourism in Phetchabun Province will provide employment opportunities for the local population, respond to the currently increasing global ecotourism sector and increase geopark potential to be a national geopark.

**Key words:** Geotourism, Geosite, Phetchabun, Thailand, SWOT analysis

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### INTRODUCTION

Phetchabun Province is located in the northern-central-northeastern part of the country on the edge of the Khorat Plateau. Western, northern, and eastern areas are bounded by the Phetchabun mountain range as a horseshoe shape surrounding fertile plains in the central and south parts. The area represents the boundary between the Indochina and Shan-Thai plates collision in the Late Triassic and the plate boundary zone has been divided into the Loei-Phetchabun Fold Belt, the Sukhothai Fold Belt and the Nan Geosuture (Bunopas and Kong, 1982; Bunopas and Khositantont, 2008; Bunopas and Vella, 1983; Crawford and Panjasawatwong 1996; DMR, 2007a, 2009; Metcalf, 1999; Singharajwarapan and Berry 2000). This process has resulted in diverse rock and mineral types, spectacular landforms and areas of outstanding natural geological beauty. The geological diversity has generated many different geosites such as spectacular landscape viewpoints, mountains, fossil sites, caves and speleothems, waterfalls and hot springs. Many interesting geosites are located within the boundary of the Phetchabun geopark that covers Nam Nao district, Lom Sak district, Mueang district and the National Park and Wildlife Sanctuary Area, while other outstanding geosites are distributed in other areas of Phetchabun Province. Tourists who visit Phetchabun can immerse themselves in nature and relax in a pristine and unspoiled environment. The area offers huge potential for geotourism as a form of natural area tourism that focuses on landscape and geology. Nowadays, the tourism influence businesses and the economy through the use of transportation, accommodation, food, products and services. If the tourism industry is supported and promoted by the government or private sectors, then businesses will show greater profits and the domestic economy will also benefit and grow as a result of the increasing availability of foreign exchange, local employment, and income distribution throughout the community. The Tourism Authority of Thailand (TAT) has promoted tourism using the logo “Amazing Thailand”. This presents Thai traditional tourism and local experience appreciation with income distribution to the indigenous communities. In different regions, unique identities can generate new perspectives and act as a magnet for ecotourists.

Geotourism is an activity and form of alternative nature tourism that focuses on promotion, education, understanding, and appreciation of the geological value of landscapes in the area or geology-base tourism that become popular in many countries around the world (Dowling, 2011; Dowling and Newsome, 2005; Newsome and Dowling, 2017; Ruban, 2015). It can improve living standards and culture by providing employment for the local economy (Allan, 2013; Dowling, 2011; Newsome and Dowling, 2017). In other words, Geotourism was explained to the unique tourism form having a focus on geological feature and geoheritage (Stoffelen and Vanneste, 2015). Geotourism can bring positive results for the community such as raising awareness and establishing conservation consciousness in people through education, science, economics, and society by improving living standards and the local economy and also increasing respect for nature (Ciftci and Güngör, 2016; Dowling, 2011; Hose, 2000, 2008; Hose, 2011; Lazzari and Aloia, 2014). The keys to sustainable tourism development are increasing the profits and benefits for local communities, cultural activities in order to local recognize and create a positive attitude towards geotourism (Farsani et al., 2014; Shahhoseini et al., 2017). The term geotourism was first coined in the United Kingdom at university research level and later became widely accepted and used in Europe and other countries (Dowling and Newsome, 2005; Hose, 1995, 2000, 2008; Ruban, 2015). Geosites designate areas of spectacular geological, geomorphological and palaeontological features with in-situ and ex-situ occurrence and may also display high value geodiversity such as fossils, mineral sites, landforms, soil feature, ground formation, caves, and grottos (Brilha, 2016, 2018; Gray, 2004; Panizza, 2001; Wimbledon, 1996). Geosites result from the evolution of the earth's crust or geological processes and display outstanding scientific, historical, economic and aesthetic geological features.

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Geotourism and geological knowledge are listed as an important part of the geopark compositions up to 30% (Singtuen et al., 2019). Therefore, the development of geotourism is an important driver in a geological park management. Geotourism and geopark are one model of sustainable development maybe improve the environment and geoheritage conservation (Gray, 2019). Consequence result, Geopark establishing can support local products, local food and local accommodations (Singtuen et al., 2019).

In past decades, geotourism research mainly involved Europe but Asian countries such as China, Japan, and Malaysia are now attracting increasing geotourism publicity (Ruban, 2015). The sample geotourism research in Thailand described the geodiversity of geosites in Chiang Mai, Chaiyaphum, Buriram, Ubon Ratchatani Province and Samui Island along with assessments for future conservation management (Singtuen and Won-In, 2018, 2019; Singtuen et al., 2019; Nazaruddin, 2020). Here, geosites in Phetchabun Province are described and classified. Prospective geotourists need to understand the concepts of geological attractions. The Phetchabun Province public relations department may find this information useful for efficient conservation and geotourism development in the future. Geotourism also conforms with the Thailand tourism campaign in the field of local experience appreciation and traditional tourism.

## MATERIAL AND METHODS

The materials used in this study comprised literature related to the research topic, a geological map of Phetchabun Province scale 1:100000, the Google map website, and a camera for photography. Information concerning the selected geosites was analyzed and classified into groups of geological features for fieldwork study by category of Gray (2004) and Newsome (2012). Geoconservation and geotourism development were qualitatively assessed for strengths, weaknesses, opportunities, and threats using the SWOT analysis technique (Gurel, 2017). Suitable travel routes in Phetchabun Province were mapped. The material and methods are modified from Singtuen and Won-In (2018a, 2018b, 2019) and Nazaruddin (2020).

## RESULTS AND DISCUSSION

### Inventory and characterization

Interesting geosites in Phetchabun Province include areas in Nam Nao district, Lom Sak district, Muang district, and Wichian Buri district. Explanations of geosite characterizations are described below.

Nam Nao National Park comprises the areas of Nam Nao district and Lom Sak district. Nam Nao district has many kinds of geosites as well as viewscapes and geo-trails. Nam Nao cave or “Phu Nam Rin” (Figure 1) is a Permian limestone cave (Figure 16) of Pha Nok Khao rock formation located in the northern part of Nam Nao National Park. It is the third-longest cave in Thailand with a length of 9,817 meters but only 418 meters are accessible for visitors (DMR, 2007b, 2009; Ellis, 2006; Fontaine et al., 2001; Fontaine et al., 2002). This limestone cave has active, continuously accumulating stalagmites and stalactites. Fusulinid and Brachiopod fossils have been found in the cave (Hada et al., 2015). Caves are formed by water erosion of permeable carbonate and sulfate rocks such as limestone, dolomite, marble, and gypsum over a very long time. The water permeates through the rock and initiates a slow dissolution process (Davies and Morgan, 1991). The Pha Nok Khao rock formation dates from the lower-middle Permian period and consists of dark-gray chert (chert nodules in limestone), gray limestone, mud cracks and shale. Nam Nao Archosaur Footprints Cliff (Figure 2a-2b) is famous for the ancient fossil footprints found there with 2-2.5 feet long steps. These lithified footprints can be seen on the mudstone and shale bed in late Triassic of Huai Hin Lat Formation (Figure 16) (DMR, 2007b; Khositantont and Khositantont, 2018). The cliffs slope at around 60 degrees for a distance of more than 100 meters (Saenyamoon et al., 2005). The footprints are thought to have been made by an Archosaur or ancient ancestors of crocodiles.



Figure 1. Nam Nao Cave a) The cave entrance; b) The cave pathway; c) The cave chamber and d) Brachiopods fossil

Nam Nao Canyon comprises a large cliff of red-brown sandstone and shale in a flat rock formation (Figure 3a-3c) (DMR, 2007b). The cliff has large folds and cracks which formed as a part of Phetchabun active fault. Long ago, the earth's crust was uplifted as a result of pressure from moving continental plates that produced a folded structure. Over many years, weathering and erosion by streams flowing through the area formed a canyon with steep sides around 200 meters high (Khositanont and Khositantont, 2018). Shale layers are more easily eroded than sandstone layers, resulting in visual erosion as streaks on the cliff face. During the rainy season, a stream flows through the gorge.

There is a small waterfall in the vicinity called “Nakkarat Tadmok Waterfall” (Figure 3d). At Loei Dun (Figure 4) in the northeastern part of Nam Nao district at the boundary of Loei and Phetchabun Provinces there are potholes in the red-brown sandstone (DMR, 2007b;

Sakha, 2018) and also found siltstone and pebbly sand in Nam Phong Formations (DMR, 2020). Potholes in the bedrock were caused by erosion over many millions of years by the abrasion of sediments borne by strong swirling water as whirlpools and eddies, like the occurrence of Sam Pan Bok geosite in Ubon Ratchathani, Thailand and other geosites (Singtuen and Won-In, 2019; Wang et al., 2009; Zhong et al., 2002). The potholes can be clearly seen during the dry season, but they are covered by water flow in the rainy season.

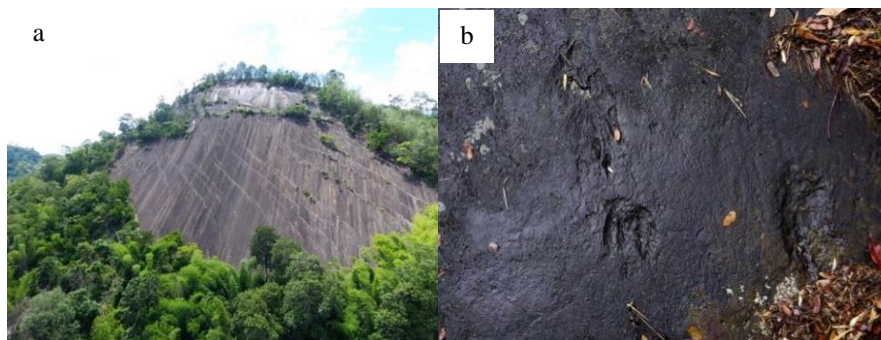


Figure 2. a) Archosaurs footprint cliff; b) Archosaurs footprint (Figures permitted by Phetchabun Geopark director)

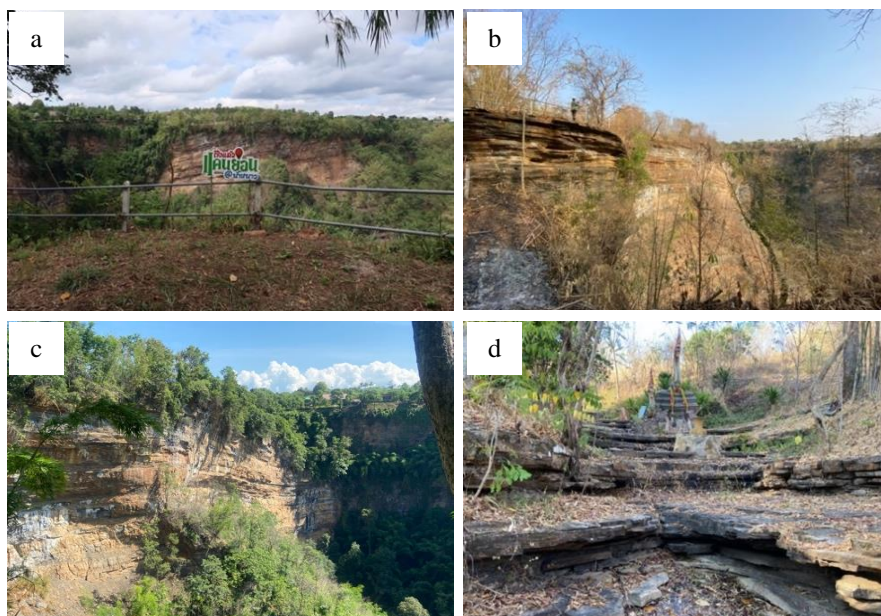


Figure 3. Nam Nao Canyon a) Site label; b) Viewpoint; c) Cleary structure of rock and d) Nakkarat Tadmok waterfall

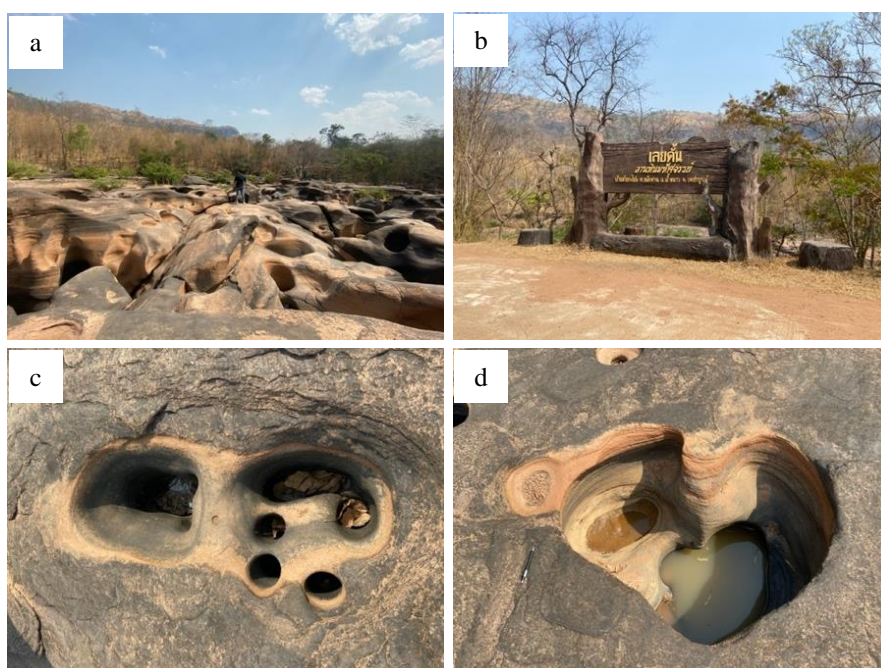


Figure 4. Loei Dun a) Wide viewpoint; b) Geosite label; c) and d) Various pothole shape in geosite

In Lom Sak district, the Ruesi Sombut Cave (Figure 5a-5b) was formed in the geological past in lower Permian limestone through sediment dissolution that date from 286-258 million years ago. The Pha Nok Khao rock formation group is composed of massive gray limestone (DMR, 2007b, 2009). Stalactites and stalagmites can be seen in the cave but not active. This cave has an important military history and was used as the hidden treasure location of the Thai Government B.E. 2487 (Tourism Authority of Thailand, 2011). Currently, the cave is under monastic management and there is a Buddha statue in the small entrance chamber.



Figure 5. a) The Ruesee Sombut cave entrance; b) The Ruesee Sombut cave chamber consisting of Religious objects; c) The Tarn Thip waterfall and d) Dark-gray mudstone and red-brown sandstone



Figure 6. a) Huai Tong Bridge viewpoint; b) Huai Tong Bridge car parking; c) Pha Daeng Continental Margin Cliff from roadside perspective; d) The top of Pha Daeng Continental Margin Cliff

The Than Thip Waterfall (Figure 5c-5d) flows over fine-grained sandstone and mudstone, with a height of 26 meters and a width of 30 meters. The rock characteristics are shale, dark-gray mudstone and red-brown sandstone that date from 230 million years ago in upper Triassic, Huai Hin Lat formation (DMR, 2007b, 2009). The colors of the rocks indicate the different sediment types. The waterfall is the headwaters of the Huay Nam Kla River in Lom Sak district. There is a natural trail to the waterfall around 400 meters long through virgin deciduous dipterocarp forest and dry evergreen forest. The Huai Tong Land Connection Bridge is located on Lomsak-Chumpae route (Figure 14). This is the highest bridge in Thailand with 50 meters of bunting (Figure 6a-6b). This area represents the boundary between the collision of the Indochina plate in the east and the Shan-Thai plate in the west as the central Sukhothai Fold Belt, Nan Suture, and Loei Fold Belt (Bunopas and Kong, 1982).

A viewpoint overlooking the bridge presents a truly breathtaking vista. The Pha Daeng Continental Margin Cliff is formed of red sandstone (DMR, 2007b) and located at the boundary of Phu Pha Daeng Wildlife Sanctuary on Lomsak-Chumpae route (Figure 14). To view the bottom of the cliff you can walk up to the top. The viewpoint presents an attractive setting as a cliff ridge extending into the sky for a charming sunset.

This cliff was formed by the Phetchabun fault under the influence of the Indochina and Shan-Thai plates (Khositanont and Khositanont, 2018). The Pha Daeng Shrine is located below the cliff (Figure 6c-6d). The Pha Hong Scenic area at the boundary of Nam Nao National Park in part of Lom Sak district has excellent viewscapes. The site offers a sunset viewpoint with a flock of bats on a Permian limestone mountain

(DMR, 2007b). From the top viewpoint you can see the topography of the mountain range on the west side of Phetchabun Province and suture zones between Shan-Thai plate and Indochina plate (Khositanont and Khositanont, 2018; Sakha, 2018). The viewpoint is 400 meters from the Lonsak-Chumpae route (Figure 14) with a climb of 259 stair steps in gnarled and sharp rock. Ensure that you are well prepared and ready for walking and hiking (Figure 7a-7b). Another outstanding geosite in Lom Sak district is Non Hua Lon or Ban Tew Canyon in Ban Tew sub-district. Non Hua Lon is a natural canyon formed in siltstone and sandstone layers that were weathered and eroded by rainfall and stream waters (Figure 7c-7d) (DMR, 2007b). This area has characteristics similar to Phae Muang Phi Park in Phrae Province. The various rock sizes indicate different transportation distances in the past (Sinsakul, 2535). Some parts show laterite rock formations.

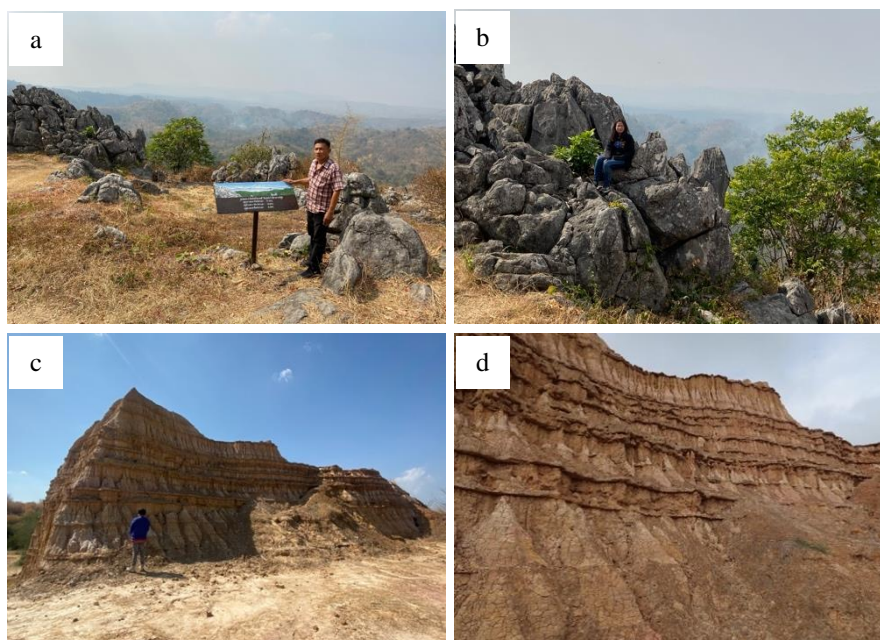


Figure 7. a) Pha Hong Scenic Area and information label; b) Limestone mountain in Pha Hong Scenic Area; c) and d) Non Hua Lon: the weathering and erosion phenomenon

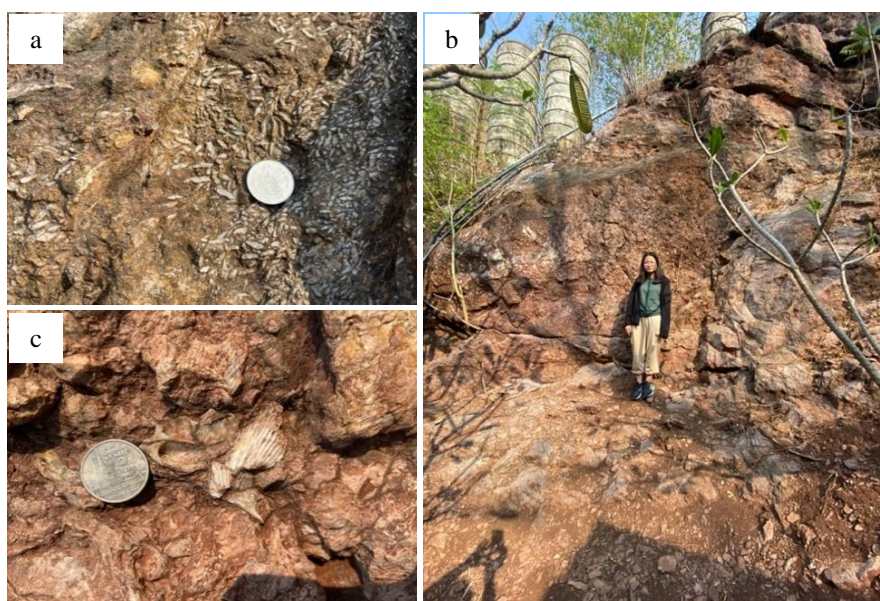


Figure 8. Fossils site in Temsip abbey a) Fusulinid fossil b) Fossils mountain and c) Brachiopod fossil

Muang district has a famous fossil site at Tem Sip abbey (Figure 8a-8c). The area is protected by the abbey office. The fossils are found in fossiliferous limestone rocks from the Permian period (Figure 16) (Dawson, 1978; DMR, 2007b; Chonglakmani and Sattayarak, 1979; Hinthong, 1985; Wielchowsky and Young, 1985). Major fossil types are Fusulinids and Brachiopods. These fossils are also found in the limestone rocks in nearby areas such as Nam Nao Cave in Nam Nao district and Phu Nam Yod district in Wichian Buri district (Hada et al., 2015).

Wichian Buri district is mostly composed of open plains with some geosites. Hexagonal rock pillars are formed of porphyritic dark-gray basaltic rock as 11 million years old columnar joints (DMR, 2007b; Charoensuk, 2016; Suthirat et al., 1994). These formations resulted from lava cooling. Long ago, lava flows covered the area and the top surface rapidly cooled and contracted with increasing stresses in all directions. Most columns were formed as hexagonal systems as the optimal development (Gray, 1986). These rock pillars rise up perpendicular to the earth's surface. Over millions of years, geological processes such as impacts from the Phetchabun fault, weathering, and erosion altered the earth's crust in this area. Volcanic rocks in this area also include important petroleum reservoirs in Thailand (Kosuwan, 1995; Limtrakun et al., 2013). Nearby, the igneous rock pillar waterfall, "Sab Plu Waterfall" or "Yang Sao Basaltic Columnar Joint Waterfall" is the only basaltic pillar rock waterfall in Thailand (Figure 9).



Figure 9. a) Sab Plu waterfall label and b) Cleary columnar joint in geosite (Figures permitted by Phetchabun Geopark director)

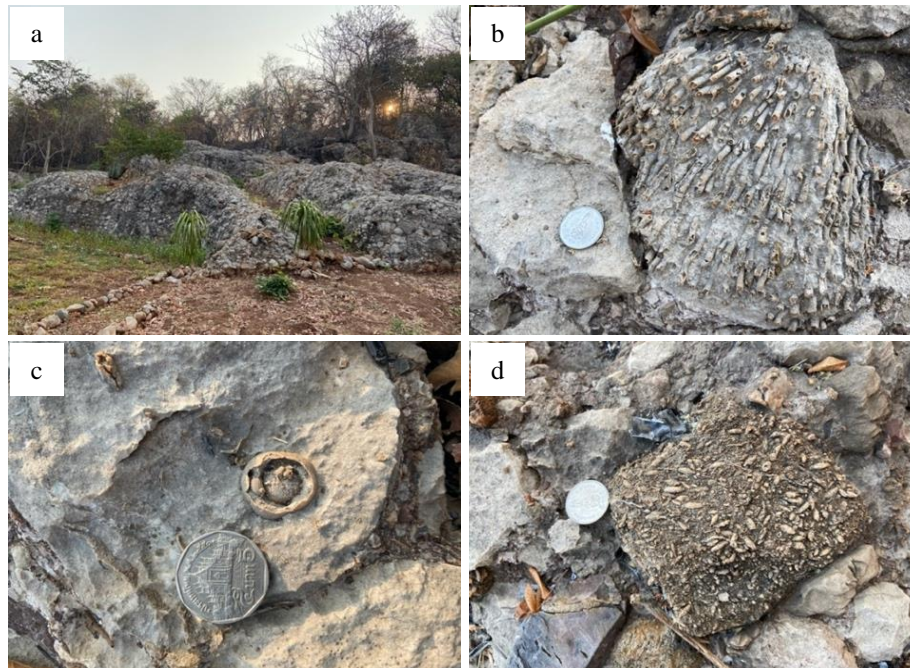


Figure 10. a) Phu Nam Yod Fossils Site; b) Corals fossils; c) Gastropod fossils and d) Fusulinids fossils



Figure 11. a) and b) Bor Nam Dued Hot Spring; c) The air bubbles that pop up from under the water and d) Information label

The Phu Nam Yod Fossil Site in Phu Nam Yod sub-district, Wichian Buri district (Figure 10) presents clear evidence that this area was once a continental shelf under an ancient sea some 240 million years ago during the Permian Period (DMR, 2007a, 2007b). The limestone rocks comprise breccias and fossils of corals, fusulinids, gastropods, bivalves, ammonites and radiolarians as single-celled colonial protozoa (Chonglakmani and

Fontaine, 1990; Hinthong, 1985). Hot springs can be found at Kok Prong Amazing Hot Spring or “Bor Nam Dued” (Figure 11). Hot spring water contains high amounts of carbonate compounds and often has a faint smell of sulfur (Raksaskulwong, 2015). The heat is generated from the high geothermal gradient and igneous rocks in the area which age around 250 million years old (DMR, 2007b, 2009). The hot spring exudes water at temperatures between 30 and 50 degrees Celsius with pH ranging 7.5 to 9 as weakly alkaline (Subtavewung et al., 2005). One remarkable characteristic is the boiling sponge that springs up when sound occurs because the sponge in the pool is affected by sound vibrations. Previously, the sound was given out from a large gong (Thai musical instrument) used as a test machine. At a nearby site in Kok Prong sub-district there are fossiliferous gastropod beds (*Bellamya* sp.) deposited around 13 million years ago (DMR, 2009; Sakha, 2018) (Figure 12).



Figure 12. a) Kok Prong Gastropod fossils site; b) Fossils exhibition building c) and d) Various gastropod size

Table 1 Classification with major category and geodiversity of geosite in geotourism <sup>1</sup>Newsome et al., 2012; <sup>2</sup> Gray, 2005

Geosite	Major category <sup>1</sup>	Geodiversity <sup>2</sup>	District
Nam Nao Ancient Cave	Cave and speleothems	Rock, mineral, fossil, landform/landscape, process	Nam Nao
Nam Nao Archosaur Footprints Cliff	Weathered and erode landforms, Fossil	Rock, Landform/landscape	
Nam Nao Canyon	Weathered and erode landforms, Canyon	Rock, Landform/landscape	
Loei Dun Pothole	Weathered and erode landforms	Rock, Landform/landscape	
Ruesi Sombat Cave	Cave and speleothems	Rock, mineral	Lom Sak
Tarn Thip Cascade	Waterfall, Rock outcrop	Rock, Landform/landscape	
Non Hua Lon	Weathered and erode landforms, Canyon, Soils	Rock, Landform/landscape, soil	
Huai Tong Land Connection Bridge	River valleys	Rock, Landform/landscape	
Pha Daeng Continental Margin Cliff	Weathered and erode landforms, Mountain	Rock, Landform/landscape	Muang
Pha Hong Scenic Area	Karst environment, Mountain	Rock, Landform/landscape	
Temsp Fusulinid Fossil Site	Weathered and erode landforms, Fossil	Rock, mineral, fossil, landform/landscape, process	
Yang Sao Basaltic Columnar Joint Park and Cascade	Volcanics landforms, Rock outcrop, Waterfall	Rock, Landform/landscape	
Phu Nam Yod Fossils Site	Weathered and erode landforms, Rock outcrop, Fossil	Rock, mineral, fossil, landform/landscape, process	Wichian Buri
Kok Prong Gastropod Fossils Site	Weathered and erode landforms, Rock outcrop, Fossil	Rock, mineral, fossil	
Kok Prong Hot Spring	-	Rock, process	

Table 2. Potential of geopark in Phetchabun Province analyzed by SWOT analysis

SWOT	Remark
Strength	<ul style="list-style-type: none"> <li>- Various geodiversity, and natural diversity</li> <li>- Good transportation route, and car park</li> <li>- Good protection from geopark and quality organization</li> <li>- The area in geosite can organize various activities such as observing, camping and hiking etc.</li> <li>- Good homestay and other accommodation networks</li> </ul>
Weakness	<ul style="list-style-type: none"> <li>- Some sites benefit of very inferior accessibility such as Nam Nao Archosaur Footprints Cliff and Yang Sao Basaltic Columnar waterfall with dangerous gravel path.</li> <li>- Some direction signs have old and faded characters.</li> <li>- Some people in the area are still unable to provide suggestions on how to access the geosite.</li> <li>- Some geological sites are very far away. Therefore, tourists choose not to go to travel and need to travel by private car.</li> </ul>
Opportunity	<ul style="list-style-type: none"> <li>- The budget is supported by government and external agencies.</li> <li>- The areas that receive attention from the education part such as field trip in geopark and research.</li> <li>- Education department cooperation and research</li> </ul>
Threat	<ul style="list-style-type: none"> <li>- Disaster such as wildfire</li> <li>- Forest invasion of human</li> </ul>

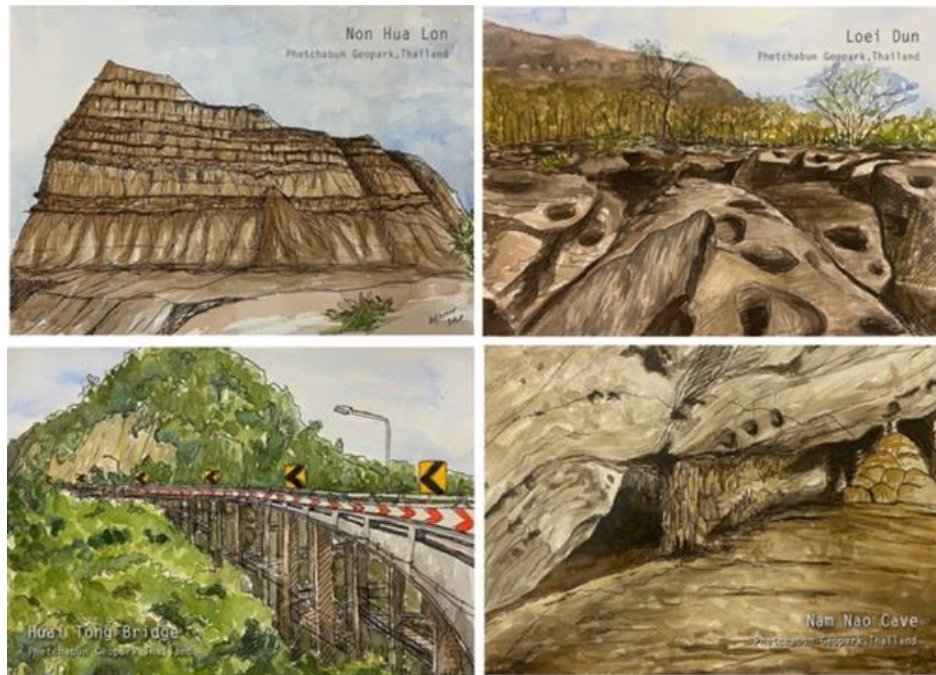


Figure 13. Watercolor painting of some geosites in Phetchabun Geopark for Postcards and Souvenirs painted by N. Paungya (The first author of this paper)

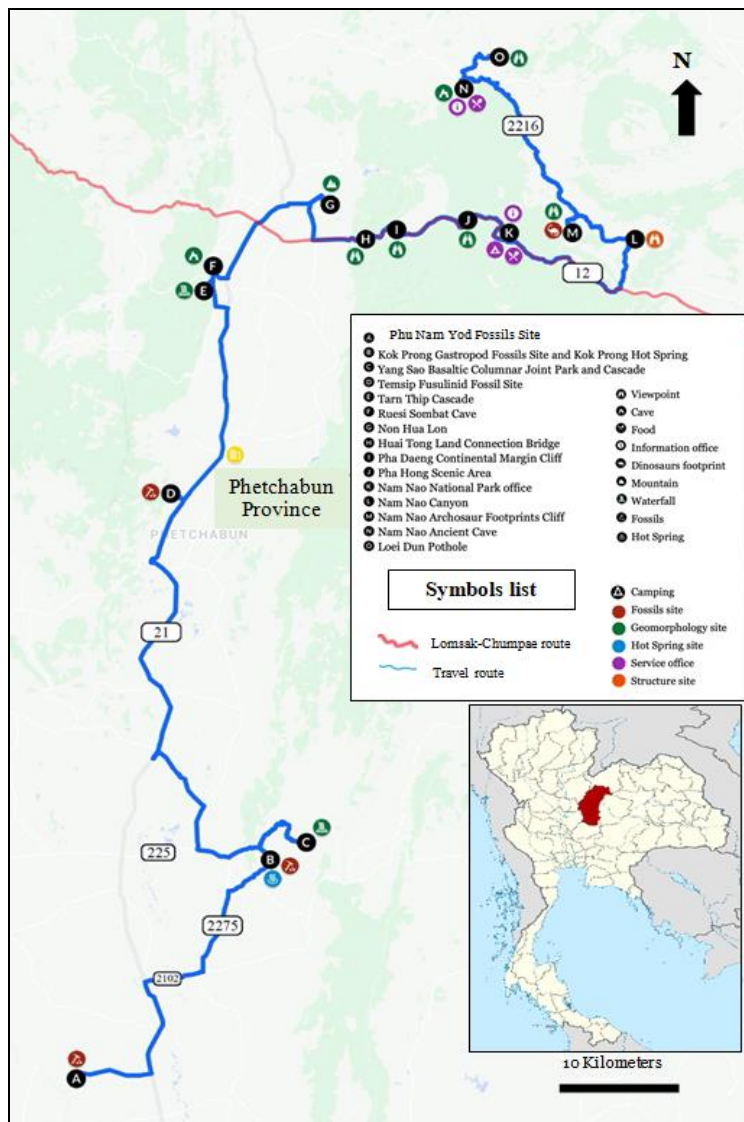


Figure 14. The travel route of selected geosites in Phetchabun Province



Figure 15. a) Phetchabun Geopark office; b) Inside the Nong-Naree Science Park; c) Tourist attraction books and d) Example of geopark public relation in local restaurant

### Classification

Table 1 classifies the attractions in Phetchabun Province. The data consist of natural geosites with rock process geodiversity, landforms/landscapes, minerals, and fossils following the concept of Gray (2005). Types of attraction are categorized according to the major subsets of Newsome et al., (2012). This preliminary data gathering presents and classifies geo-attraction sites in a more systematic manner.

### Assessment

The selected geosites were first qualitatively assessed using SWOT analysis for more efficient management in the future (Table 2). SWOT analysis factors consist of strength (S), weakness (W), opportunity (O) and threat (T). Strength and weakness are internal factors obtained from the area, local people, and tourists, while opportunity and threat are external factors that positively and negatively affect area development. Data obtained from the analysis can be used as one perspective for development. Using strengths and opportunities to manage the areas can increase the chances of success and reduce weaknesses and threats that also affect the area. Strengths and opportunities in this area are many such as geodiversity, biodiversity, history, culture, transportation and government assistance. All parts can support each other to achieve good management. If the geosites have strong support and management this will promote geotourism and weaknesses and threats will be ameliorated and mitigated.

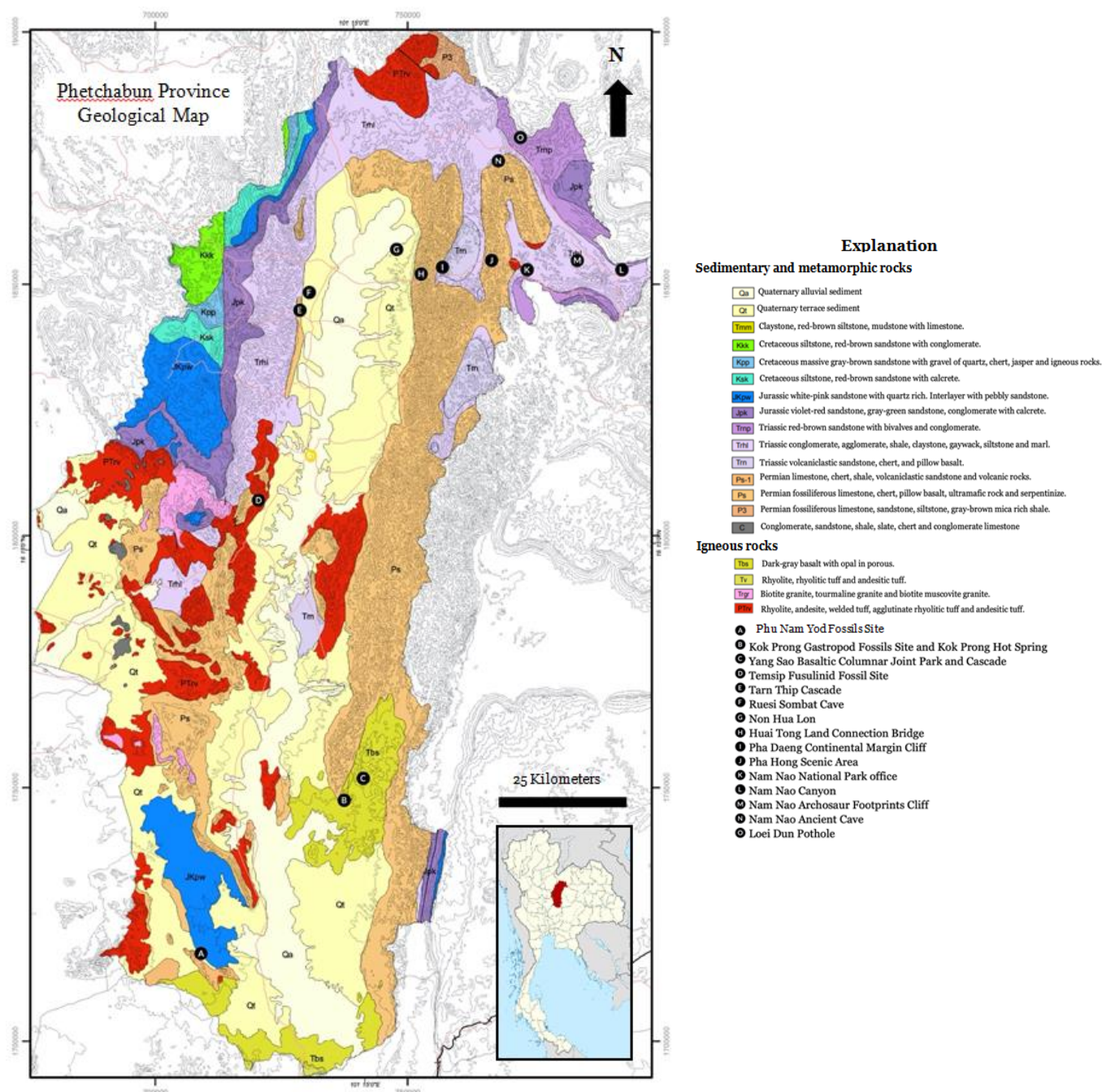


Figure 16. The geological map of study area in Phetchabun Province (modified from DMR, 2007b)

### Discussion for geotourism development

The selected natural geological sites in Phetchabun Province have outstanding geodiversity distributed in four districts. The researchers distinguished the type of geosites and recommended travel routes in Figure 14. The geosites are protected by national parks, wildlife sanctuaries, local organizations and temples. Phetchabun geopark was established for overall geosite management with geological objects

exhibited in Nong-Naree Science Park and a museum in Mueang district. Each geosites is far away from each other. Therefore, need to take time and should visit more than one day. To improve and promote public relations, Phetchabun geopark has produced tourist attraction books, postcards, geopark souvenirs and stickers that are sold in souvenir shops and cafes (Figure 15c-15d).

Geosite areas are separated into public and private sites. In the case of public sites, many areas are protected by government agencies. The purposes of geosites are conservation and utilization. Development limits depend on the approval of budgets from government organizations for public sites and landowners and stakeholders for private sites. Sustainable geotourism can be achieved by cooperation from all ownerships. Geotourism management should provide geological knowledge to tourists and use tourism tools to develop the attractions of geosites. The methods to achieve this aim are outlined (Ratanasuwongchai, 2010) as follows:

- Environment management consists of using economic and environmental indicators as tools to reflect problems occurring within the geopark. A zoning tool can be applied for suitable land management e.g. visitor center, parking, information labels, hiking trails, accommodation, and awareness of scenic and dangerous areas. A carrying capacity tool can maintain the level of resources potential and allocate tourism utilities and infrastructure appropriately without affecting the livelihood of local people.
- Community management consists of employment with local participation including tourism stakeholders and laws and regulations for the orderliness of the geological park
- Information management consists of information technology to promote tourism public relations such as geology learning media, museums and exhibitions, websites or social media fanpages. Tourism marketing is essential for success.

Petchabun Geopark is currently being assessed as a national geopark. The area has sufficient potential to be evaluated as a global geopark in the future.

## CONCLUSION

The geosites in Phetchabun Province are varied and diverse, with potential to establish geotourism. The features consist of weathering and erosion sites, volcanic sites, tectonic plate sites, hot springs and fossil sites. The area is located at the meeting point of the Shan-Thai and Indochina plates, resulting in various rock and mineral formations, geomorphology and particular structures from geological processes. The basaltic columnar joint waterfall in Wichian Buri district is an outstanding geosite in Thailand. Identifying and assessing the potential of geosites is the first basic and essential step. This information can then be utilized for the development of geological tourism in line with the tourism industry in Thailand and global tourism trends.

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## DESTINATION BRANDING MODEL OF AN ECOLOGICAL TOURISM VILLAGE IN BALI, INDONESIA

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**Abstract:** This paper is focuses on the branding process of ecological tourism village destinations in Bali Indonesia insightful their local indigenous systems. The research findings support and strengthen the concept of developing tourism village through the uniqueness and authenticity of local values, and interpret the reality of their ecotourism. Research uses constructivist paradigm with a qualitative approach. The conclusion shows that the branding destination of the ecological tourism village is constructed based on the Hindu cosmological system with the concept of “Tri Hita Karana” and the brand jargon is “Bali DWE the way to the real of Bali”.

**Key words:** Branding, social construction, local indigenous, ecological tourism village

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### INTRODUCTION

The idea of the formation of an ecological tourism village, known as Bali DWE, is related to concerns about the impact of enormous tourism development in Bali. The study of Dipayana and Sunarta (2015), underline that the development of tourism in Bali tends to address local people only as spectators, not as actors of tourism. To promote tourism, local people shift from the owner to be victims, for example, the agricultural sector succumbs to demands for tourism development, irrigation channels are closed to build roads, and rice fields are sold to build hotels. In short, Bali is more pro to the expansion of mass tourism infrastructure development.

Towards the expansion of mass tourism infrastructure development, there is a different response from the four villages in Bali, which were previously marginalized by tourism. These four villages in Bali form a joint network called the Village Ecotourism Network (JED, *Jaringan Ekoturisme Desa*). JED is a form of tourism village development with an emphasis on the context of village. The establishment of the JED was initiated by the Wisnu Foundation (one of the oldest environmental NGOs in Bali) based in Denpasar, Bali. JED was inaugurated in 2002, covering four villages in Bali, namely: (1) Banjar Dukuh in Sibetan Village; (2) a group of people in the Desa Adat Tenganan Pegringsingan; (3) Banjar Kiadan in Pelaga Village; and (4) Nusa Ceningan.

Unlike the general ecotourism development strategy, JED provides excellent attention to the social system of the Balinese people. They ensure that community life is regulated in the traditional village setting called “Desa Pekraman”. Pekraman Village, which is a traditional institution. The principle of ecotourism development is in harmony with the values of Balinese local wisdom (Ichsan, 2014). In response to the increasingly complex challenges of Bali's ecotourism, JED expands the village ecotourism movement by allying tourist villages named Ecological Tourism Village (DWE). Bali DWE further develops branding with a view of local wisdom that grows and develops in the socio-cultural life of the Balinese people. Bali DWE prioritizes the community's role in mitigate tourism village's destination environment. This thought is in line with the results of the study of Wahyuningtyas et al (2019) the non-structural mitigation conducted by the community is the dimension of knowledge, values, decision-making mechanisms, and group solidarity. These leads to important and unique aspect of the relationship between tourism and sustainable development, which is interaction, awareness and dependency (Firdaus et al., 2019).

Thus, this paper explores and finds out the efforts of the Balinese tourism village movement in understanding, utilizing, introducing, and preserving the values of local wisdom in the ecological tourist village movement in its region. This idea is in line with the idea that the development of village ecotourism must be oriented to nature and cultural conservation and involves the role of visitor togetherness as unique interest tourists (Tajeddini et al., 2017). The JED development strategy is based on the social system of the community life is regulated in an “adat” village setting called “Desa Pakraman”. Likewise, the strategy for the formation of the Bali DWE association as a brand marketing strategy for ecological tourism village destinations.

A brand is not just a name and logo, but is an organizations promise. The brand principle is not only functional benefits, but emotional, self-expression, and social benefits (Aaker, 2015). Brand are very powerful and serve as the core of marketing communications, strategic options, and the forces that influence an organization. In the case that a brand influences organizational strength, the concept of “internal brand” as Aaker (2015) applies, that is, branding that is rich and strong, is also connected to organizational values and culture which are then conveyed to everyone through stories. In the context of internal brands, it is a process of building a social image through social construction of reality (SCoR) of branding. As Loo and Davies (2006) say that Chinese brands basically contain a set of beliefs and applications that can be used for life, business, health, etc. Yang (2010) concluded that a brand without cultural values would lose “marketing support”.

Brand as a rationality that is stated in the form of a name, logo, or symbol is a form of semiotics that contains two important aspects, namely the existence of a signifier and signified (Sobur, 2006). A brand is not just a sign, but also an image that is completely constructed into the image of an organization (Bungin, 2015). Brand has a meaning as well as a sign tool that will be a reference that contains information and become discourse in the community. The discourse involved brand makers with other experts, brand makers with tourists, tourists with ordinary people, and tourists with other tourists.

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Eberly (1992) states that social constructivism is sourced from culture and makes individuals as actors. Furthermore Searle (1996) states that social reality sees together between individuals and social institutions. Individuals have an agent function in serving social reality which is actually also the reality of social institutions that live in the metaphors of individual minds. In the context of phenomenology, Berger and Luckmann (1966) states that SCoR through three simultaneous processes, namely: externalization, legitimacy of objectivity, and internalization. Bungin (2015) included mass media as an important phenomenon in the process of SCoR as well as the direction and power of mass media in society. In its development the SCoR of Berger and Luckmann (1966) has gone through several processes of phenomenological thinking, critical thinking, and post-modern thinking to date (Yang, 2010; Bungin, 2015).

The views of the phenomenologists since the arguments of Berger and Luckmann (1966) say that the social process of society takes place naturally, gaining criticism from critical thinking and post-modernists. Eberly (1992) of critical thinking groups saw SCoR Berger and Luckmann considered too sluggish and functionalist and limited SCoR thought. Further the emergence of post-modern thought by 2000 criticized that SCoR Berger and Luckmann (1966) emphasized the dominant ideology underlying the content of a social construction message against reality should not exist. Truth is nominalism from idealism, intercultural communication affects scientific truths, the power of truth is the same as the sand building, therefore there is no scientific truth, that there is only social fact (Hacking, 2000; Bungin, 2001). Bungin (2015) incorporated the mass media as the most important phenomenon in the externalization process, the legitimacy of objectivity, and the internalization. A description of the SCoR above provides a rationale for reviewing the branding model of the ecological tourism village.

## LITERATURE REVIEW

Village tourism is an ideal model to realize community-based tourism development and encourages the participation of local communities in managing village tourism destinations. Ecotourism development through ecological tourism villages can reduce the mass tourism industry's potential to degrade the quality of the environment. The tourism industry often exploits the potential of nature (agricultural land); thus, it has affected land conversion, and this trend is increasingly widespread (Dipayana and Sunarta, 2015). Tourism also involves the potential for the emergence of hedonic behavior, the shifting of traditional values of local cultures, and insufficient community involvement (Urbanus and Febianti, 2017). In rural communities, the socio-cultural life values are manifested, maintained, preserved as important customs and known as local wisdom or local indigenous traditions (Mastika et al., 2018). The values of local indigenous contain adaptive forms of mitigation for the community in managing their ecological area (Stone and Nyaupane, 2016). Ecotourism management model is unique because the villagers perform all the roles (Arida, 2016). The results of the Astawa et al (2019) study, found that the components of harmonious culture related to the belief in the greatness of God through prayer or prayer activities before an activity. In doing activities always pray based on their own beliefs and it had been conducted routinely before the beginning and end of activities. Each participant in an event was directly involved in the ceremonial or cultural activities in the village to maintain a balance of nature through ceremonial drafting set. Reminding village communities that they have local indigenous and values is essential (Aulia and Arya, 2010). They also compiled the local history of the village, adaptive mitigation (Stone and Nyaupane, 2016), and zoning of spatial use. Tourists who consume ecotourism products will gain an understanding of the methods of environmental conservation (natural and cultural) through experience and interaction with local communities (Fill, 2013).

Brand is an immeasurable concept (Kotler and Pfoertsch, 2006), but visually, the brand can be a logo, tagline, or symbol (Lusi, 2008). The symbolic dimensions of brand practices put them in cultural settings as cultural phenomena. Brands are symbolic articulators of production and consumption (O'Reilly, 2010). Signs are a form of communicative information that stands for something else that can be understood. Brand has a critical role in creating the experience promised by the brand (Bungin, 2015; Morgan and Pritchard, 2004). Therefore, the brand as a message product has contacts with various aspects of communication (Bungin, 2015; Carah, 2013; Rossiter and Bellman, 2005).

The brands are inherent in heritage sites, and the consequences for the complexity of how values are negotiated through knowledge sharing outside the market (Mortensen, 2014). Knowledge development involves providing knowledge, passing on experiences, instilling values and local indigenous, and constant training for collaboration (Sangthong and Rinthaisong, 2015). For the development of tourist activities, one of key elements is designing tourism for the community that adheres to the concepts of sustainable tourism, benefit the community and its environment (Desbiolles, 2010; Sangchumnon, 2018). Interpretation was identified as a tool for receiving feedback from tourists (Muneeenam et al., 2017). The branding of reality is a process of the social construction, that includes the externalization stage, the legitimacy of objectivity, and internalization. In the externalization stage, interested parties convey ideas and information aimed at certain groups in the community, starting with individuals, families, and communities (Hacking, 2000). In the process of legitimacy objectivity is a ratification of the logical explanations of the process of institutionalizing socio-cultural values into society. This social process provides rational reasons for the destination brand that has been conveyed to the community in the institutionalization process (Bungin, 2015). In the internalization is a bedrock to understand the meaning of the following: "My Fellow" (i.e., the understanding of individuals and others) and the world as a social reality full of meaning. Through the realization that the creation of meaning is not autonomous because of the marginalization of individuals, it begins with individuals who "take over" the world that other people already have. In the process of taking over, individuals can modify the world and can reconstruct the world creatively (Bungin, 2015).

Meanwhile critical thinkers and post-modern views emphasize the phenomenon process and the social construction process against reality (Hacking, 2000; Bungin, 2001). The influence of communication emphasizes the total change of social construction phenomenon to modern reality by incorporating the mass media as the most important phenomenon in the externalization process, legitimacy of objectivity, and internalization (Bungin, 2015). A theoretical view of social construction of reality is also followed by the development of changing tourism. The realization of tourism development in various countries, as well as awareness of the importance of preserving tourism assets, changes in tourism lead to a form of sustainable tourism development (ecotourism) based on the ecological, economic and social culture aspects of the local community (Malik et al., 2019). In response to the dynamics of tourism development, the Indonesian government has compiled the Strategic Plan of the Indonesian Ministry of Tourism 2018-2019. In the aspect of Potential Tourism Destination Development states that "Rural-based tourism development (tourism villages) will drive tourism economic activities in rural areas which will prevent urbanization and encourage conservation of nature which in turn will reduce global warming". Tourism destinations are developed based on potential tourist attractions and community empowerment in a completed and sustainable system (Yahya, 2018).

## METHODS

This study uses the constructivist paradigm. The social reality observed by someone cannot be generalized to everyone, as positivist usually do. A social reality is relative, based on the perspective of interpretativism which is divided into three types, namely symbolic, phenomenological, and hermeneutic interactions (Eriyanto, 2004; Bungin, 2008). Using a qualitative approach aimed at understanding and meaning various phenomena that exist and is a research procedure that produces descriptive data in the form of written or oral words from

people and observable behavior (Moleong, 2000). Characteristics of qualitative research are: 1) natural; 2) data are descriptive not numbers; 3) inductive data analysis; and 4) meaning is very important in qualitative research (Bogdan and Biklen, 1982; Denzin and Lincoln, 2009). Data collection tools use direct observation, in-depth interviews, and documentation studies (Marshall and Rossman, 1989). Data analysis is performed from the time data collection continues until the research is complete and the data obtained is considered credible (Miles and Huberman, 1984). Data were obtained from informants selected purposively, i.e. initiators of ecological tourism villages (Director of Bali Wisnu Foundation) and Director of the Village Ecotourism Network. From both initiators we obtained information about the background of the formation of village ecotourism network (VEN) and association of ecological tourism village (BALI DWE) related to the philosophy, principles and practice of local indigenous ecological tourism village. The leaders and subjects of ecotourism in the village, as the spearhead who have field experience interacting with visitors, have a responsibility to implement the values of local indigenous in practice through positive story telling and linkage attitudes that are able to satisfy visitors. Interviews with foreign visitors who were met incidentally were done to get responses to the implementation of the ecological tourism village that they experienced during their visit.

## RESULTS AND DISCUSSION

### BALI DWE branding with local indigenous view

In constructing ecological tourism villages, the main aspects to be considered are the value of local indigenousness related to aspects of the Hindu cosmology system in Bali namely, "*Tri Hita Karana*" (Windia et al., 2011). The importance of the Bali cosmology system stated by the Director of Wisnu Foundation (in 2016):

"... we truly believe that the Balinese cosmology system is so related to the conception of believe and how we treat ourselves and the environment. Some of the *awig-awig* of our village are written and some are not, but after we invite them to see, interpret, understand what they have, they become aware to manifest it in daily life, individually, socially, including in the ecological tourism village practice."

In the context of *Tri Hita Karana*, the area of a Pakraman village is divided into three zones: (1) the sanctity zone called "*Parahyangan*", (2) the limited-use zone called "*Palemahan*", and (3) the utilization zone called "*Pawongan*". The sanctity zone is for the establishment of temples and the protection of flora and fauna as a conservation area for wealth in a *Pakraman* village (Surpa, 2004). The following is the diagram of the Bali DWE construction model with Balinese cosmological systems (Figure 1).

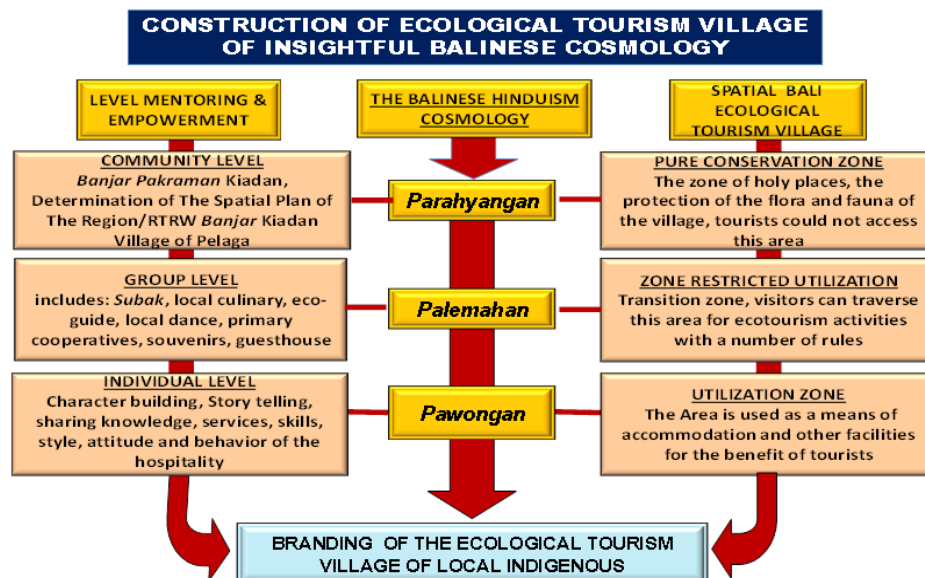


Figure 1. Social construction of reality model of BALI DWE

The limited-use zone is a transition zone, where tourists can cross for ecotourism activities if they follow a number of rules.

The initiators of village ecotourism (Wisnu Foundation and VEN) in providing assistance and empowerment to village communities can also be grouped into three levels: (1) community (2) group; and (3) individual. At the community level, the activists of an ecotourism village diligently and patiently build awareness and understanding of the community regarding the importance of their role in developing village ecotourism. The Director of Wisnu Foundation (in 2016) stated:

"... for us decision making is the most important issue, that every issue is discussed in community meeting forums. The four villages of VEN members have made mapping of the village area. Developing a regional spatial plan (RSP) is the most important activity at the beginning of ecotourism planning. Through regional mapping and space management plans, regional zones are then established, including the utilization zone for ecotourism".

The group level addresses the concerns that mere individuals cannot. These duties of this functional group include providing services for visitors' needs, such as objects of coffee plantation-based ecotourism, rural homestays, culinary offerings, souvenirs, and local guides. The Director of VEN (in 2016) stated:

"... with the richness of cultural arts and natural beauty, they design living quarters, types of art, attractions that are unique, interesting and agreed upon, both in determining prices and contributing to the owners, the subjects, and their respective villages. To create the comfort of village ecotourism, we build a coffee park, coffee gardens as a garden of life, we make their villages a tourist destination, economically creating employment opportunities such as local guides, culinary, village barista, art performances, and homestays".

The last level is the individual level. The individual level interacts with the *pawongan* level as a zone of utilization of an ecotourism village. The individual level prioritizes individual skills in interacting with visitors. The Wisnu Foundation and VEN provide education and capacity building training to build pride in their local indigenous values. They also introduced the socio-cultural assets to the visitors by promoting hospitality. The Director of Wisnu Foundation (in 2016) stated:

"... The values become the selling point, the products in the form of storytelling must be contextualized that we honestly say, we honestly

tell, that there is an effort that we do in creating a quality product. We say the interaction and meeting are knowledge sharing, not like host and guest but visitors feel that there is a linking attitude. They ask we answer and vice versa. In certain contexts, capacity building creates a number of division of tasks needed, for example being a local guide, order, culinarian, barista, guest house and others”.

### BALI DWE Social Construction

The spatial arrangement of the village then required harmonization and ratification by the district government. The process of the social construction of the branding reality of Bali's Ecological Tourism Village destinations includes the externalization stage, the legitimacy of objectivity, and internalization.

#### Externalization

In the context of social construction toward the reality of branding village ecotourism in Bali, it cannot be separated from the values of Bali's local indigenous people. The values of local indigenous people and the concept of the Balinese cosmology system are manifestations of the sacred teachings of Hinduism. These values are a way of life in the socio-cultural life of the Balinese people. With a touch of local aesthetic values and local architecture, the Balinese lifestyle has a character of uniqueness, authenticity, and originality. Related to the importance of the idea to pay attention to and carry out the values of local indigenous people in the development of ecological tourism villages, the Director of Wisnu Foundation (in 2016) stated:

“... Technologically maybe people in silicon B are more powerful, but in creativity, rituality, maybe we have a better position. It is in its socio-cultural context, from the context of uniqueness, from the island's artifacts also vary, from its history, in terms of geography and belief system, where the forest must be maintained, how the symbolization of "Goddess" must be maintained, it is extraordinary.”

People who have realized the treasure of local indigenouness have made it a social investment in the development of village ecotourism. The values of local indigenouness and practices in the form of the culture and social life of the community are the products and attractions of village ecotourism that are of high quality because they are unique and authentic.

#### Legitimacy of Objectivity

At the stage of the objectivity of legitimacy, the initiators in mentoring and training strive to demonstrate the benefits of village tourism in a social, environmental, and economic manner for the community. In the *Pakraman* village administration structure, ethics as a way of life in society is regulated through *awig-awig* (the law that applies in a *Pakraman* village), both inward relations and outside relations, including the village ecotourism context. In the context of the importance of local community-based management, the Director of the Wisnu Foundation (in 2016) stated:

“... in the context of implementing their customs, professional values are still difficult to be relied on. However, there are very many new capacities and skills that must also be added or supplemented according to their needs towards professional management through capacity building training and community organizing.”

The objectivity of legitimacy is also directed to make the village community aware of the importance of mutual respect between local residents and visitors. The efforts made by the initiator introduce the community to foreign guests and the interactions that occurred.

#### Internalization

The social construction process of the social branding reality of the "BALI DWE" destination now enters the next stage the “internalization” process. The internalization process strengthens the social system by accepting social construction towards the reality of destination branding. The process of internalization in the context of the supply side (internal branding) is closely related to the system of government in a *Pekraman* village in Bali. In a *Pakraman* village administration structure, ethics as a way of life for the community is regulated through *awig-awig* (the law that applies in *Pakraman* village), both inward relations and outside relations, including in the village ecotourism context. The Director of Wisnu Foundation (in 2016) stated:

“... We invited them (training participants in capacity building) to walk around, then the questions came to the calculation that if this was the tourism model we had, what would we achieve? We invited them to try to calculate the water use, land use, transportation, profit sharing, environmental impact, and cultural impact. Finally, they began to understand. These are the processes of awareness to make them understand the constellation of who gets what task.

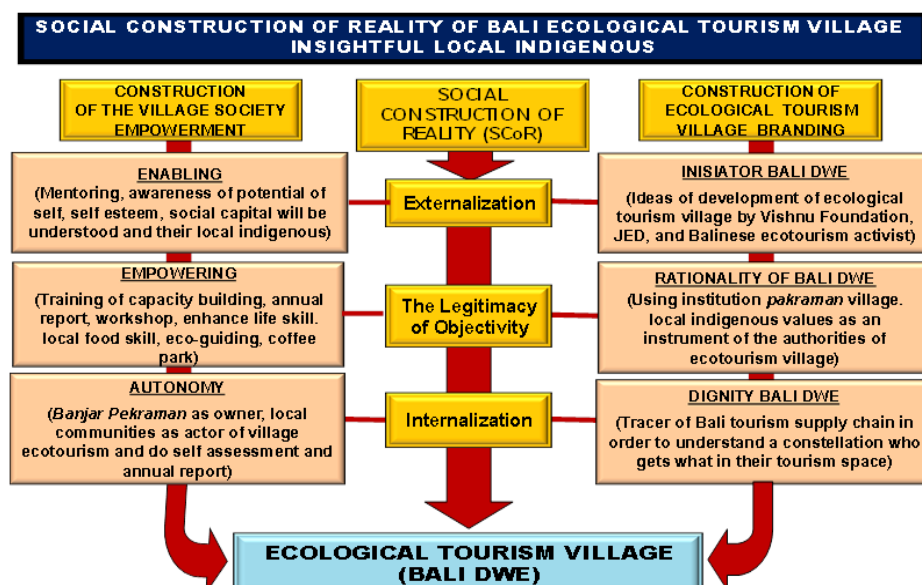


Figure 2. Social construction of reality model of BALI DWE

### BALI DWE Branding Model with Local Indigenous Views.

The village ecotourism brand in the VEN environment that later morphed into the concept of an "Ecological Tourism Village" (DWE) is an effort by the Wisnu Foundation, VEN, and Bali ecotourism activists to reconstruct the Bali ecological tourism village brand in the form of the "BALI DWE" logo, with the "Temple" symbol on letter A of the word "BALI". The tagline contained in the BALI DWE brand is "The Way to Real Bali". The social image displayed in the visualization of the background is a typical Balinese house and a Balinese figure that wears a Balinese headband (*udeng/destar*). Thus, the BALI DWE brand portrays the uniqueness, authenticity, and distinctiveness of Bali's Ecological Tourism Village. Branding is an effort to construct the brand. Therefore, the branding construction of a local indigenous ecological tourism village, the theme of this study, represents, the efforts of local communities in the research location (Banjar Kiadan) accompanied by the Wisnu Foundation, VEN, and concerned Bali eco-tourists/the initiators in constructing BALI DWE Brand. Based on the constructivism perspective, the study aimed to explore the efforts of the initiators to create a destination brand (BALI DWE). The following is the diagram of the brand construction of Bali DWE (Figure 3).

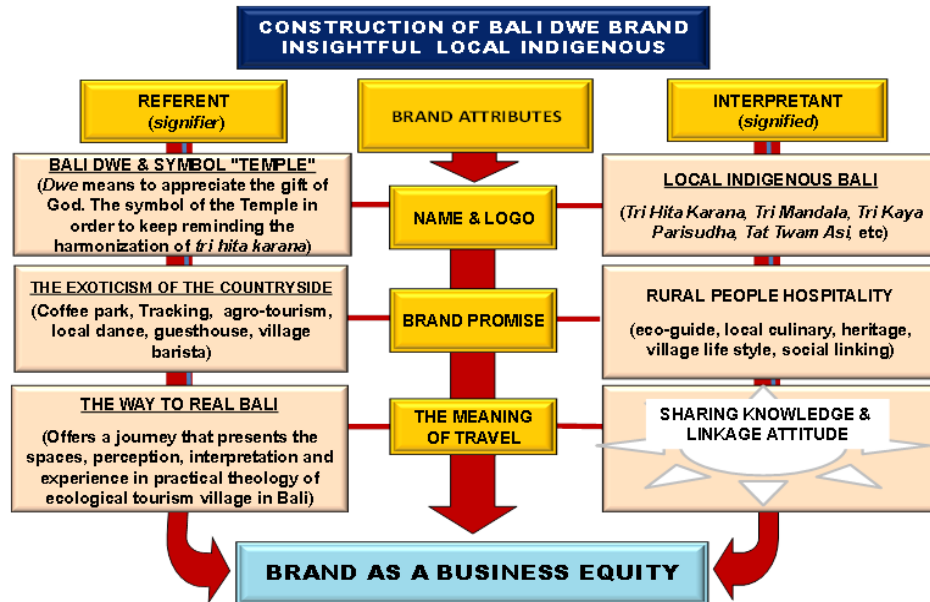


Figure 3. Construction of BALI DWE brand

In developing ecotourism products, the tangible and intangible products of the foundation have various obstacles and challenges to overcome. The encouraging results have been observed since the expansion and metamorphosis of VEN to the BALI DWE (Ecological Tourism Village) project. BALI DWE project expanded the coverage of villages involved in developing village ecotourism networks. A successful brand requires marketing communication support and social construction to ensure that the brand in question becomes solid. Complex relationships between brand and marketing communication can be described through the view of communication, that is, the brand itself is a message product that has complicated content. However, apart from the complexity of the brand, it remains a message in the marketing communication process. Brand as a form of marketing communication requires that the communication process is a transmission process that interprets symbols among individuals. In the practice of ecotourism, brand communication is performed through storytelling, knowledge sharing, and attitude linkages between hosts and guests.

Brands assemble social spaces that use the communicative capacity of cultural actors. A mode of branding that works by managing open social processes depends on affective personnel. Affective personnel involves the ability of individuals to produce certain meanings and feelings and opens social capacity. Branding operates as the main mode through which tourism value is considered to be circulating and reproducing, becoming available to exclusive regimes and capturing new economic benefits. As a high mechanism for mobilizing symbolic differences, brands now also appear to regulate values outside the domain of economic exchange. Brand practices and logic increasingly dominate tourism organizations both explicitly and implicitly.

BALI DWE as a brand in the form of logo, symbol, and tagline visualize the uniqueness, authenticity, and exoticism of Bali that has been released and published to the public. The BALI DWE brand is published as a form of marketing communication to provide an understanding of the destination product image and to attract visitors and interpretation was identified as a tool for receiving feedback from tourists. Based on the publication of the brand, the concept and context of the BALI DWE brand can then be analyzed.



Figure 4. BALI DWE brand (Source: Mastika, 2018)

In the context of the destination brand and internal brand of BALI DWE as Logo, Symbol, and Tagline, it is constructed based on local indigenous values of Bali, which can be explained based on the context of brand theory and semiotic theory. Based on brand theory, it can be identified on three brand attributes:

1) Name and Logo, aspects of signifier or referent (semiotic theory), in the form of the logo "BALI DWE" and the "Temple" symbol in the letter A of the word BALI. "Dwe" means respecting God's gift. The symbol of the temple, reminds Balinese to maintain the harmonization of *Tri Hita Karana*, the signified or interpretant aspects (semiotic theory), i.e. the local indigenous concepts of Bali.

2) Promise of Brand, signifier or referent aspects, in the form of rural exoticism, include coffee park, tracking, agro tourism, heritage,

rural house style, lifestyle of the village community, and so on. Signified or interpreted aspects in the form of rural people hospitality, include local eco-guide, local culinary, guesthouse, village barista, souvenirs, local dance, and social linkage.

3) Value of Traveling, the signifier or referent aspects, in the form of the tagline "*The Way to Real Bali*" mean offering a trip that presents spaces for interpretation, perception, and experience for travelers in the ecological tourism villages in Bali. The signified or interpreted aspects are the sharing of knowledge and linking attitude between hosts and guests of the ecological tourism villages.



Figure 5. BALI DWE branding (Source: Mastika, 2018)

## CONCLUSION

The implementation of the BALI DWE brand was constructed based on the Bali cosmological system, known as the *Tri Hita Karana* concept, and comprises (1) *Parahyangan*, (2) *Palemahan*, and (3) *Pawongan*. By contrast, in the context of the branding construction of ecological tourism villages as part of BALI DWE, the three stages of the simultaneous process are (1) externalization, (2) the objectivity of legitimacy, and (3) internalization.

At each stage of the social construction BALI DWE's branding reality included Bali local wisdoms; thus, the brand construction of "BALI DWE" is a form of internal branding development, evidenced, by the following: (1) the brand's visions and missions are supported by culture and the application of brand values; (2) leadership is used a brand driver, and in this case, the role of the Wisnu Foundation, VEN as a catalyst, and the *Pekraman* village model to compare the attitudes and behavior of the community and the managers of the ecotourism village according to their local indigeness values; (4) the "fun" element in the brand in the form of a promise from the tagline "*The way to real Bali*" is an experience that will please visitors and help them find meanings associated with the brand; and (5) BALI DWE promote inclusivity and carries out new initiatives that are gradually increasing in number.

Several dimensions influence the success of BALI DWE's internal branding: (1) the typical character of the island of Bali as "The Island of Paradise" by the world community; (2) the hospitality of Balinese people, which is a business value and a specific practice to convey value to tourists; (3) the concept of knowledge sharing and linkage attitude developed in the practice of village ecotourism having good educational and expertise values to convey and revive village ecotourism brands; and (4) conducting an assessment of a series of internal branding process activities and assessing the influence of the process conducted.

## LIMITATION AND RECOMENDATIONS

This research is focused on the branding characteristics of Bali DWE in Ecotourism network in the JED environment in Bali in implementing local indigenous values in the practice of organizing the village ecotourism. This study focuses more on laying the basis for the establishment of an ecological tourism village zoning system based on the concept of Hindu cosmology in Bali. To understanding the effectiveness of investment applications of local cultural values into the standards of ecotourism adequacy criteria which include five important aspects, namely: 1) natural resource conservation objectives; 2) involvement of local communities; 3) development of local economies; 4) development of tourism products; 5) minimal environmental impacts, requiring measurable studies. This research has not answered all these aspects of measurable. Therefore, more research is needed to answer the fulfillment of the criteria of ecotourism sufficiency from various aspects of its contribution, so that the purpose of ecotourism development as an alternative form of sustainable tourism development can be maintained.

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## SOCIODEMOGRAPHIC ASPECTS AND THEIR RELATIONSHIP WITH THE ECOTOURISTS' MOTIVATIONS IN A COASTAL NATIONAL PARK FROM ECUADOR

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**Abstract:** The following study analyzes the sociodemographic characteristics along with the motivations of ecotourists. The study was carried out in situ at the Machalilla National Park in Ecuador. A questionnaire was used and statistical techniques, such as Spearman's Correlation Coefficient, were employed; the results obtained contribute to the academic literature. Ecotourists are men and women whose main motivations are related to novelty, escape from the routine, and nature. Among the relationships of motivations and profile variables, older ecotourists have greater motivations for novelty and knowledge. The lower the level of education of tourists, the greater was their motivation for self-development and prestige/impression. Also, the lower the income levels of tourists, the greater their motivation for self-development and knowledge.

**Key words:** Ecotourism, nature, profile, sociodemography, motivation, Ecuador

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### INTRODUCTION

Tourism is an important source of local economic growth, which implies that knowing the tastes, preferences, and travel habits of tourists are truly relevant issues, to incorporate as technical criteria in the planning of public and private investment, and in the creation, innovation, or specialization of tourist products. Ecotourism can connect travelers to nature and help them develop stronger bonds with the natural world (Olmsted et al., 2020). Global conventions and reports emphasize the need to transform our relationship with nature if we are to sustain the ecosystem services and benefits we currently enjoy (Convention on Biological Diversity, 2019). Ecotourism is considered a sustainable mode of tourism that provides a solution to two major issues: poverty and biodiversity degradation (Cabral and Dhar, 2020). In this way, nature-based tourism in protected areas is an easily experienced ecosystem service that humans enjoy, but it acts as tourism pressures on ecosystem (Chun et al., 2020). Increasing environmental awareness broadens the perceived value of protected areas and ecological conservation, which in turn significantly contributes to the long-term development of ecotourism (Castellanos et al., 2016).

Ecuador is the second country in Latin America with the largest territory dedicated to the protection of its ecosystems, having 33.26% of its territory under conservation or environmental management (Ministry of Environment, 2016). Generally speaking, ecotourism models are increasingly recognized as a way to promote not only local livelihoods and culture but also environmental conservation as well (Kirkby et al., 2011). So far, little research has been done on the sociodemographic profile and motivations of people who visit National Parks in Ecuador, however, some global studies focus on this subject (Gundersen et al., 2015; Bhalla and Bhattacharya, 2019; Van der Merwe and Saayman, 2008).

The Machalilla National Park located in Ecuador is a protected area with natural and cultural attractions suitable for ecotourism, the park possesses both land and marine territory. Among its main attractions, several activities can be mentioned, such as sighting humpback whales, visiting the community of Agua Blanca, doing water sports like sailing, walking on ecological trails, and doing flora and fauna sightings. So far, no studies have been carried out analyzing the profile of the ecotourist and its sociodemographic aspects in the Machalilla National Park. Contributing with the results of this research to bridging the gap in the literature and to the creation of plans to benefit the sustainable development of a protected area. This study aims to analyze the relationship of sociodemographic and visiting aspects with the motivations of the tourist as this issue is crucial for the sustainability of a National Park. This information will serve as a bridge to understand the implications of the sociodemographic characteristics to facilitate the elaboration of development plans. Moreover, the results of the investigation will serve to improve the efficiency of the operation of the visitor management component of the ecotourism industry in Ecuador (Lee and Abrahams, 2018).

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## LITERATURE REVIEW

Ecotourism, as part of sustainable tourism (Cater and Cater, 2015), has remained an important field for academic research since its inception, has been around in one form or another for about 30 years (McKercher, 2010; Weaver and Lawton, 2007). Many destinations and regions continue to develop and commercialize ecological and nature-related products in response to the growing demand for tourism products based on the environment (Castellanos et al., 2016; Walter, 2013). To develop a sustainable tourism, alternative models of this activity such as ecotourism, are increasingly being recognized as a way to promote not only local livelihoods and culture but also environmental conservation (Carvache-Franco et al., 2020; Kirkby et al., 2011). National parks are also important destinations for ecological and recreational tourism because they have almost unaltered environments and often with unique natural forms. In countries where the level of economic development is not satisfactory, one way of developing the tourism activity is by creating national parks (Bimonte and Punzo, 2016).

Motivation is considered as one of the most important variables to explain the behavior of a tourist during and after the trip. The results obtained in a study performed by Ma et al. (2018) on Chinese tourists visiting two protected areas in the Guangdong province, identified three motivational factors: Relaxation and exploration of nature, search for news, and social influence. Along these lines, Kamri and Radam (2013) carried out a survey to identify the reasons for visiting the Bako National Park, the results showed four aspects: challenge excursion, social trip, nature tour, and getaway. Wildlife tourism experiences and their overall satisfaction were the subjects of a study realized by Mutanga et al. (2017) where four push factors, to visit national parks in Zimbabwe, were identified. These factors were, recreation, the pursuit of knowledge, appreciate wildlife, and feel close to nature. Additionally, six pull factors were pinpointed as well, the abundance of wildlife, availability of different animal species, availability of different plant species, nature, beautiful scenery, and tranquility.

Ma et al. (2018) used the sociodemographic characteristics, motivation, and satisfaction to predict visit patterns and trip behaviors. Their findings demonstrated that the educational level is negatively correlated to tourist satisfaction, and motivation was also not correlated to social influence. Furthermore, they found that age is positively correlated to the feeling of relaxation and exploration of nature. In another study, Newton et al. (2018) examined the preferences of visitors to national parks related to the transportation attributes such as: waiting time at the entrance, parking availability, transit speed, and transit volume. Their results showed that there are significant differences between the choice of means of transportation and age.

The sociodemographic characteristics of tourists, such as age, level of education, and income, could be good predictors of their motivations since the association between these factors and motivation has been reported in previous findings. Regarding age, research has found that older people tend to be more motivated by "novelty" (Jönsson and Devonish, 2008). However, among the findings and observations of the study carried out by Luo and Deng (2008) on Chinese tourists, there was a negative correlation between age and the motivation for seeking novelty, indicating that younger tourists tend to look for more novelties. Along these lines, Kim et al. (2008) also suggested that young people are more motivated by the search for novelty than older people. For Carvache-Franco et al. (2018), the internet is the main information media that ecotourists use to find data about a protected area, followed by friends and acquaintances.

Regarding the level of education of tourists, Jensen (2015) suggested that the more educated visitors were more motivated by "relax and escape", "seek knowledge", and "socialization", while the less educated people were more associated with the factors of "prestige/impression" and "novelty". In this same income-related study, tourists in the highest-income groups rated "appreciation of nature" and "escape and relaxation" as a more important preference, while those in low-income groups showed a greater preference for the "search for knowledge". There are certain correlations between the variables sociodemographic and visitation, and the level of satisfaction. The study by Ozdemir et al. (2012) on tourist profiles and satisfaction in Turkey demonstrated that the tourists' characteristics of being a woman, elderly, highly educated, and with a low level of income were correlated with a higher level of satisfaction. Tsotsou and Vasioti's (2006) study of demography and satisfaction with tourism services in Greece also supported the finding that older people with higher education levels tend to be more satisfied with their travel experiences. Barros and Machado (2010) reported that older, male and more educated visitors would probably have longer stays.

The research performed by Tepavčević et al. (2019) shows that the reasons for visiting and the limitations are different, depending on the sociodemographic characteristics of the respondents; they also indicated that the sociodemographic characteristics influence the reasons for the visit. This study partially confirmed the findings obtained by Ma et al. (2018), who used other variables but concluded that the sociodemographic characteristics have a significant impact on motivation to visit national parks.

Many sociodemographic profiles of people visiting national parks may be similar, however, it is considered appropriate to segment tourists from every park based on their preferences and motivations which is important for improved destination planning and management (Munien et al., 2019). This assertion is supported by Kim and Weiler (2013), who suggest that tourism managers should identify the differences between subgroups of tourists to nature-based destinations. Not only based on demographics and environmental attitudes, but also on their responses to visitor management approaches, for the correct interpretation of their wishes and preferences. These differences claim Kim and Weiler (2013), allow the destination to better adapt their communication messages, which should be informative, educational, and persuasive. Until now, the literature has not generalized concrete results on the relationship of sociodemographic aspects and their influence on other variables such as travel characteristics and motivations.

## STUDY AREA

The Machalilla National Park is the main conservation area in the province of Manabí and it is part of the Natural Heritage of the Ecuadorian State (Manabí Provincial Government., 2015). It is located in the central-western area of the Coastal Region of Ecuador, in the southwest of the province of Manabí. The cantons involved in the park area are Jipijapa, Puerto López, and Montecristi.

According to the data supplied by the Ministry of the Environment (2015), Machalilla is a National Park that contains evidence of the ancient inhabitants of Manabí. Archaeological sites of various cultures are located within the National Park and in the surrounding areas. There are indications of the existence of the Valdivia culture which populated the region more than 5,000 years ago, or the Manteño-Huancavilca culture, who were inhabitants of the area around 500 years ago. Additionally, the National Park protects a great strip that goes from the top of the coastal mountain range of Chongón-Colonche to the marine environments that surround the Plata Island.

The Machalilla National Park is the only marine protected area in the Ecuadorian mainland, where the only coral reefs on the Ecuadorian coast are also found. It also has the greatest biodiversity in the coastal area and serves as a transit route for migratory fish. The fauna is composed of 81 species of mammals, 270 types of birds, and 143 species of fish. Its main attraction, with great demand of national and international tourists, is the sighting of humpback whales, which occurs from July to September of each year (Figure 1).

The Ministry of the Environment (2015) mentions that among the main destinations and the tourist activities that take place within the Machalilla National Park are: a) Frailes Beach, located in López Port, considered one of the few beaches that still maintains its natural characteristics; b) The Plata Island is located 40 kilometers east of López Port. In this island tourists can watch birds and contemplate the cliffs of the island whose flora and fauna resemble that of the Galapagos Islands. In the surroundings of the Plata Island visitors can go snorkeling and observe the marine biodiversity. Several marine sports can be done here; c) Salango Beach, located 30 minutes from López Port, offers the opportunity to see the coral reef and enjoy the experience of surface diving or snorkeling. The gentle surf of this beach is ideal for water sports. Across from the beach is the islet of Salango where travelers can enjoy a spectacular view of native birds and exotic flora, typical of the marine environment; d) The Agua Blanca Commune, located 5 kilometers north of López Port, maintains an archaeological museum with pieces of the Manteño-Huancavilca culture. The famous stone chairs, also known as the chairs of power, have been found in this area, which has led archaeologists to consider that one of their ceremonial civic centers functioned there. There is a large pool of sulfurous waters in the community, the mud at the bottom of the pool offers magnificent relaxing properties.

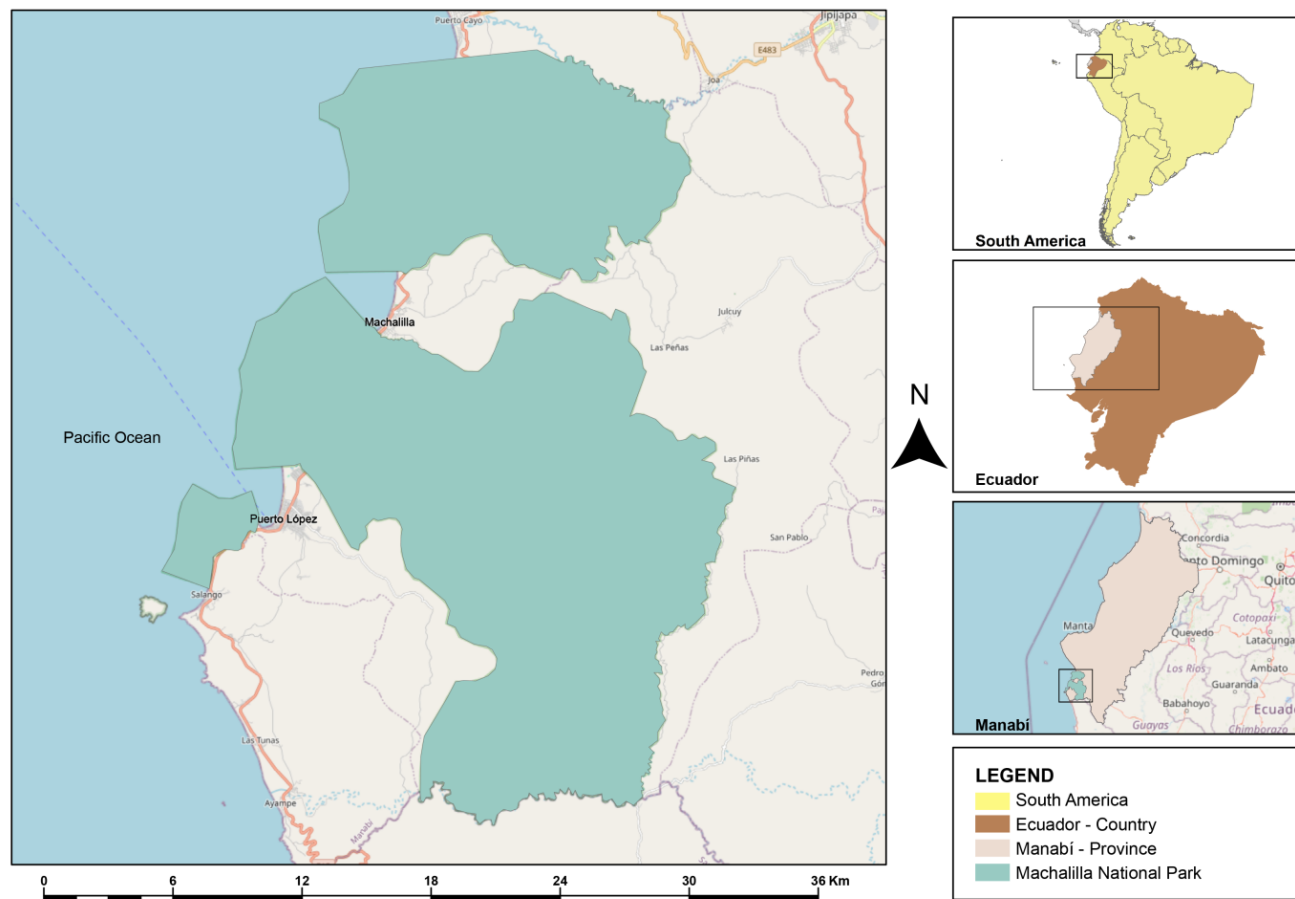


Figure 1. Geographical location of the Machalilla National Park, Ecuador

## METHODOLOGY

For this investigation, a questionnaire was prepared based on several previous studies (Jensen, 2015; Kamri and Radam, 2013; Ma et al., 2018; Mutanga et al., 2017). The instrument consisted of two sections. In the first section, sociodemographic information, such as nationality, origin, gender, age, level of education, professional activity, and characteristics of the trip, company organizing the trip, length of stay, and expenditure on their stay, were collected. In the second section, the motivations, preferences, and tourist satisfaction were addressed. The questionnaire was designed with closed-ended questions and a five-point Likert scale to obtain reliable results.

The surveys were conducted on-site during August and September 2018. The interviewers, who were students from the University of Guayaquil (Ecuador), received training from the authors of this study. The data was collected, in the Machalilla National Park, during the moments in which the tourists carried out recreational activities or were resting. The tourists surveyed were adults, both nationals and foreigners who visited the studied ecotourism destination.

The statistical data collected was organized, tabulated, and analyzed using the SPSS version 22 software. The sample was composed of 386 valid surveys, and the infinite population was used. With the sample reached, the study was performed with a  $\pm 5\%$  margin of error, a confidence level of 95%, and a variability of 50%. (Table 1).

Table 1. Research methodology

Population	National and foreign visitors
Geographic area	Machalilla National Park (Ecuador)
Period of completion	August to September 2018
Procedure	Simple random sampling
Confidence level	95%
Margin of error	$\pm 5\%$
Valid questionnaires	386

## RESULTS AND DISCUSSION

For a better understanding, the results of the study have been divided into several sections to analyze the sociodemographic aspects of the ecotourists and their relationship with motivations.

### *Sociodemographic aspects*

The aspects of the tourists' profile and the characteristics of the ecotourist trip are shown in Table 2. 75.6% of respondents claimed to be national tourists and 24.4% to be foreign. The majority of the people interviewed said they are from South America (85.8%) followed by those from a European origin (10.9%). 59% of tourists were female and 41% male. The largest age group was made up by the 20 to 29 years of age with 42%, followed by the 30 to 39 years of age group with 28.2% and the group ranging from 40 to 49 amounted to 13 % of the sample, indicating that their ages were generally between 20 and 39, so they were young adults. The visitors' level of training was mainly university education (61.9%), followed by the group with secondary education (21.85), which establishes a good educational level among ecotourists.

Regarding their professional activity, the majority group was composed of private employees (28.5%), followed by students (24.9%) and public employees (14.2%), so there is a variety of productive activities in their profiles. The ecotourists surveyed mostly traveled with their family (56%), with their friends (28.2%), and with a partner (10.9%), which means that they generally visited the protected areas in the company of other people. The daily expenditure in this National Park was mainly less than \$ 30 which is 23.8% of the sample, followed by the \$ 30 to \$ 40 range with a percentage of 23.6, establishing this as the average spending by ecotourists per day. As for the visitors' monthly income, 36% of interviewed tourists asserted to have an income of less than \$ 500, followed by 28.2% who affirmed to receive a wage in the \$ 501 and \$ 1,000 range. It was also found that 5.4% earn above \$ 3,000, so their incomes were varied (Table 2).

Table 2. Sociodemographic aspects and characteristics of the trip

Sociodemography	Category	N = 386	%
Origin	National	292	75.6
	Foreign	94	24.4
Origin by continent	North America	8	2.1
	Europe	42	10.9
	South America	331	85.8
	Asia	2	0.8
	Rest of the world	5	0.5
Gender	Male	158	41
	Female	227	59
Age	< 20	26	6.7
	20 to 29 years old	162	42
	30 to 39 years old	109	28.2
	40 to 49 years old	50	13
	50 to 59 years old	29	7.5
	> 59 years old	10	2.6
Education level	Primary	6	1.6
	Secondary	84	21.8
	University	239	61.9
	Postgraduate / Master / PhD	57	14.8
Professional activity	Student	96	24.9
	Researcher / Scientist	16	4.1
	Entrepreneur / Business owner	33	8.5
	Private employee	110	28.5
	Public employee	55	14.2
	Housework	16	4.1
	Unemployed	10	2.6
	Retired	8	2.1
	Informal worker	10	2.6
Who you visit with	Alone	15	3.9
	With family	216	56
	With friends	109	28.2
	With a partner	42	10.9
Monthly income	< \$ 500	139	36.0
	\$ 501 - \$ 1,000	109	28.2
	\$ 1,001 - \$ 1,500	53	13.7
	\$ 1,501 - \$ 2,000	40	10.4
	\$ 2,001 - \$ 2,500	15	3.9
	\$ 2,501 - \$ 3,000	9	2.3
	> \$ 3,000	21	5.4
Daily expenditure	< \$ 30	92	23.8
	\$ 30.1 - \$ 40	91	23.6
	\$ 40.1 - \$ 50	72	18.7
	\$ 50.1 - \$ 60	40	10.4
	\$ 60.1 - \$ 70	36	9.3
	> \$ 70	55	14.2

To obtain data regarding the sources of information visitors consulted before visiting the Machalilla National Park, a Likert scale from 1 to 5 (1 being not at all important and 5 being very important) was used. The results show that the main information media used by ecotourists was the Internet with a mean of 3.98, followed by social networks with 3.85, and friends and acquaintances with 3.57, results which are similar to those obtained by Carvache-Franco et al. (2018) (Table 3).

Table 3. Information sources

Variables	N	Minimum	Maximum	Means	Standard Desv.
Internet	386	1	5	3.98	1.296
Social networks	386	1	5	3.85	1.415
Friends and acquaintances	386	1	5	3.57	1.411
Official sources of tourist information	386	1	5	3.02	1.508
Communication media specialized in tourism	386	1	5	2.97	1.496
Advertising	386	1	5	2.9	1.543
Travel guides	386	1	5	2.78	1.488
Information on suppliers and intermediaries	386	1	5	2.76	1.443
Opinion leaders	386	1	5	2.75	2.251
Trade shows	386	1	5	2.62	1.535
Documentaries	386	1	5	2.58	1.456
Movies and TV series	386	1	5	2.43	2.143
Books	386	1	5	2.35	1.371

### Motivations

A 5-point Likert scale (where 1 is a little and 5 is a lot) was used to analyze the motivations ecotourists presented to visit this protected area.

Table 4. Motivations of the ecotourist

Motivations	N	Minimum	Maximum	Means	Standard Desv.
To have fun	386	1	5	4.48	0.797
To experience new things	386	1	5	4.34	0.912
To escape the routine	386	1	5	4.33	1.020
To better appreciate nature	386	1	5	4.31	0.909
To obtain good memories	386	1	5	4.29	0.992
To get away from daily stress	386	1	5	4.25	1.108
To be close to nature	386	1	6	4.23	1.015
To explore the unknown	384	1	5	4.22	1.000
To feel harmony and inner peace	386	1	5	3.93	1.254
To avoid interpersonal stress	386	1	5	3.92	1.333
To experience different cultures	386	1	5	3.9	1.147
To be away from crowds	386	1	5	3.84	1.307
To develop my personal interests	386	1	5	3.74	1.278
To meet new people	386	1	5	3.68	1.267
To know the destination	386	1	5	3.67	1.426
To strengthen the relationship with my family	386	1	6	3.59	1.466
To unite the interest of the people	386	1	5	3.53	1.409
To obtain a sense of self-realization	386	1	5	3.53	1.321
To obtain a new perspective on life	386	1	5	3.51	1.331
To meet the inhabitants of the place	386	1	5	3.5	1.312
To have the opportunity to get to know me better	386	1	5	3.46	1.339
To meet people with similar interests	386	1	15	3.42	1.415
To have a sense of self-confidence	386	1	5	3.38	1.402
To think about the good times I have had in the past	386	1	5	3.36	1.406
To understand more about myself	386	1	5	3.36	1.344
To be independent	386	1	5	3.29	1.421
To contact family friends who live elsewhere	386	1	5	3.28	1.511
To find out what I am capable of	386	1	5	3.25	1.394
To follow current events	385	1	5	3.22	1.476
To reflect on memories from the past	386	1	5	3.15	1.524
To join the social discussion	386	1	5	3.12	1.438
To feel that I belong	385	1	5	3.1	1.475
To remember the times with parents	386	1	5	3.07	1.516
To be with others if I need them	386	1	5	3.04	1.373

As shown in Table 4, the main motivations of tourists are to have fun (with a score of 4.48), to experience new things (with a score of 4.34), to escape from the routine (with a score of 4.33) and for appreciating nature better (with a score of 4.31). These results are similar to those reported by Ma et al. (2018) who identified three motivating factors, Relaxation and exploration of nature, Search for news, and Social influence.

### Relationship between age and motivations

Spearman's Correlation Coefficient was used to find associations between age and motivations.

Table 5. Relationship between age and motivations (Spearman's Correlation Coefficient)

Motivational variable	Coefficient	Sig.
To meet local people	0.138	0.006
To know the destination	0.105	0.039
To follow current events	0.104	0.042
To meet new people	0.102	0.046

As shown in Table 5, the variables that presented a correlation with age are to meet local people (coefficient = 0.138), to know the destination (coefficient = 0.105), to follow current events (coefficient = 0.104) and to meet new people (coefficient = 0.102). All these variables are related to novelty and knowledge. Therefore, the greater motivation in older tourists is to get to know the inhabitants of the place, to know the destination, to follow current events, and to meet new people. In other words, the older the tourists, the greater their motivation is for novelty and knowledge in this protected area. Similar results were reported by Jönsson and Devonish (2008) who mentioned that older people tend to be more motivated by "novelty".

### Relationship of education level and motivations

To find the associations between the level of education and motivations, the Spearman's Correlation Coefficient was used.

According to Table 6, the variables that had the highest negative correlation with the level of education of the tourists were, to reflect on the memories from the past (correlation = -0.153), to obtain a new perspective of life (correlation = -0.140), to have a sense of self-confidence (correlation = -0.128), and to understand more about myself (correlation = -0.116). All these motivational variables are related to self-development and prestige/impression. Therefore, the lower the level of education of tourists, the greater was their motivation for self-development and prestige/impression. On the contrary, the higher the level of education of tourists, the lower was their motivation for self-development and prestige/impression. These results concur with the outcomes from Jensen (2015), who asserted that less educated people were more associated with the "prestige/impression" and "novelty" factors.

Table 6. Relationship between education level and motivations (Spearman's Correlation Coefficient)

Motivational variables	Coefficient	Sig.
To reflect on memories from the past	-0.153	0.003
To obtain a new perspective on life	-0.140	0.006
To have a sense of self-confidence	-0.128	0.012
To understand me more	-0.116	0.022
To feel that I belong	-0.117	0.117
To be away from the crowds of people	-0.117	0.021
To have the opportunity to know me better	-0.115	0.023
To remember the times with parents	-0.105	0.039
To follow current events	-0.102	0.045
To know what I am capable of	-0.101	0.048
To feel harmony and inner peace	-0.101	0.047

### Relationship between income level and motivations

Spearman's Correlation Coefficient was used to find the associations between income level and motivations.

Table 7. Relation between income level and motivations (Spearman's Correlation Coefficient)

Motivational variables	Coefficient	Sig.
To have the opportunity to know me better	-0.121	0.017
To understand myself more	-0.151	0.003
To obtain a new perspective of life	-0.211	0.000
To think about the good times I have had in the past	-0.155	0.002
To know what I am capable of	-0.154	0.002
To have a sense of self-confidence	-0.163	0.001
To feel harmony and inner peace	-0.108	0.034
To remember the times with the parents	-0.116	0.022
To contact family and friends living in other places	-0.125	0.014
To feel that I belong	-0.113	0.027
To reflect on the memories from the past	-0.119	0.019

According to Table 7, the variables that were found to be more negatively correlated with the tourists' income level, to have the opportunity to get to know me better (correlation = -0.121), to understand myself more (correlation = -0.151), to get a new perspective on life (correlation = -0.211) and to think about the good times I've had in the past (correlation = -0.155). All these motivational variables are related to self-development and knowledge. It can then be concluded that the lower the income level of tourists, the greater their motivation for self-development and knowledge. On the contrary, the higher the income level of tourists, the lower was their motivation for self-development and knowledge. Results that are consistent with what Jensen (2015) reported saying that low-income tourists demonstrated a greater motivation for the "search for knowledge".

## CONCLUSION

National parks located in coastal areas offer a variety of ecotourism activities, both terrestrial and marine. Ecotourists search for nature and culture in a national park with their family and friends. Due to these conditions, it is important to establish the sociodemographic characteristics of ecotourists to understand their motivations and develop management policies that preserve the environment of these destinations. Among the sociodemographic aspects of ecotourists who visit a coastal National Park, it can be mentioned that they are found to be men and women, generally young adults, with a good educational level, a varied professional activity, and they generally travel accompanied by their family, friends, or a partner. They have a daily expenditure of between \$ 30 and \$ 50 a day. Besides, they have several incomes, mostly between \$ 500 and \$ 1,000 a month. Furthermore, they obtain their information about protected areas through the internet, social networks, and friends and acquaintances.

The main motivations of ecotourists are related to novelty, escape from the routine and, nature. Among the relationships of motivations and profile variables in ecotourism destinations, it is noted that older tourists have greater motivations for novelty and

knowledge. In contrast, less educated tourists have higher motivations related to self-development and prestige/impression. On the other hand, tourists with low-income levels have greater motivations for self-development and knowledge.

Regarding the theoretical implications, this study contributes to the literature with the findings that indicate the existence of three motivating factors: relaxation and exploration of nature, search for news, and social influence, similar to what was reported by Ma et al. (2018). Older people are often more motivated by "novelty", similar to what Jönsson and Devonish (2008) concluded. Less educated people were more associated with "prestige/impression" and "novelty" factors; and low-income tourists were more motivated by the "search for knowledge", results which are analogous to Jensen's (2015).

As practical implications, this work serves for tourism-related institutions to have information on the profile and motivations of ecotourists. In this way, efficient marketing policies and plans can be placed focusing on improving the sustainability of the destination and the care of the natural area, bringing benefits to the destination, the community, and the tourist. Finally, the main limitation of the present study was the timing in which the sample was taken because the demand may vary. As a future line of research, it would be interesting to carry out a study of the economic impact of the ecotourist in a coastal national park concerning environmental care.

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## COVID-19 TOURISM IMPACTS IN SOUTH AFRICA: GOVERNMENT AND INDUSTRY RESPONSES

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**Abstract:** The COVID-19 pandemic is having devastating economic and social consequences in the global South. This article is a rapid response critical assessment and examines COVID-19's emerging impacts for the tourism sector of South Africa, one of the world's worst affected destinations. Specific focus is upon responses by industry and government to the crisis and its unfolding impact for the tourism sector. The study is situated within the context of an expanding tourism scholarship and debates around the pandemic. Findings show a hollowing out of the South African tourism industry is taking place at an accelerating tempo with the most severely impacted being tourism small and micro-enterprises. The study highlights the occurrence of conflicts between key stakeholders and especially the frustrations of the tourism industry about the chaotic and changing policy regulations towards the sector as well as the weakness of government support interventions.

**Key words:** COVID-19; South Africa; lockdown; government and industry responses

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### INTRODUCTION

On 1 August 2020 South Africa's Minister of Health made the grim announcement that more than half a million cases of coronavirus had been confirmed in the country. This tally meant that South Africa was by far the most hard-hit country in Africa accounting for half of all reported infections for the continent. Globally, South Africa was now ranked as the fifth worst affected country following the USA, Brazil, Russia and India. The first recorded case was reported on 5 March, an imported infection by a 38 year old man who had travelled back to South Africa from Italy. Only a week later the country was reporting its initial cases of community transmission which triggered the declaration of a National State of Disaster by President Cyril Ramaphosa on 15 March 2020. Twelve days later with 1170 confirmed cases and one recorded death South Africa was placed under strict lockdown (Rogan and Skinner, 2020). The Western Cape province with Cape Town its major city was the region of South Africa earliest impacted by the virus. Inevitably a spatial diffusion of the virus took hold and by July 2020 the epicentre of COVID-19 infections had shifted geographically to Gauteng, South Africa's economic heartland centred around the cities of Johannesburg and Pretoria.

The Ministerial announcement about the milestone of more than 500 000 recorded COVID cases came two weeks after the release of the findings of the National Income Dynamics Study (NIDS) Coronavirus Rapid Mobile Survey (CRAM) which was the result of cooperative research undertaken by a consortium of 30 social scientists drawn from five different South African universities (Spaull et al., 2020). The survey reported the findings of a broadly representative sample of 7000 respondents which interrogated aspects of their employment and welfare in the wake of the unfolding COVID-19 pandemic. The NIDS-CRAM study provides a 'barometer' to assess how firms and families have been impacted by the pandemic and the severe lockdown that was imposed by national government (Spaull et al., 2020). The key results pertain to the period of February to April 2020, an especially difficult time in terms of the lockdown regime in South Africa. They portray clearly the economic and social devastation that can be wrought by the pandemic in the environment of the global South. The results are highly significant when set in the broader context of sub-Saharan Africa as the World Health Organisation views the South African experience as a precursor to what might transpire in the rest of the continent. The study revealed an 18 percent decline in employment across the period February to April 2020 with the shedding of 3 million jobs (Jain et al., 2020; Ranchhod and Daniels, 2020). Most important is that these employment losses were disproportionately concentrated among the already disadvantaged in the labour market such as women, manual workers and individuals in lower-income households (Casale and Posel, 2020). The South African record was that adverse effects were disproportionately impacting those groups who always have been vulnerable such as women as a whole, Blacks, youth and the less educated groups (Casale and Posel, 2020; Köhler and Bhorat, 2020). Above all those workers in the informal economy were hit the hardest as a larger proportion of informal economy workers were literally "locked out of employment" as compared to those in formal work (Rogan and Skinner, 2020). Before COVID-19 South Africa was already one of the most unequal societies in the world notwithstanding certain achievements secured since democratic transition in 1994 (World Bank, 2018). This said, some of the progress of the early post-apartheid years in reducing inequalities was undermined during the disastrous Presidency of Jacob Zuma from 2009 to 2018 when corruption became endemic and the economy stagnant. The immediate impress of COVID-19 in South Africa has been to exacerbate significantly the existing stark inequalities along the traditional lines of race, gender, occupation, earnings and location (Spaull et al., 2020). An unequal national situation in terms of economic and social inequality thus has been made far worse as a consequence of the COVID-19 pandemic (Spaull et al., 2020).

It must be appreciated that the NIDS-CRAM investigation is cross-sectoral in character and does not afford specific insight into the impacts for the tourism sector of South Africa. Research by the OECD (2020) points to the projection that the socio-economic implications of COVID-19 in Africa will be experienced most severely by those countries in which tourism is a leading economic sector. Since 1994 with South Africa's re-insertion into the global economy the country's tourism sector has experienced considerable expansion; by 2018 the country was welcoming 10 million international visitors ranking it as one of Africa's leading tourism destinations (Rogerson and Rogerson, 2018). It is against this background the objective in this paper is to examine the emerging impacts of COVID-

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19 upon the country's tourism sector and of the responses undertaken by government and the industry. An analysis of the role of industry and government is vital for understanding the impacts of COVID-19 within particular countries as well as relevant for moving towards recovery efforts (Assaf and Scuderi, 2020; Thomas and Laesser, 2020). Two major sections of discussion follow. As context the next section gives an overview of emerging directions and debates in the burgeoning international tourism scholarship about COVID-19. Attention then shifts to South Africa and an assessment of the unfolding responses of government and the tourism industry to the pandemic. Methodologically, this paper follows that of a number of parallel investigations which have appeared recently as a 'rapid response' critical assessment that brings together a variety of available sources and intelligence on COVID-19 impacts (Baum et al., 2020; Bogale et al., 2020; Foo et al., 2020; Gössling et al., 2020; Korinith and Ranasinghe, 2020). The research is anchored on the triangulation of media reports, policy documents and initial evaluative surveys conducted of the pandemic's impact on firms.

### EMERGING DIRECTIONS OF TOURISM SCHOLARSHIP CONCERNING COVID-19 IMPACTS

It has long been recognised that tourism is a highly vulnerable sector to disruption by hazard events with localized phenomenon on such as earthquakes, bushfires, volcanic explosions, tsunamis or floods as well as global events such as disease pandemics (Laws et al., 2007; Ritchie, 2009; Hall, 2010; Butler, 2017; Lenggogeni et al., 2019; Ritchie and Jang, 2019). The appearance of the COVID-19 pandemic, however, constitutes an exceptional shock event posing tourism's greatest challenge since the 2008 global financial crisis. For some scholars it is arguably precipitating "the most profound economic downturn since the Great Depression" (Cheer, 2020: 514). Zenker and Kock (2020: 2) contend the COVID-19 pandemic is unique in scale and constitutes "a combination of a natural disaster, a socio-political crisis, an economic crisis and a tourism demand crisis". The outbreak of the COVID-19 pandemic has been labelled as a 'black-swan event' and even likened to scenes reminiscent of World War Two as it precipitates turmoil across the world economy with adverse implications across nearly all sectors of activity and social existence (Hamidah et al., 2020; Nicola et al., 2020). Indeed, the 2020 COVID-19 pandemic is "the third and greatest economic, financial and social shock of the 21<sup>st</sup> century after 9/11 and the global financial crisis of 2008" (OECD, 2020: 3). Beyond the pandemic's economic implications are its mounting social implications in respect of tourism (Butcher, 2020; Huijbens, 2020; Qiu et al., 2020).

At its core the tourism sector is reliant on mobility and sociability, the two things that COVID-19 has undermined. Indeed, as Butcher (2020: 27) observes "social distancing diminishes the pleasure of a holiday to the extent that many may choose to stay home". Accordingly, the tourism sector, including commercial aviation, has experienced amongst the worst socio-economic ramifications of the pandemic (Butcher, 2020; Dube et al., 2020; Gursoy and Chi, 2020; ILO, 2020; OECD, 2020; UNCTAD, 2020). Assaf and Scuderi (2020: 731) observe that for tourism COVID-19 "has been one of the most impactful and tragic pandemics of modern times". Within a period of only a few months "the framing of the global tourism system moved from overtourism to 'non-tourism'" (Corbisiero and La Rocca, 2020: 95). It is no exaggeration to suggest that "we are in an era of major change of the equivalent of a world war or great depression" (Higgins-Desbiolles, 2020a: 620). Because of the pandemic the world's economy closed down almost overnight resulting in unprecedented challenges for tourism and hospitality enterprises (Dube et al., 2020; Gursoy and Chi, 2020). During July 2020 the World Health Organisation announced that the COVID-19 was 'easily' the most severe global health emergency it has ever declared. By the close of July 2020 the number of recorded cases globally had reached 17, 514 611 with a total of (at least) 677 591 deaths. Coronavirus is destroying national and local economies triggering the worst economic and humanitarian crisis since the Second World War. Pointing to current estimates that 75 million jobs in the global tourism industry are at immediate risk Zenker and Kock (2020: 1) consider the COVID-19 pandemic as "one of the most impactful events of the 21<sup>st</sup> century". As the business of tourism is contingent upon the bringing together in close contact of groups of people from different – sometimes far away – locations it is unsurprising that tourism as well as sports events, festivals and attractions were among the first businesses to be closed and subsequently placed under lockdown situations (Thomas and Laesser, 2020). The effective shutdown of international and domestic tourism is seen "as unfortunate casualties of the crisis" (Higgins-Desbiolles, 2020a: 611).

Higgins-Desbiolles (2020a: 611) maintains that the pandemic represents "a watershed moment" in the history of tourism. Likewise, Bianchi (2020: 80) acknowledges that COVID-19 is a "major turning point for global tourism". In addition, it has not only underlined the magnitude and scope of tourism's global importance but also highlighted "the manner in which the interconnected global architecture of tourism and associated flows of mobility act as a vector for the transmission of such pathogens" (Bianchi, 2020: 80). Among others both Novelli (2020) and Smith (2020) highlight that only weeks before the global shutdown tourism scholars were engaged in critical debates around tourism de-growth, chronic overtourism and of campaigns for customers to go on 'flight diets' to address the climate crisis. The COVID-19 induced lockdowns, stay-at-home orders and border restrictions paralyzed tourism and radically shifted the narrative instead to focus upon the impacts of undertourism which now threatens millions of livelihoods (Russo, 2020). As emphasized by Gössling et al. (2020) the worldwide spread of the pandemic is not only causing a global crisis for hospitality and tourism but also dramatically changing consumers' wants and market demands that were satisfied by existing tourism value chains and business models during the pre-COVID-19 era.

Calls have been sounded for forging a "new relationship between tourism and capitalism" as a result of COVID-19 (Cave and Dredge, 2020: 503). Arguably, pre-COVID the tourism industry functioned "largely under a free-market capitalism which worked such as to hollow out society, privatise public goods and services and ceded extensive power to the corporate sector" (Higgins-Desboilles 2020b: 66). Sigala (2020: 3) considers COVID-19 as a crisis of "economized societies rooted in the growth paradigm". A host of leading international tourism scholars currently view the pandemic as a transformative opportunity for the tourism sector as well as for a resetting of tourism research agendas (Bianchi, 2020; Brouder, 2020; Carr, 2020; Cheer, 2020; Gössling et al., 2020; Gretzel et al., 2020; Hall et al., 2020; Higgins-Desbiolles, 2020a, 2020b; Lew et al., 2020; Niewiadomski, 2020; Rogerson and Baum, 2020; Sigala, 2020).

For example, pointing out that the neoliberal version of globalization is associated with environmental devastation, economic inequality and excessive global travel, Goffman (2020: 48) maintains that the "pandemic provides opportunities for a new kind of glocalization in which people live far more local lives than in recent decades but with greater global awareness". Tomassini and Carvagnaro (2020) maintain that the COVID-19 global crisis forces people to re-think the space both inside and outside of tourism by re-focusing on the local dimension of our space as the only guarantor of safety and security. Lapointe (2020) asserts therefore that one apparent shift is of a relinking of tourism to host communities as part of a survival strategy at a time when there are no tourists. Similar sentiments are expressed by Romagosa (2020) who identifies opportunities for sustainable and 'proximity' tourism.

The vision for some observers is that the tourism sector be reoriented and should sit within a sound economy and society that is geared towards social and ecological well-being (Higgins-Desbiolles, 2020a; Ioannides and Gyamóthi, 2020). Carr (2020: 30) avers that the COVID-19 pandemic represents "an opportunity to re-envision our economies, possibly accelerating governments' responses to environmental practices that have negatively impacted nature". Further Sigala (2020: 1) views the unprecedented circumstances and ramifications of COVID-19 "demonstrate signs that this crisis is not only different, but it can have profound and long-term structural and

transformational changes to tourism as a socio-economic activity and industry". Certain observers consider that the crisis might be a catalyst for the affirmation of more sustainable alternatives which align more closely with the United Nations Sustainable Development Goals (Bianchi, 2020; Brouder et al., 2020; Higgins-Desbiolles, 2020b). For Prayag (2020) COVID-19 is the time for a reset not only for the tourism industry but also for the priorities of tourism researchers.

Arguably, it is certain that in terms of mobility restrictions imposed in relation to coronavirus, international travel will be the last to be reactivated. For most countries it will be linked to the appearance of a vaccine and its mass availability (Hall et al., 2020). Tourism as we have known it in the pre-COVID-19 years will be a thing of the past and maybe even a research focus only for curious historical tourism scholars (Tourism Research Network, 2020). Nevertheless, it is inevitable that some form of tourism will re-emerge, albeit different in character to the 'normal' of the pre-COVID-19 tourism economy. As an example, grounded business travellers are beginning to concede that virtual business meetings and even virtual conferences can be held on a satisfactory basis. Conferences as events may therefore be reduced in significance. Richards and Morrill (2020) emphasize that the youth travel sector faces considerable challenges in adapting to the 'new normal' and will have to re-model existing backpacker hostels in order to meet requirements for social distancing.

In re-imagining a post-viral tourism world, solutions and pathways to recovery inevitably will vary sector-by-sector and destination-to-destination. Prideaux et al. (2020) consider that in the short-term the post-COVID-19 recovery of tourism will be tied to the pace of global economic recovery. However, long-term recovery "will overlap with the transformation of the current linear economic production system into a carbon-neutral economic production system and set new parameters for the future direction of global tourism recovery" (Prideaux et al., 2020: 668). Most commentators are of the opinion that destination recovery must begin with domestic markets and followed by regional tourism markets (Gössling et al., 2020). Other tourism researchers identify the importance of visiting friends and relatives (VFR) travel as a critical element for tourism recovery strategies (Backer and Ritchie, 2017; Rogerson and Baum, 2020). Overall, the assurance of the safety of tourists is stressed as of paramount significance for re-activating tourism as shown by recent investigations of visitor intention to travel (Turnšek et al., 2020).

### COVID-19 AND SOUTH AFRICA

In South Africa, as elsewhere in the world, the country's tourism sector in 2020 has been devastated by the novel coronavirus pandemic. The ramifications for tourism were evidenced immediately following the declaration of a National State of Disaster and the President's announcement made on 15 March 2020 of a three-week hard lockdown period for the country which was extended subsequently to 30 April 2020. As stressed by Rogan and Skinner (2020: 5) in an international comparative perspective South Africa's lockdown regulations were harsh as "all citizens were instructed not to leave their homes other than to access food, medicine, and social grants, and only workers defined as 'essential service' providers could travel". Over 70 000 military personnel along with the police force were deployed by the state to enforce these restrictions. Further, in the international context, one of the most distinctive aspects of the hard lockdown imposed in South Africa was the prohibition of sales of alcohol, a ban which was in force from 27 March until 1 June 2020. This section is organised around three themes, namely: (1) an overview of pandemic responses initially made by government and industry; (2) a discussion of national strategy, tourism support measures and recovery planning for tourism; and, (3) evidence of emerging impacts for tourism enterprises.

#### Initial responses: Government and industry

Immediately following upon the National State of Disaster declaration a range of responses occurred from some of the country's most iconic attractions. The Table Mountain Cableway, Two Oceans Aquarium and the Zeitz Moca Art Gallery in Cape Town instituted a complete closure until after Easter; other attractions such as Kirstenbosch Gardens (Cape Town) and Pretoria Zoo decided to stay open but with extra hygiene measures put in place. The announcement of the introduction of a national lockdown beginning on 26 March once more radically changed the business horizon for tourism (Joubert, 2020). On 27 March 2020, the day following the commencement of lockdown, South African Tourism - the national tourism promotion agency - released an emotional video with the message "Don't Travel Now So you can Travel Later". As the tourism sector of South Africa was not classified as "an essential service" it was required to adhere to the stringent national lockdown regulations (Rogan and Skinner, 2020). As has occurred in many countries, small tourism businesses in South Africa overnight went from being relatively stable operations to instead facing potential bankruptcy with retrenchment of workers and negotiated pay-cuts for others (Joubert, 2020). SANParks, the guardian agency of some of the country's most iconic attractions including Kruger National Park, shutdown all facilities across its network of national parks. For South Africa's vital private game lodge sector the COVID-19 lockdown had catastrophic consequences with cancelled bookings and closure of safari lodges (Smith, 2020a). Immediate and devastating effects correspondingly are imposed for local communities that rely on the economic health of such businesses. Vulnerable communities situated in remote areas around lodges were disadvantaged further by the suspension of many community development outreach projects, including many for producing fresh food or craft goods for sale at the lodges. Less than a month after the declaration of the national state of disaster SANParks was leading an initiative for the distribution of food parcels to vulnerable rural communities bordering the Kruger National Park that had been reliant upon tourism for jobs and livelihoods (Mitchley, 2020).

The first consequences for the country's urban accommodation services sector were that nearly all establishments were compelled to shut business operations and expected to remain closed potentially for several months (Anderson, 2020). During March 2020 Tsogo Sun, one of South Africa's largest hospitality groups, announced that the unprecedented step to "deactivate" or temporarily close its 36 hotel properties across the country. In a similar reaction to lockdown Sun International moved to close all its hotels and casino-resorts in South Africa including its luxury hotels at Sandton, Johannesburg and at the Victoria and Alfred (V & A) Waterfront, Cape Town. Only a handful of hotels across South Africa remained open once lockdown commenced. Essentially these were hotels servicing existing guests, overseas visitors waiting for flights to their home country or providing rooms for 'essential service workers' many stationed at nearby hospitals (Anderson, 2020; Smith, 2020b). The five star Radisson Blu, adjacent to Cape Town's V & A Waterfront, was identified during initial planning for the pandemic as one hotel to accommodate those remaining international travellers during the nationwide lockdown (Thompson, 2020). The hotel implemented strict health and safety measures as recommended by the World Health Organisation (Thompson, 2020).

Under the COVID-19 Block Exemption for the Hotel Industry the hotel industry was allowed also to engage with the Department of Tourism and Department of Health to make available empty hotels for use as quarantine locations (Republic of South Africa, 2020a). The first such development occurred in March 2020 when South African citizens arriving back from Wuhan, China were quarantined in isolation at The Ranch Hotel, 25 km from Polokwane, Limpopo. Several potential sites had been under investigation for such a quarantine facility (Ngqakamba, 2020). These included a lodge in KwaZulu-Natal, an open veld site close to Upington in Northern Cape and at Thaba Nchu in Free State close to the Lesotho border. The KwaZulu-Natal lodge was rejected on the grounds of insufficient rooms and travel time from the airport. The Upington site required tents and was not ideal for a large group. For Thaba Nchu, whilst there were concerns about the number of rooms as well as whether the

nearest airport had adequate landing space, the critical grounds for rejection were that its owners attempted “to drastically increase its original price for the use of the facility” (Karrim and Cowan, 2020). The final choice of the Ranch Hotel was influenced by the fact that it was situated on a major freeway and that there were no communities in close proximity, that all entrances to the area could be secured and that the venue needed to be comfortable as the evacuees from China were not sick so could relax whilst under observation (Ngqakamba, 2020).

In a parallel with European experiences (cf. Thomas and Laesser, 2020) a number of private sector initiatives were launched in South Africa from a recognition that their lodging properties have additional functionalities than simply tourist services. An interesting example of hotel use as quarantine location is Newlands Park Inn in Cape Town, the managers of which recognised the need for flexibility, and so volunteered its use as quarantine for the repatriation of people who had been working at sea such as those persons engaged in marine research (Gibbins, 2020). The City Lodge Hotel group offered its hotel properties to the Department of Health as quarantine locations to accommodate returning South Africans from overseas who had to undergo a 14 day mandatory quarantine in a facility location determined by government. Another quarantine initiative was that by Capital Hotels and Apartments, an operator of a network of self-serviced apartments, all of which are situated in prestige upmarket locations in South Africa’s major cities – in Johannesburg at Sandton, Melrose and Rosebank, in Pretoria at Menlyn, in Durban at Umhlanga and in Cape Town close to the city’s iconic tourist attraction of the Victoria and Alfred Waterfront development. Following the announcement of the national state of disaster it was reported that occupancy levels in the group’s nine hotels had dropped from 80 percent to 10 percent. Instead of closing facilities, the Capital Group - in similar fashion to City Lodge - approached the Department of Health with a proposal to accommodate initially those travellers from countries who had to remain in isolation for 14 days. With the almost complete cessation of international flights and of evacuation flights of South Africans stranded overseas the group shifted its focus instead to a partnership with Discovery Health, South Africa’s leading private sector health provider, to offer now a network of sanitised ‘isolation hotels’ (Discovery Health, 2020). This arrangement offers an alternative to home-based isolation for individuals either diagnosed with COVID-19 but with only mild illness or for those awaiting test results. The facilities are marketed as a safe place for private sector patients to isolate away from their families. Approval was also given by the state for Capital Group properties to offer rooms for work purposes. In other words, individuals would be ‘working from home’ by staying in one of the Capital Group Hotels. It was reported in May 2020 that the company’s strategy for repositioning had achieved 80 percent occupancy levels at its Johannesburg and Pretoria hotels albeit at only one-third of its budgeted revenue because of discounted rates (Anderson, 2020).

National government and provincial governments across South Africa engaged in a search for appropriate quarantine locations for use by the public health sector in each of the country’s eight metropolitan areas and 44 district municipalities. In Gauteng these included exhibition centres and in Western Cape the use of remote mountain resorts as well as spa resort facilities. In Eastern Cape province, however, the selection of quarantine locations has been impacted by factors of political patronage. Illustratively, at Cala in the Emalahleni local municipality (part of Chris Hani District Municipality) one lodge owned by the daughter of a senior politician in the provincial government was ‘approved’ for use by infected COVID patients. For several days before their eventual removal to local hospitals these patients were accommodated at the lodge at considerable public expense and correspondingly with major financial benefits for the lodge owners (Jacob, 2020). Further controversy over choice of quarantine locations arose in Mpumalanga. Here the government-owned Zithabiseni Resort & Conference Centre at Groblersdal was used to accommodate quarantined South Africans who had been repatriated from Mozambique. Like many provincial government-owned tourist facilities in the province, including resorts and caravan parks, the resort had been rundown as a result of neglect of basic maintenance. In May 2020 quarantined people at the resort threatened to take the Mpumalanga government to court in the wake of multiple complaints about appalling living conditions which were detailed as “unbearable and unhygienic” (Yende, 2020).

### Strategy, tourism support measures and recovery planning

South Africa’s long-term planning response to the COVID crisis for the phased withdrawal of lockdown measures was announced on 23 April 2020 and was based upon a report prepared for The Presidency (2020). At its core is a governance framework for a ‘risk-adjusted strategy’ for economic activity which is based upon different levels of alert and adapted to the epidemiological threats associated with the COVID outbreak (Table 1).

Table 1. Levels of Alert in South Africa’s Risk-Adjusted Strategy for Phasing-out Lockdown (Source: Authors note - TBA: to be announced)

Alert Level	Defining Features	Implementation Period 2020	Measures
Level 5	High virus spread and/or low health system readiness.	27 March originally for three weeks but extended to 30 April	Full lockdown
Level 4	Moderate to high virus spread with low to moderate health system readiness	30 April to 30 May	High restrictions
Level 3	Moderate virus spread, with moderate health system readiness	31 May – ongoing	Moderate restrictions
Level 2	Moderate virus spread with high health system readiness	TBA	TBA
Level 1	Low virus spread with high health system readiness.	TBA	TBA

At the outset of policy development an assessment was conducted of the risks of transmission and potential for mitigation across all different sectors of the South African economy. Nine criteria were evaluated, *viz.*, proportion of employees that could work remotely, share of workforce aged over 50 years, share of workforce in areas with highest transmission (metropolitan areas), ability to enforce social distancing in the workplace, capacity to screen all employees and to isolate those ill, proportion of employees who utilise public transport, and share of workforce that needed to cross a provincial boundary. The hotel, restaurant and tourism sector was viewed as that which posed the highest risk; by contrast, the lowest risk levels were for finance and the automotive sector. The risk-adjusted strategy proposed a single national alert level but opened the possibility of a geographically differentiated approach for each of the country’s nine provinces (The Presidency, 2020). It was suggested that with the highest rate of COVID infections occurring in metropolitan areas provincial premiers might determine an alert level for specific districts within each province allowing those districts with lower risk levels to open up more economic activities. During mid-May national government stated it was shifting away from a ‘one-size-fits-all’ strategy in terms of its approach for opening-up the economy. The Minister of Health announced different levels of alert might be applied on a district-based approach and with the allocated level dependent on infection rates; COVID hotspots would remain at a higher level of lockdown restrictions than areas with small numbers of cases (Karrim, 2020). By July, however, the Trade and Industry Policy Secretariat (TIPS) was reporting there was taking place a “sharp readjustment of the national strategy on the pandemic” (TIPS, 2020: 7). The suggested policy approach of district-level restrictions on hotspots was jettisoned as it became clear “government and especially its scientific advisors want to avoid renewed restrictions on economic activities, however risky” (TIPS, 2020). The major exceptions, however, were the continued ban on the sale of cigarettes and the re-imposition of the alcohol ban (which had been relaxed on 1 June as part of level 3) on 12 July 2020. The prohibition

on alcohol sales was rationalised by government Ministers on the grounds of building or retaining capacity in the health sector. As a whole TIPS (2020) expressed the concern that in managing economic policies around the pandemic government relied overly on advice from epidemiologists and other medical scientists rather than economists and social scientists. This said, one of the South African government's leading advisors, a medical scientist, lambasted the lockdown and that evidence for certain of its regulations as "uncompelling". It was declared: "This (lockdown) strategy is not based in science and is completely unmeasured almost as if someone is sucking regulations out of their thumb and implementing rubbish" (cited in Karrim and Evans, 2020).

In common with responses made by governments in many countries (Laesser, 2020) in South Africa a suite of relief measures to cushion the worst effects of the COVID-19 crisis were introduced. One specific support intervention for tourism launched by national government in South Africa was a controversial R200 million Tourism Relief Fund which was declared as aligned with its vision to ensure 'sustainable' and 'inclusive' development (Department of Tourism, 2020; Republic of South Africa, 2020b). The fund offers support to successful applicants – only 4 000 in total - of a small grant which was capped at R50 000 (1 August 2020 Exchange rate 1 US\$ = R17.43). Eligibility is indicated to include all forms of accommodation establishments, hospitality and related services, and travel and related services (Department of Tourism, 2020). Nevertheless, as the Tourism Relief Fund is administered in line with government's objectives of economic transformation and is to be guided by the Tourism Broad-based Black Economic Empowerment (B-BBEE) Codes of Good Practice it is in practice therefore geared to support (mainly if not exclusively) survivalist (Black-owned) tourism small, medium or micro-enterprises (SMMEs). In order to receive aid businesses "would have to prove they are in distress because of COVID-19" (Cronje, 2020).

The fine print details of the distribution criteria for this fund make clear that it is aligned directly with government's empowerment programmes for transformation in the racial complexion of ownership and beneficiaries of the South African tourism sector (Abrahams, 2019). It was stated that the "relief will be distributed in a spatially equitable manner to ensure all provinces benefit"; in terms of allocation "at least 70 percent of beneficiaries will be businesses that are Black-owned", "at least 50 percent of beneficiaries will be businesses that are women owned", "at least 30 percent of beneficiaries will be businesses that are youth-owned" and "at least 4 percent of beneficiaries will be businesses that are owned by people with disabilities" (Kubayi-Ngubane, 2020a). Accusations were dismissed in a High Court case that the criteria for dispensing relief funding were 'racist' as they would exclude applications from 'minority' (white-owned) businesses. The Court accepted the view of the Department of Tourism that with limited funds available that it had to prioritise applicants from previously disadvantaged communities (Khumalo, 2020). The desperate plight of most SMMEs (the majority of which are white-owned enterprises) in the South African tourism sector was evidenced by reports that one month after issuing the call for support, the Fund was overwhelmed by the numbers of applications coming variously from tour guides, restaurants, travel agencies and owners of bed and breakfast establishments. The Ministry of Tourism conceded "the nature of SMMEs is such that the dearth of business activities for more than a month, could spell the end for such businesses" (Republic of South Africa, 2020b).

Table 2. Directions of Planning for South Africa's Tourism Recovery Plan (Source: Authors based on draft presentations by South African Tourism)

Strategic Thrust	Recommendations
1. Protect and Rejuvenate Supply	<ul style="list-style-type: none"> <li>• Conclude a comprehensive industry/government recovery partnership to collaborate on all aspects of tourism recovery.</li> <li>• Deploy an enhanced Tourism Supply Support Package to protect tourism assets and core infrastructure and to support re-opening</li> <li>• Implement globally recognized biosecurity protocols across the value chain to enable safe travel and rebuild traveller confidence.</li> <li>• Convene a national air access team and implement an air service development programme to connect South Africa to the world.</li> </ul>
2. Re-Ignite Demand	<ul style="list-style-type: none"> <li>• Partner with accountable departments to remove barriers to travel and enable freer entry, reduced tourist crime and provide personal safety and security guarantees.</li> <li>• Catalyse domestic demand through the phases of economic re-opening with informative and inspirational messaging that encourages safe tourism and domestic leisure experiences.</li> <li>• Execute a global marketing and travel trade programme, targeted at highest potential source markets and intrepid travel consumer segments, to reignite international demand</li> </ul>
3. Strengthen Enabling Capability	<ul style="list-style-type: none"> <li>• Launch an investment and market-entry facilitation programme to stimulate capital investment, sector transformation and product diversification.</li> <li>• Prioritise cooperation with neighbouring destinations towards a regional value proposition and a seamless experience.</li> <li>• Review and transform the tourism institutional architecture to deliver efficient, effective and purpose-led support for sector growth and development</li> </ul>

Beyond financial aid, South African Tourism announced that it was evolving a Tourism Recovery Plan for resuscitating the emasculated tourism sector which was in danger of regressing to the point of pre-1994 when apartheid South Africa was a pariah in the international tourism economy (Rogerson and Visser, 2004). The details of this recovery plan are a work in progress. What is known already is the broad structure of responses which include three strategic thrusts and 10 strategic recommendations (Table 2). In common with the projections made in other countries the organization views recovery of the country's tourism sector will be led by a revival of domestic tourism, business travel and travel by younger rather than senior travellers (Smith, 2020c). Notably South African Tourism have not seriously acknowledged the potential of VFR travel for reactivating local tourism economies despite the fact that Backer and Ritchie (2017) demonstrate its critical role in post-disaster recovery situations. At the sub-national scale of government the City of Cape Town has set up a tourism task team to develop a local response and recovery plan. One of its planning premises for recovery planning is that "people will take shorter trips, closer to home driven by a desire to support local businesses suffering from the fallout of the crisis" (Invest Cape Town, 2020). Based on the projected trajectory of the pandemic in South Africa it is anticipated that recovery will begin only towards the end of 2020. The Minister of Tourism makes clear that a core focus for national government in recovery planning will be to reinforce its agenda for sector transformation as it views COVID-19 as "an opportunity to distribute the benefits of tourism to rural and township communities" (Kubayi-Ngubane, 2020, b:1).

Overall, it is evident that in South Africa's risk-adjusted strategy the tourism sector will be the last sector to re-open fully. The sector was assessed as a level 1/2 activity within the risk-adjusted strategy. Its opening would begin with relaxing the ban imposed on local intra-provincial travel followed by inter-provincial movements and shift to open borders allowing international travel to recommence only once South Africa has reached alert level 1. The timing and process for the re-opening of the South African tourism economy has been an issue of fierce controversy and contestation between government and the industry. Under level 4 and 5 lockdown restrictions no travel for tourism purposes was permitted. With the move to level 3 of the risk adjusted strategy on 1 June a number of minor concessions were made. Although inter-provincial travel remained restricted to those who could show a need to travel for essential purposes, limited business travel was now permissible both for land and domestic air travel creating a small market for hotels, lodges or guest houses. This said, with the threat of inspections accommodation service establishments had to demonstrate that anyone staying

overnight was not travelling for leisure purposes. In rural areas game parks and farms were now permitted to offer self-drive excursions from visitors within the same province but visitors could not cross provincial boundaries. These initiatives did little to assist the vast majority of tourism enterprises which pressed for further action to open up their businesses for leisure travellers. Confusion and anger was the reaction from the tourism industry following a national address by the President on 17 June that appeared to signal a relaxation for (domestic) leisure tourism to re-commence. On 26 June the Minister of Tourism indicated an error and that it was not permitted even for overnight trips of intra-provincial travel. The promulgated regulations confirmed this position and provoked strong response with threats of legal action from the leadership of the private sector Tourism Business Council of South Africa (TBCSA).

With the prospect of 1.5 million individuals facing business closure and job losses leading representatives of the formal tourism industry attacked government for its ‘flip-flopping’ (Naidoo, 2020a). The CEO of TBCSA resorted to Twitter to state: “This certainly defies logic. You can get a local taxi with 100% capacity but you can’t stay in a hotel alone or with your family. Where is logic and consistency here? Other industries are allowed to work with less protocols”. Accompanying announcements made in July of a 40% major cut in the departmental budget for tourism the poor leadership of the Minister of Tourism increasingly was criticised both for abject failure to address the concerns of the tourism industry and specifically to fight more effectively for re-opening the sector, at least for domestic leisure travel (Naidoo, 2020b). The most recent policy shift was the minor concession which was made on 30 July that inter-provincial travel for leisure purposes would be permitted effective “sometime in August” (Naidoo, 2020c).

At the time of writing there was no indication of when inter-provincial leisure travel restrictions would be rescinded or when international travel to South Africa might reopen (expectations are only early 2021). A rebound of the tourism sector would be contingent obviously upon the lifting of all travel restrictions at level 1 but also dependent, to a large extent, on recovery of other sectors and of key source markets. Of particular importance for South Africa are the country’s two largest international leisure markets of the United Kingdom and Germany which seemingly are further along the COVID-19 cycle. A danger is that when consumers in these markets start to resume international travel that they may not wish to travel to South Africa which might be considered a high risk destination because of its later situation in the COVID-19 cycle (Anderson, 2020). Full recovery for the tourism sector is anticipated only when the threat of the virus either has been eliminated or no longer poses a significant threat, a situation that is possible realistically when a cure or vaccine is available (cf Hall et al., 2020).

### Emerging impacts

At its inception, the government’s risk-adjusted strategy offered projections of the expected impact of continued lockdown across various economic sectors (The Presidency, 2020). The projections for tourism were immediate and alarming. For end-May 2020 (one month after lockdown) it was expected only 5 percent of tourism employees would be paid. In the longer-term it was anticipated that 55 percent of the pre-COVID crisis tourism workforce of South Africa would be retrenched. The most concerning expectations were that 25 percent of large firms in the tourism sector would close and as many as 75 percent of SMMEs would not survive the crisis. These projections should be viewed in light of the fact that (at least) 95 percent of all tourism enterprises in South Africa would be classed as SMMEs (Rogerson, 2005).

From early evidence of emerging impacts many of these alarming projections appear well founded. In April 2020 the national Department of Tourism partnered with the International Finance Corporation, the TBCSA and the Southern African Tourism Services Association to collaborate on a single survey measuring the impact of COVID-19 on the South African tourism industry. It is planned the survey be repeated a further three times in order to track changes over time in business sentiment (Naude, 2020). The results of the first round of this survey (undertaken 6 weeks into the pandemic) are based on a total of 1610 respondents which are drawn from across the size and spectrum of tourism enterprises including accommodation services, tour providers as well as conservancy-related and community-based enterprises (Department of Tourism et al., 2020). The key findings disclose by April 2020 a predictably depressing picture of a sector already in precipitate decline. Indeed, less than one-third of respondents believed their business would survive to take part in any recovery of the sector. Table 3 provides a summary of findings concerning business impacts.

Table 3. Business Impacts of COVID-19 pandemic on South African tourism enterprises, April 2020 (Source: Authors based on Department of Tourism et al., 2020)

Indicator	Survey Findings
Revenue	83% report decline in revenues in March 2020 by more than 50% as compared to March 2019; for 34% respondents revenues are reduced by 100%
Debt service	58 % of firms unable to service debts in March 2020
Occupancy/Customer Use	For 85% of firms down by 50% or more and for 47 % firms down by 100 %.
Fixed Costs	54% unable to cover fixed costs in March 2020
Forward bookings	As compared to March 2019 81% firms report bookings down by at least 50% and for 36% respondents by 100 %.
Size of firm	All sizes of firm are in decline but the worst affected are micro and small firms
Sub-sector of firm	All are impacted but worst are those in conservancies/nature tourism

In terms of mitigation measures the survey revealed that 69% of businesses implemented temporary closure of operations, 58% were significantly downscaling their businesses and more than half had cancelled planned upgrades or improvements for their businesses. The largest share of temporary closures occurred in accommodation services. In the international context Baum et al. (2020) raise questions about the precarity, vulnerability and poor employment conditions of the tourism/hospitality workforce and suggest there is evidence of COVID-19 impacts amplifying existing inequalities. In South Africa the first insight on workforce impacts is of the differential management of workforces. The most widespread response was wage reductions; 50% of respondents reported having reduced wages for more than half of their workers and 36% reduced wages for all staff. The furlough of staff was undertaken by 32% of respondents; redundancies were reported by nearly half (47%) of firms. Overall, in respect of support measures for recovery, the most significant expressed needs as revealed in the survey were for financial support for cashflow and recovery, tax reductions or deferments, expert advice on business strategy, and commercial debt repayment support (Department of Tourism et al., 2020).

Geography matters as it is evident the short-term as well as the long-term consequences of COVID-19 for South African tourism will impact most severely those destinations with a local economy that is tourism-dependent and at micro-level those rural communities with livelihoods that have been imploded by the closure of tourism operations (Rogerson and Rogerson, 2020a). The controversial alcohol ban is especially devastating for the tourism economy of Western Cape province with its competitive strengths that include food and drink tourism and most especially its innovative economy of wine tourism (Ferreira and Hunter, 2017; Booyens, 2020; Ferreira, 2020). In terms of those areas which are most tourism-dependent in South Africa as indexed by the contribution of tourism spend to local gross domestic product the Western Cape has a cluster of some of the country’s most vulnerable tourism spaces. For leisure-dependence the list of those

places most at risk or vulnerable destinations includes several localities in the Western Cape including the Cape Town metropolitan area, the secondary cities of Stellenbosch, George and Paarl, and small town destinations such as Plettenberg Bay, Knysna, Swellendam and the Overstrand (Rogerson and Rogerson, 2019, 2020b, 2020c).

## CONCLUSION

The COVID-19 pandemic is unlike any other disasters and crises that previously have impacted the tourism sector (Hall et al., 2020; Sigala, 2020). In common with the rest of the world the tourism industry of South Africa is experiencing the radical negative impacts of COVID-19. Indeed, the pandemic represents a crisis event that potentially is set to transform the size and complexion of South Africa's tourism sector as well as the context in which it functions. Undoubtedly, the magnitude of the pandemic will reshape extant patterns of tourism, accommodation services and commercial aviation flows for South Africa. In 2020 a hollowing out of the South African tourism industry is observed as taking place at an accelerating tempo with the most severely impacted being tourism small and micro-enterprises. This rapid response critical assessment provides an evaluation for the period March to August 2020 of government and tourism industry responses towards the pandemic in South Africa. It highlights for this lockdown period several conflicts occurring between key stakeholders and especially of the frustrations of the tourism industry about the chaotic and changing policy regulations towards the sector as well as the weakness of government support mechanisms. Above all, what is evidenced is national government's seeming indifference and uncaring attitude towards the crippling consequences of its interventions (or sometimes lack thereof) for the majority of the country's tourism enterprises, their tourism workforce and the livelihoods of tourism-dependent communities.

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## ACCESSIBILITY AS A COVERAGE BENEFIT ANALYSIS TOOL THAT AN AIRPORT CAN PROVIDE TO A REGION. CASE STUDY: COLOMBIAN COFFEE CULTURAL LANDSCAPE

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**Abstract:** In 2011, UNESCO declared the Colombian Coffee Cultural Landscape (CCL) as a world heritage region. In this research article, we propose a methodology to evaluate the geographic location of a new airport (Coffee Airport in Palestina, Caldas), planned as a push of economic development of CCL. We calculate its benefits in terms of population and tourist equipment coverage through accessibility models. Geostatistical methods are used to construct the curves to complement accessibility measures. The results showed that Coffee Airport produces savings in 16% of travel time and an increase in 1% in accessibility to the tourist points of the CCL.

**Key words:** Tourism, Airports, Integral Accessibility, Potential Accessibility, Coffee Cultural Landscape, Geostatistics, Transport.

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### INTRODUCTION

Global passenger air transport has developed exponentially, mobilizing a total of 4,233 million people in 2018, a value 13.6 times larger than the one from 1970 (World Bank, 2019). As can be seen in Figure 1, China and the United States were the countries that recorded the most air passenger traffic, while European countries, Australia, and Brazil in South America follow them in the scale. In this sense, Colombia generated about 34 million passengers in 2018, 11.2 times higher than registered in 1970 (Civil Aeronautics of Colombia, 2019; World Bank, 2019).

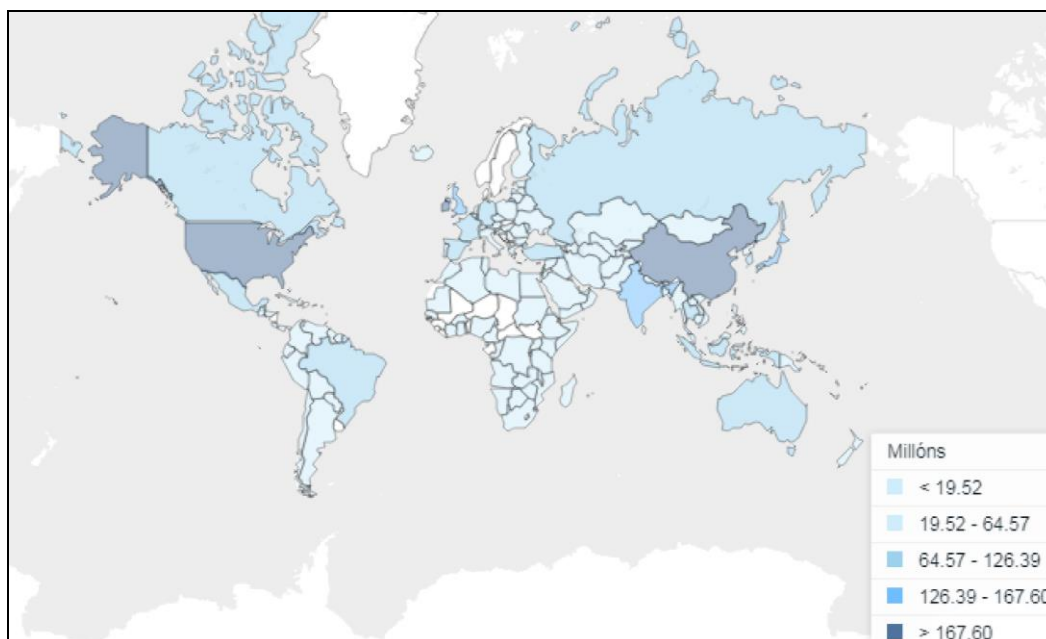


Figure 1. Global air traffic passengers by country (Source: World Bank Data, 2019)

The growth of global air traffic has been fundamental for the development of tourism generating a mutual dependence where tourist destinations are responsible for the development of the airport and route supply, and airlines are involved in the planning and continuous

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\* Corresponding author

improvement of the tourist destinations (Duval, 2013; Lohmann and Vianna, 2016; Sharpley, 2008; Spasojevic et al., 2018). According to the World Tourism Organization (UNWTO), 56% of the world's air traffic aims at holidays and recreation, and 58% of people prefer aircraft as a means of transport when it comes to sightseeing, which means that the export of passengers that aim for tourism is the third most important category of exports worldwide, producing in 2017 about 1.5 billion dollars (UNWTO, 2019).

Colombia has followed global dynamics, generating as many as 54.3 million passengers in domestic air traffic in 2018 and receiving nearly 14.9 million passengers in international air traffic. In terms of tourism for 2014, in Colombia 20 million passengers were mobilized within the national air traffic and 5 million passengers through international air traffic, which placed this item as the third-highest contributor of the country's gross domestic product (GDP) (Olariaga et al., 2016). With this in mind, the coffee region of Colombia has promoted tourism in its region through the Coffee Cultural Landscape (CCL), which was declared a World Heritage Site by UNESCO in 2011, so its protection and management is imperative from an environmental, economic and social sustainability perspective (Cárdenas et al., 2016; Ramírez and Saldarriaga, 2014; UNESCO, 2011). The CCL joins the departments of Caldas, Risaralda, Quindío, and the northern Valle del Cauca area (Figure 2) seeking to highlight the combination of work between man and nature and generating strategies of promotion based on four pillars, as Cárdenas Martínez and Buitrago Marques (2016) state "living great adventures in exclusive places, enjoying nature and unique landscapes, learning about authentic trades in the region and enjoying the culture of the best coffee in the world" (pp. 45-46).

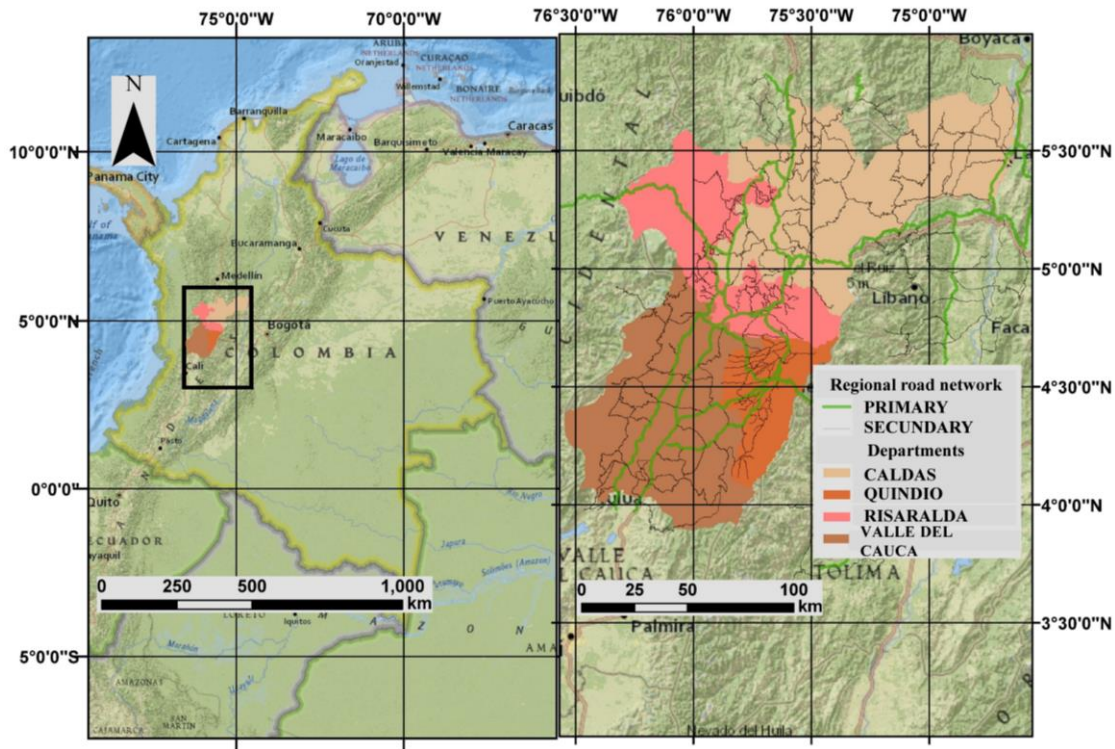


Figure 2. Location of the study region

With the view on the mutual relationship between tourist destinations and air traffic, since 2004 the Colombian government has declared the strategic importance of building an airport in a region that has about 3 million inhabitants, located in the municipality of Palestina in the department of Caldas, to complement the operation of the airports Matecaña (located in the city of Pereira in the department of Risaralda) and El Edén (located in the city of Armenia in the Quindío department), and to replace the low operation of airport La Nubia in Manizales, capital of the department of Caldas (Conpes, 2004). The airport of Palestina has been constantly related to the boost of the CCL and the economy of the coffee region so its general connotation has been that of Coffee Airport, however, its construction has been delayed 15 years since its beginning in 2005, generating cost overruns that have produced divided opinions in the national government regarding support for this large infrastructure work (Conpes, 2009; Coffee Airport, 2019).

This research proposes a methodology that evaluates the geospatial location of an airport and its relationship with tourism in the region through the measurement of integral accessibility and potential accessibility of tourism's equipment and population. In this case study, the measurement is performed for each airport in the coffee region (La Nubia, El Edén, Matecaña) in order to calculate their current coverage. Afterward, the measurement of the future scenario is made, including the Coffee Airport and comparisons between the analysis scenarios and their connection with the tourist offer of the CCL. In the last case, where relationships between the location of airports and tourist points are calculated, the main factor is that transit time is seen as a friction factor and an attraction is usually modeled by the Distance Decay functions, where demand for activities decreases as the distance traveled, time, cost, or effort increases (Paulino et al., 2019).

Accessibility is the potential for interaction opportunities held by a person assessed considering urban facilities, the supply of road infrastructure, and different modes of transport that can be used by people in a region (Geurs and Ritsema van Eck, 2001; Hansen, 1959; Miller, 2018). The potential accessibility, proposed by Hansen (1959), is a measure that considers the different uses of land and the location of the range of facilities in the space, which can be accessed through the road infrastructure added to the desire of people to move around (Vale and Pereira, 2016). This measure has been widely used and developed over the years in various topics such as the study of pedestrian accessibility (Vale and Pereira, 2016), access to health (Eva and Iatu, 2015), airports (Reynolds-Feighan and McLay, 2006) and tourism (Harb and Bassil, 2020). In this same sense, geographical accessibility is an infrastructure-based measure as it is evaluated through the travel times offered by the road network under study (Geurs and Ritsema van Eck, 2001). Relative accessibility is a measure between two points of the road network in the city (Ingram, 1971), while integral accessibility allows measuring the travel time for the nodes in the road network toward particular points in the city like universities, hospitals, shopping malls, etc. In this case, integral accessibility has active and passive

assumptions. Passive assumption measures people's accessibility when traveling toward facilities like universities or shopping malls. On the other hand, active assumption measures people accessibility when facilities must travel towards people like police officers, firefighters or ambulances services (Escobar et al., 2019). In this research, integral accessibility will be used to measure the coverage offered by the airports through the road network, generating the isochronous of travel time accessibility which can be analyzed together with the population and tourism offer in the region (Xi et al., 2018). This measure, as the potential accessibility, has been widely used by researchers in public transport issues (Escobar et al., 2015), regional accessibility (Zuluaga and Escobar, 2017), health offer (Holguin et al., 2018), among others.

This research methodology contributes to the measuring accessibility topic because it implements the use of geostatistical methods to build the isochronous curves of travel time coverage. Besides, accessibility measures have not been extensively used in the calculation of tourist supply in a region and even in the evaluation of the geographical location of a new airport and its tourist and population coverage in the region. On the other hand, this methodology contributed to the conservation, protection, and boosting of the world heritage CCL declared by UNESCO and it could be applied in similar areas around the world to boost their conservation and protection. The research methodology followed by the main results and a discussion around them will be presented below. Finally, it concludes on the subject studied.

## MATERIAL AND METHODS

The research methodology (Figure 3) consists of six consecutive stages, which are described below. It should be mentioned that the flowchart of the methodology is adapted to the case study, however, it can be replicated in any similar study, if having the tools described in accordance.

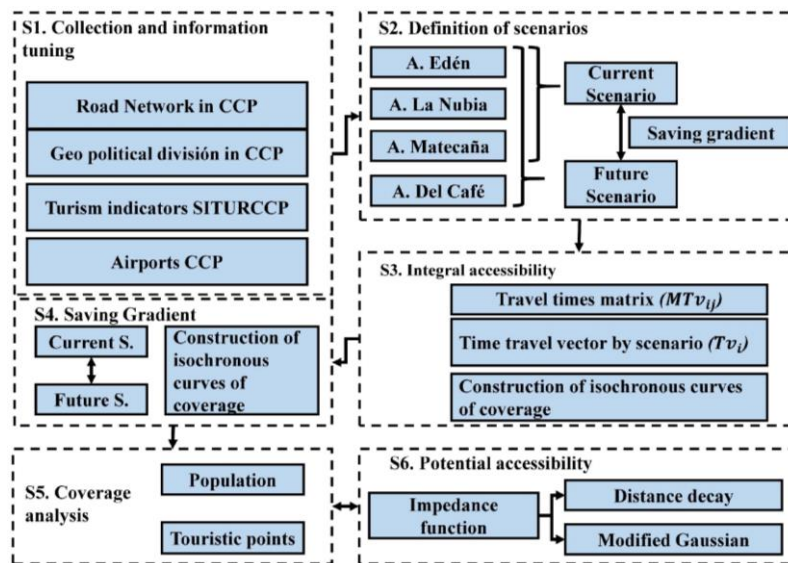


Figure 3. Research methodology

**Collection and information tuning:** The basic information needed to carry out this research is composed of four basic layers. First, it is necessary to take into account the road network of the airport's impact area, it must comply with certain connecting characteristics according to the graph theory, which generally tells us that the transport networks are composed of arches (roads) and nodes (road intersections) (Kozyrev, 1972; Segui and Petrus, 1991; Xiao, 2016) and possess minimal attributes of length, speed and travel time. In this case, the layer of the regional road network in GIS format "shape", composed of primary and secondary roads, was obtained from preliminary research carried out in the area of study (Zuluaga and Escobar, 2017) and updated according to the regional network layer of the Colombian departments downloaded from the National Geostatistical Framework (NGF) of the National Administrative Department of Statistics (DANE as its acronym in Spanish) (DANE, 2019). The length is calculated using the "Calculate Geometry" tool in the ArcGis software, the speed attribute was defined at 51 km/h for the primary roads and 34 km/h for the secondary roads according to Zuluaga and Escobar (2017) that took into account the maximum and functional speeds of the region. Finally, the travel time is calculated by relating the defined length and speed.

Second, the polygon layer in the study area is defined, with minimal population and area attributes, which is critical for the construction of coverage isochronous and the analysis of results from subsequent stages. In our case, the municipalities belonging to the coffee region, discharged from the NGF and the area declared as the main and buffering area of the coffee cultural landscape (CCL), provided by the Ministry of Culture, will be considered. For the updating of the population by the municipality, the results of the census population adjusted for coverage and percentages of national and departmental omission by area of the National Census of Population and Housing (CNPV as its acronym in Spanish) 2018 of DANE (DANE, 2019) were considered. Thirdly, the tourism indicators in the area of influence of the CCL. For this case, the tourism indicators with the job offer, recipient tourism, internal, emitter, and sustainable CCL were downloaded, which are available in KMZ format in the tourist information system of the Coffee Cultural Landscape (SITURCCL, 2019). This format allows the georeferencing of the points including various attributes such as name, department, municipality, address, category, and subcategory, among others.

Finally, the airport to be studied is georeferenced and the airports with which it will be compared, if applicable. For our study, the location layer of the operating airports in the study area (La Nubia, Matecaña, El Edén) and the Coffee Airport is built, georeferencing them in ArcGis using latitude and longitude coordinate attributes obtained through GoogleMaps.

**Definition of scenarios:** The projected airport and the airports in the study area that are in operation must be considered for the definition of scenarios. In this case study, to quantify the coverage of each airport, the integral accessibility to the operating and projected airports (A. Edén, A. La Nubia, A. Matecaña, and A. Coffee) shall be measured. Secondly, to measure the current and future coverage offered by airports in the region, a measurement of integral accessibility will be made considering the operating airports for the current situation and including the Coffee Airport for the future situation. The last scenario relates to the current and future integral accessibility of the study area through the savings gradient. In the end, scenarios will be used to measure the potential accessibility to tourist points.

*Integral accessibility:* Three sub-stages which are described below, will be carried out for this calculation:

(1) *Travel times matrix* ( $MTv_{ij}$ ):

Taking into account the road network layer and the location of the airports under study, we proceed to calculate the travel time that takes each node of the road network (i) to reach the airports under study (j) (Escobar et al., 2019). For the calculation of travel times, the Dijkstra shortest path algorithm (1959) is considered, which optimizes travel time between two points of the road network considering the turn penalties (Caldwell, 1961), determined in the region in 34 seconds on the left and 29 seconds on the right by Cardona (2018). This process is carried out in the TRANSCAD 8.0 software, which has transport modelling tools providing speed in the analysis of optimization of the routes to be calculated in the 29 001 nodes of the studied regional road network. Also, this software allows implementing the turn penalties globally, because its node-to-node inclusion does not provide greater precision to the analysis (Yiannakoulis et al., 2013).

(2) *Time vector by scenario* ( $TV_i$ ):

Considering the travel time matrix, we proceed to obtain the travel time vector for each scenario defined in the previous stage. In the case of each airport, the vector of 29 001 where the minimum travel time that takes each node of the regional road network to reach each airport is obtained. On the other hand, to calculate the coverage offered by airports in the region, the minimum travel time of each node studied to the airports must be obtained, that is, for each node studied, we only take into account the nearest airport in terms of travel time and that in terms of accessibility this would be your optimal option to access.

(3) *Construction of isochronous curves of coverage:*

For this stage of integral accessibility, the travel time vectors of each scenario are related to their respective geographical coordinates. Then, considering the travel time of each node, the coverage curves of each scenario are constructed using the geostatistical method of ordinary kriging interpolation which relates the observed values according to their distance, using the linear semi-variogram to predict unknown travel time values in the study region (Chun and Griffith, 2013; Xiao, 2016). This method has been recognized as the optimist interpolator and has been used in recent decades by researchers and consultants in the transport area to perform geostatistical analyses on issues related to public transport (Zhang and Wang, 2014), coverage of facilities such as fire stations (Escobar et al., 2019) and emergency services (Holguin et al., 2018), among others.

*Savings gradient (GA %):* Two sub-stages will be carried out to obtain the savings gradient. The first of these compares the travel time vector between the scenarios studied in such a way that the time difference is obtained in terms of percentage (equation 1) (Cardona et al., 2018).

$$GA\% = \left( \frac{TV1 - TV2}{TV1} \right) * 100 \quad (1, \text{source Cardona et al. (2018)})$$

Where  $TV1$  represents the average travel time vector of the current scenario of airport operation in the region and  $TV2$  represents the average travel time vector of the future scenario of airport operation in the region with the start-up of the Coffee Airport. After obtaining the vector where the gradient of savings is reflected, it is relating to the coordinates of each node, and the isochronous curves of savings coverage are constructed using the ordinary kriging geostatistical model with linear semi-variogram as described in the third sub-stage of integral accessibility.

*Coverage analysis:* After the construction of the isochronous curves of integral accessibility and savings gradient for the different scenarios, we proceed to perform the analysis of coverage and spatial interaction offered by airports and different scenarios studied to the population and points of tourist interest; in this case, those offered in the CCL (PITPCC) according to the SITURPCC. Two aspects will be considered in this analysis. The first, is a full population coverage analysis, and the second, considering the PITPCC number (Rodrigue et al., 2013).

*Potential accessibility:* For its calculation, the general formula proposed by Hansen (1959) (equation 2) where the range of equipment ( $O$ ) and an impedance function based on travel time or distance  $f(Tvi)$  (Echenique et al., 1969) is taken into account (Hansen, 1959; Salze et al., 2011; Vale and Pereira, 2016).

$$API = Oi * f(Tvi) \quad (2, \text{source Hansen (1959)})$$

Where  $Oi$  represents the opportunities in a region and  $f(Tvi)$  represents the impedance or friction function based on travel time or distance.

The range of equipment will be drawn from the coverage that each scenario offers to the PITPCCs, obtaining the number of points for each isochronous accessibility curve ( $Oi$ ). In the same way, the impedance functions are responsible for mitigating accessibility as travel time increases, decreasing the willingness of travel (Halás et al., 2014; Martinez and Viegas, 2013). This article will consider the distance decay function (Ingram, 1971; Pulino et al., 2019; Vale and Pereira, 2016) and the modified Gaussian function (Salze et al., 2011).

For the distance decay function (equation 3) the deterrence factor ( $\beta$ ), which defines the willingness to travel by users, according to the mode of transport and the reason for the trip using the data from the source-destination matrix of the study region (Olsson, 2016; Salze et al., 2011; Taylor, 1975). However, in this case, this data is not accessed so the deterrence factor will be chosen from a constructed sensitivity curve varying in value from 0.01 to 0.15, values extracted as common in the studied literature (Echenique et al., 1969; Halás et al., 2014; Hansen, 1959; New Zealand Transport Agency, 2013; Olsson, 2016; Vale and Pereira, 2016). This parameter is inversely proportional so that as its value is lower, the greater the desire of people to make the trip.

$$f(Tvi) = 100 * e^{(-\beta * Tvi)} \quad (3, \text{source Echenique (1969)})$$

Where  $f(Tvi)$  represents the impedance or friction function,  $Tvi$  as travel time or distance and ( $\beta$ ), is the deterrence factor which defines the willingness to travel by users.

For the modified Gaussian function (equation 4) the  $v$  factor is calculated which is a measure of the dispersion of travel times from the travel time vector of each of the studied scenarios. This is calculated as the average of the raised travel time vector squared (equation 4) (Ingram, 1971).

$$f(Tvi) = 100 * e^{\left(\frac{Tvi^2}{v}\right)} \quad (4, \text{source Ingram}(1971)) \quad v = \left(\frac{\sum Tvi}{n}\right)^2 \quad (5, \text{source Ingram}(1971))$$

Where  $f(Tvi)$  represents the impedance or friction function,  $Tvi$  as travel time or distance,  $v$  is the dispersion of travel times and  $n$  are the total nodes in the travel time vector.

### Results and Discussion

First, in Figure 4 the four layers of data are presented, an input for the achievement of this study. The regional road network consists of 7 259 km of roads of which 1 686 km (23%) are primary roads and 5,573 km (77%) correspond to secondary roads. On the other hand, the studied area consists of 76 municipalities distributed in 4 departments: Caldas (27 municipalities), Risaralda (14 municipalities), Quindío (12 municipalities), and the north region of Valle del Cauca (23 municipalities). Table 1 provides a summary of the data collected in the studied area, including the population, area, and number of touristic points of the Coffee Cultural Landscape (PITPCC) located within it, according to the SITURPCC census (2019).

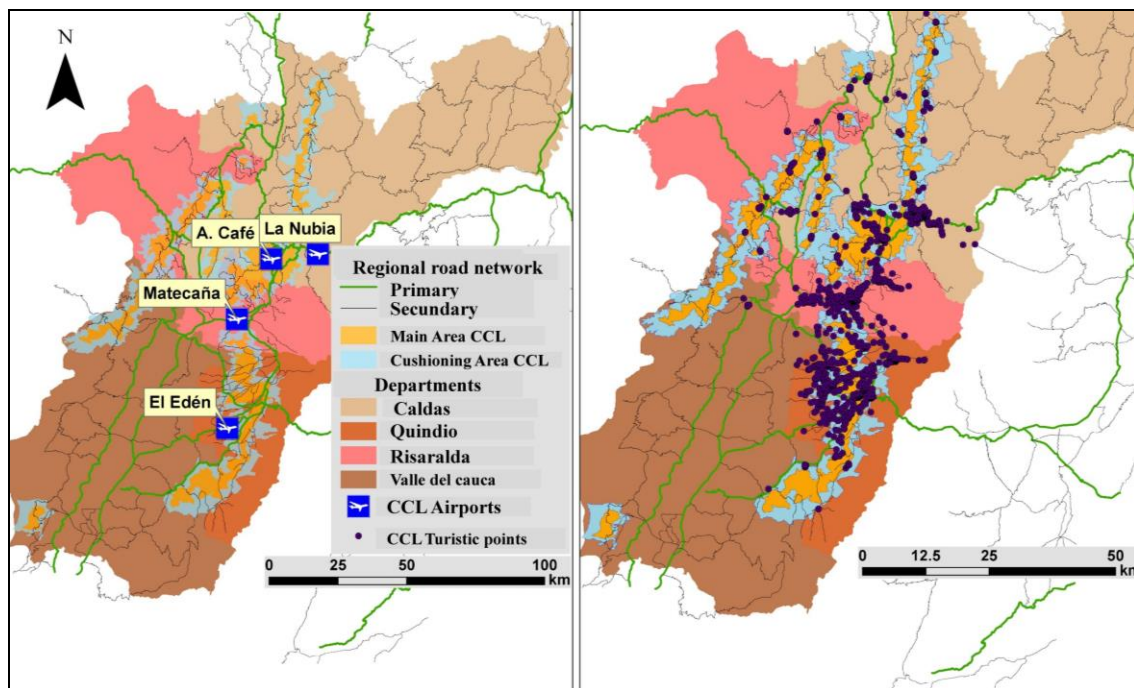


Figure 4. Layers of data used in research

Table 1. Summary of data by department

Department	Population	Area (ha)	Touristic points
Caldas	993866	741.25,98	583
Risaralda	967767	397601,1	827
Quindío	575010	193489,57	1034
North Valle del Cauca	764491	635123,79	29
<b>Total</b>	<b>3301134</b>	<b>1968140,44</b>	<b>2473</b>
<b>CCL main area</b>	<b>248964</b>	<b>140794,94</b>	<b>396</b>
<b>CCL cushioning area</b>	<b>451081</b>	<b>206474,7</b>	<b>404</b>
<b>Total</b>	<b>700045</b>	<b>347269,64</b>	<b>800</b>

In this case, it should be noted that the department of Quindío, despite being the one that has the lowest population and the lowest area among the departments in the study, has the most touristic points with 1 034. In contrast, the department of Caldas, although it has the highest population and area values, its number of touristic sites are located below departments such as Quindío and Risaralda. Finally, the north of the Valle del Cauca is the studied department that has the least touristic sites, considering that a low percentage of the declared and cushioning area of the CCL is in this department. The main area of the CCL, declared by the Colombian Ministry of Culture, reaches 248 964 inhabitants, representing 7.5% of the total population of the studied area. On the other hand, it is declared a buffering area for the CCL which surrounds the main area and has 451 081 inhabitants. In total, the sum of these areas declared by the Ministry of Culture, cover 56 municipalities in the four departments of the studied area, which equates that the 800 touristic points of the CCL are located within the main and cushioning area of the CCL.

Finally, within the studied area are three airports (El Edén, La Nubia, and Matecaña) which carried 2 413 766 passengers in 2018, representing 3.4% of the total passengers mobilized in Colombia for this year (Civil Aeronautics of Colombia, 2019). The Matecaña airport, located in Pereira, the capital of the department of Risaralda, is the most important airport in the studied area because it transports 74.3% of the total passengers mobilized from the studied area through 5 national and 4 international routes, of which 3 are through connections (Matecaña Airport, 2019). Likewise, the airport El Edén, located in Armenia, capital of the department of Quindío, mobilized in 2018, 396 110 passengers (16.4% of the total) through 2 national destinations (with the projection of opening 1 more at the end of 2019) and 1 international. The airport La Nubia, located in Manizales, capital of the department of Caldas, mobilized in 2018 9.3% of the total passengers

of the studied area, having in operation 2 national routes, widely limited by the length of the runway and the weather characteristics of the city (Conpes, 2009). Finally, the Coffee Airport, which is under construction, is in the municipality of Palestina and has a projected airport capacity of about 1.8 million passengers by 2030 and just over 3 million by 2050 (Coffee Airport, 2017).

### Integral accessibility and saving gradient

On the left side of Figure 5, we can see the isochronous curves of integral accessibility of the current situation of the CCL airports. In addition, Table 2 shows all the results for the different scenarios of the integral accessibility studied, among which are La Nubia Airport, which generates a total coverage of the population in 360 minutes or less, while that El Edén Airport has the maximum travel time with 465 minutes. In this case, Matecaña Airport has a total population coverage for times less than 405 minutes, while the Coffee Airport would generate a total coverage in less than 375 minutes, just 15 minutes more than La Nubia airport.

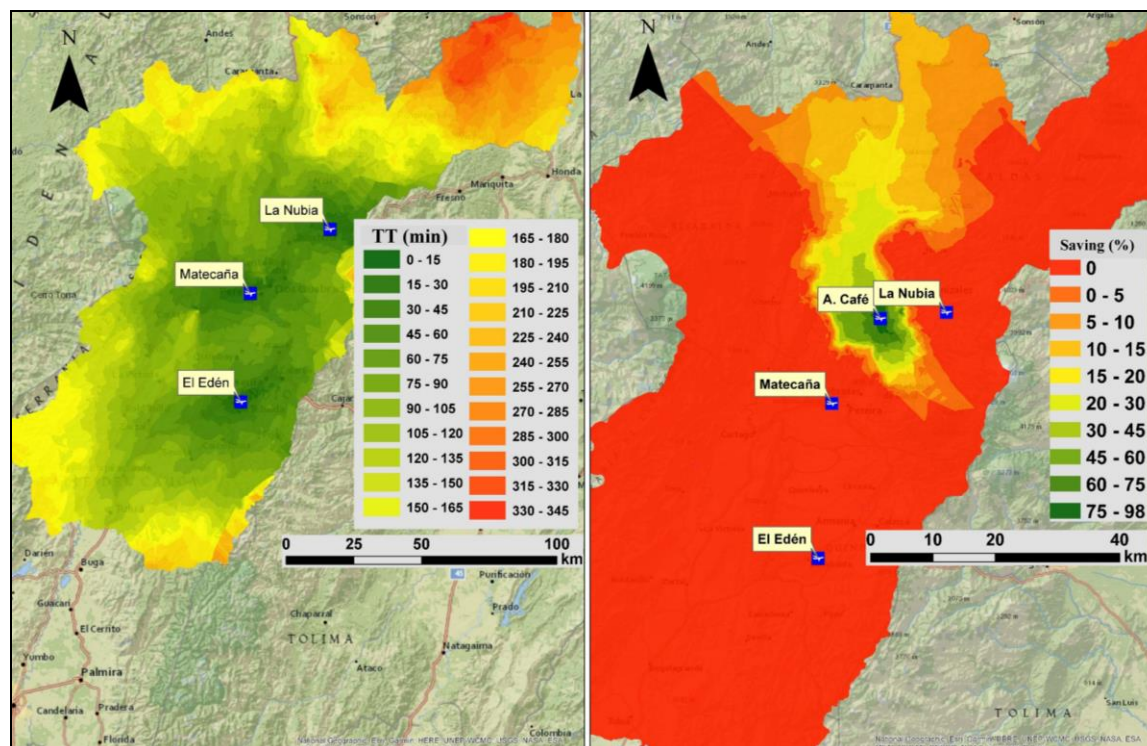


Figure 5. Integral accessibility, current scenario (left side). Savings gradient (right part)

Table 2. Population coverage according to travel time

Category	Sub-category	Points	Percentage
Travel agencies	Wholesale travel agencies	17	0,69%
	Operator travel agencies	251	10,15%
	travel and tourism operators	200	8,09%
Car rental companies for national and international tourism		14	0,57%
Park service concessionaries		1	0,04%
Timeshare companies	marketing companies	2	0,08%
	development companies	1	0,04%
	marketing and development companies	1	0,04%
Automotive land transport companies	“Chivas” companies	1	0,04%
	Special automotive land transport	29	1,17%
Savings companies for travel and tourism services		1	0,04%
Accommodation and lodging facilities	shelter	5	0,20%
	rural housing	692	27,98%
	apart-hotel	131	5,30%
	camping	6	0,24%
	vacation center	12	0,49%
	hostel	213	8,61%
	hotel	606	24,50%
	hut	2	0,08%
Gastronomy establishments	touristic house	55	2,22%
	bar	4	0,16%
	restaurant	8	0,32%
	bar y restaurant	44	1,78%
Tourist guide		93	3,76%
Touristic representation office		38	1,54%
Professional operators of fairs, congress and conventions		37	1,50%
Theme parks		8	0,32%
Users operators, developers and industrials in tourist free zones		1	0,04%
Total		2473	100,00%

On the right side of Figure 5, you can see the isochronous curves of saving gradient (%) where travel times are compared between the current and future scenarios. The start-up of the Coffee Airport generates savings of up to 5% in about 480 thousand inhabitants of the studied area (Figure 6). Besides, most of these people live in the department of Caldas and Risaralda. On the other hand, savings in travel time gradually grow to reach maximums of 98% savings, for the inhabitants of the municipality of Palestina, where the airport is being built. This project generates proven benefits in terms of travel time to the inhabitants of the studied area, which gives them greater access to the opportunities generated by the presence of an international airport (air and cargo traffic) with operational capacities greater than those currently operating in the area (Conpes, 2009).

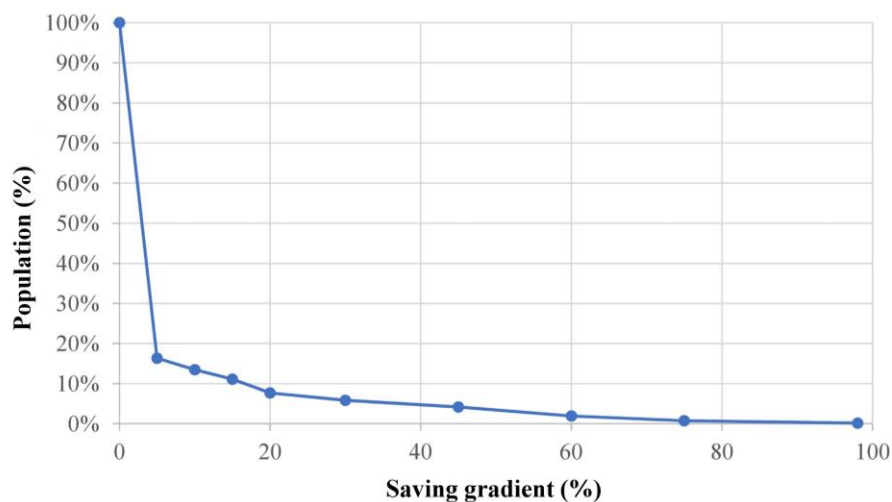


Figure 6. Population coverage according to the percentage of savings (Source: Own elaboration)

#### Coverage analysis

The full coverage analysis is presented in Figure 7 considering population (top) and PITPCC (bottom).

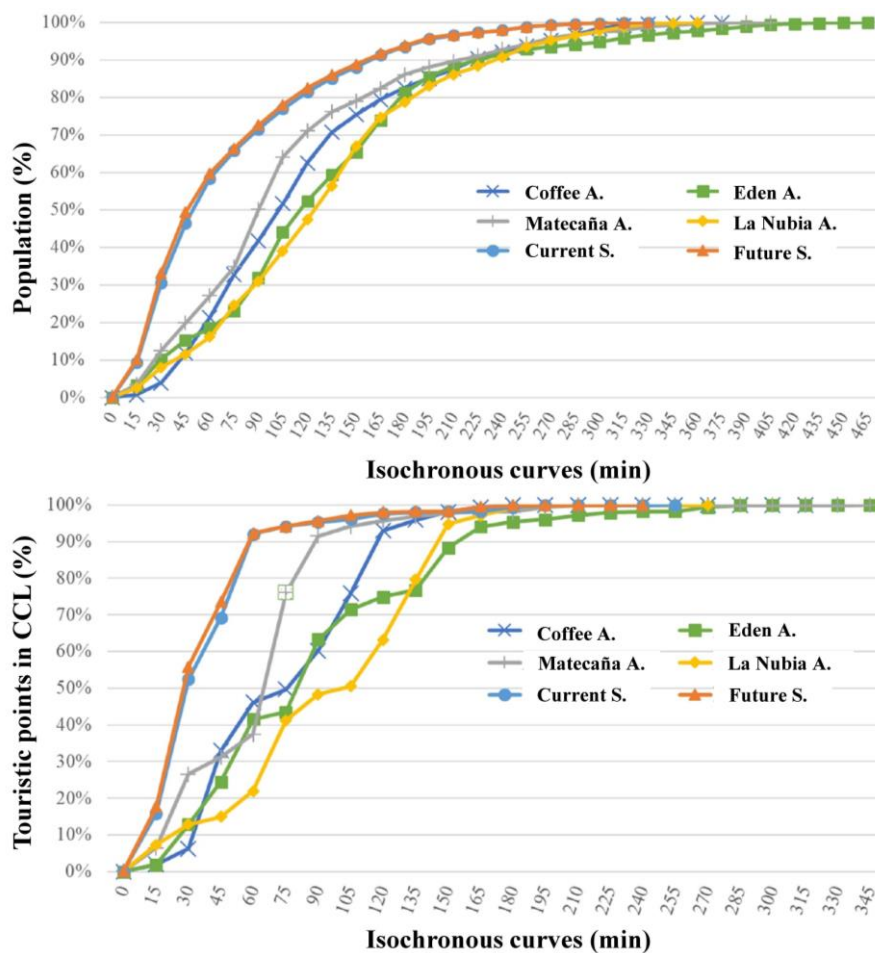


Figure 7. Population coverage (top) and PITPCC (bottom) analysis

It highlights that better coverage is generated as the curve of the scenarios is higher, indicating greater population coverage or PITPCC in shorter average travel time. In the population coverage of each of the scenarios, it is observed that the future scenario generates an

improvement in the conditions of coverage of the population when the Coffee Airport starts operating in comparison to the current form of the geospatial location of the airports. Nonetheless, the Matecaña Airport generates greater coverage to the population since about 50% of it (Table 3), accesses in times less than 90 minutes while the Coffee Airport reaches a coverage of 42% of the population at the same time.

For the other airports to have a population coverage of 50%, the users' travel times increase in relation to Matecaña Airport by 15 minutes to Coffee Airport, 30 minutes to The Edén Airport, and 45 minutes for La Nubia Airport. In addition, Matecaña Airport generates a more suitable general coverage for the PITPCCs studied since, for times of less than 90 minutes, it reaches a coverage of 91.59% (2265 PITPCC), while the Coffee Airport and El Edén Airport covers percentages of 60.21% (1489 PITPCC) and 63.28% (PITPCC), respectively. Finally, the airport La Nubia achieves coverage percentages less than 50% with 1195 PITPCC being the equipment that provides the least access in touristic terms.

Table 3. Population coverage by scenario

TV (min)	Coffee A.	Eden A.	Matecaña A.	La Nubia A.	Current Scenario	Future Scenario
0	0,00%	0,00%	0,05%	0,02%	0,07%	0,07%
15	0,80%	3,35%	3,43%	2,51%	9,33%	10,13%
30	3,12%	6,80%	9,08%	5,48%	21,20%	22,94%
45	7,91%	5,15%	7,36%	3,57%	15,75%	16,20%
60	9,58%	3,19%	7,27%	4,60%	12,10%	10,53%
75	11,29%	4,54%	7,62%	8,44%	7,39%	6,65%
90	9,09%	8,86%	15,33%	6,36%	5,81%	6,18%
105	9,85%	12,09%	14,02%	8,03%	5,37%	5,34%
120	10,96%	8,41%	6,98%	8,38%	4,51%	4,56%
135	8,11%	6,92%	5,03%	9,08%	3,61%	3,43%
150	4,67%	6,18%	2,92%	10,53%	2,95%	2,85%
165	4,07%	8,44%	3,27%	7,77%	3,19%	2,85%
180	3,12%	7,38%	3,74%	3,96%	2,30%	2,17%
195	2,58%	4,22%	2,05%	4,32%	2,06%	2,01%
210	2,46%	2,82%	1,46%	3,04%	0,98%	0,76%
225	2,76%	1,69%	1,48%	2,31%	0,76%	0,71%
240	1,83%	1,54%	1,78%	2,45%	0,61%	0,60%
255	1,57%	1,33%	1,38%	2,74%	0,84%	0,84%
270	1,52%	0,66%	1,67%	1,63%	0,57%	0,57%
285	1,45%	0,62%	0,81%	1,38%	0,25%	0,25%
300	1,69%	0,69%	0,75%	1,22%	0,18%	0,18%
315	0,81%	1,04%	0,51%	1,04%	0,16%	0,16%
330	0,42%	0,82%	0,85%	0,77%	0,03%	0,03%
345	0,19%	0,56%	0,54%	0,22%	0,00%	0,00%
360	0,14%	0,45%	0,26%	0,17%	0,00%	0,00%
375	0,02%	0,58%	0,18%	0,00%	0,00%	0,00%
390	0,00%	0,64%	0,15%	0,00%	0,00%	0,00%
405	0,00%	0,47%	0,03%	0,00%	0,00%	0,00%
420	0,00%	0,18%	0,00%	0,00%	0,00%	0,00%
435	0,00%	0,21%	0,00%	0,00%	0,00%	0,00%
450	0,00%	0,15%	0,00%	0,00%	0,00%	0,00%
465	0,00%	0,03%	0,00%	0,00%	0,00%	0,00%
Total	100,00%	100,00%	100,00%	100,00%	100,00%	100,00%

### Potential accessibility

First, Figure 8 presents the decay functions used for the calculation of the potential accessibility: (i) the distance decay function, plotting considering deterrence factors between 0.01 and 0.15 (top), and (ii) the modified Gaussian function, plotted by each of the scenarios studied (bottom). The distance decay function quickly drops close to the origin and then stabilizes, resulting in lower travel chances as travel time increases. This behavior happens because the travel times analyzed in this research are high compared to those used it highlights that better coverage is generated as the curve of the scenarios is higher in other research where the scale has been urban (Olsson, 2016; Vale and Pereira, 2016). The sensibility curve constructed with Beta parameters between 0.15 and 0.01 shows an inversely proportional tendency because if parameter Beta increases, travel probability decreases. On the other hand, the behavior of the modified Gaussian function descends in a slightly way close to the origin compared to the distance decay function, allowing the probability of travel to be distributed over the travel times of the studied region. It should be noted that both functions generate similar values for close travel times to the maximum. For the calculation of potential accessibility, the deterrence parameter was defined at 0.01 given the ratio to the values obtained by the Gaussian function modified in the different scenarios. Finally, it should be noted that the modified Gaussian function does not need assumptions for its calculation, as if it was needed by the distance decay function where it was necessary to propose different deterrence factors, due to the lack of data for its calculation.

Potential accessibility results with distance decay function and deterrence factor of 0.01 are presented in Table 4. In total terms, the future scenario generates better potential accessibility, 0.963% better than the current scenario. However, in the case of each airport, Matecaña Airport is the one that generates the best potential accessibility with 46.125% indication that its location is suitable for the boost of the PITPCCs. On the other hand, Coffee Airport would generate potential accessibility of 40.715%, like the one currently provided by the airport El Edén, which is 38.073%. In the case of La Nubia Airport, its location generates the worst potential accessibility coverage, so its future replacement by the Coffee Airport would be a wise decision. Table 4 also shows the results of the potential accessibility calculated with the modified Gaussian decay function, where there is a considerable difference from the accessibility with distance decay function due to the behavior that each of the decay functions takes close to the origin.

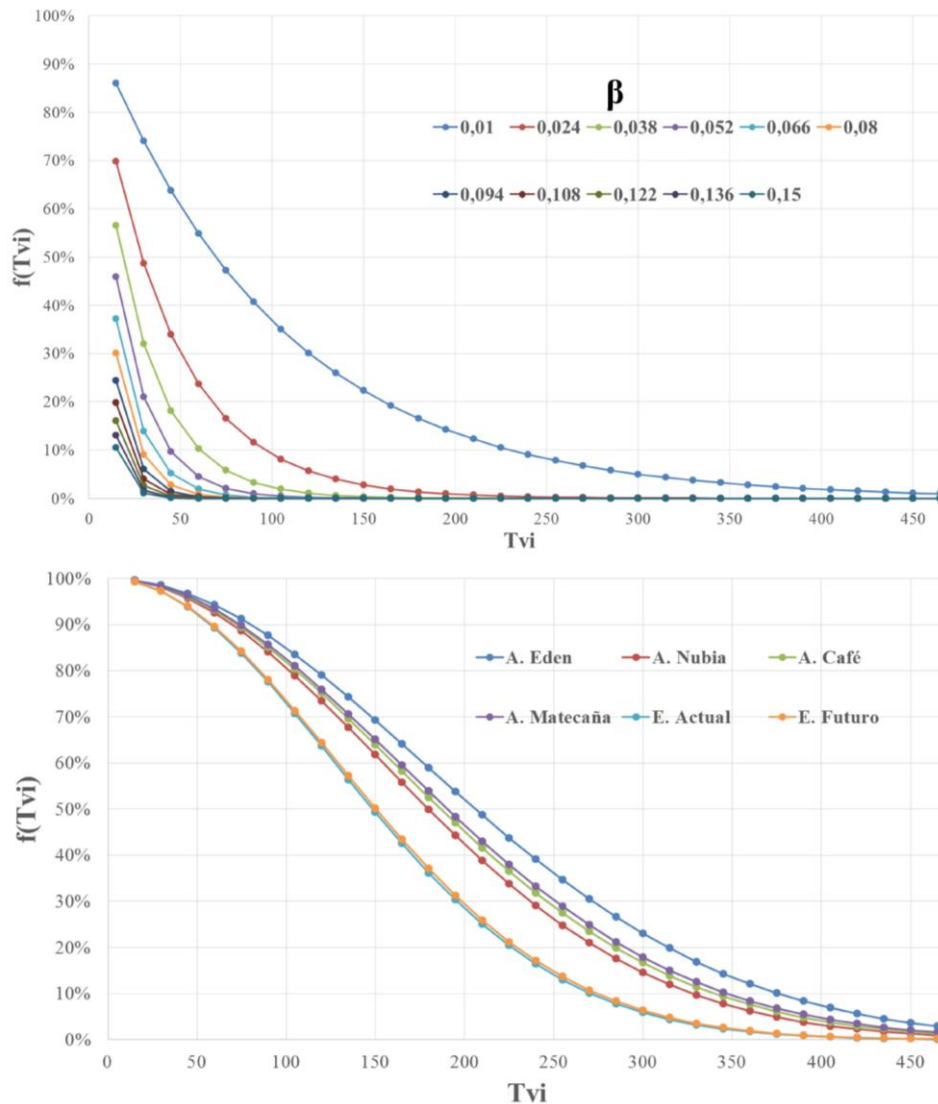


Figure 8. Decay functions. Distance decay function (top). Modified Gaussian function (bottom)

Table 4. Potential accessibility with distance decay function and modified Gaussian decay function

	Coffee Airport	Eden Airport	Matecaña Airport	La Nubia Airport	Current Scenario	Future Scenario
Potential accessibility with distance decay function	40.72%	38.07%	46.13%	35.03%	57.35%	58.31%
Potential accessibility with modified Gaussian decay function	88.38%	80.61%	89.85%	80.41%	92.57%	93.35%

Because the decrease in the modified Gaussian function is slightly close to the origin, it generates higher potential accessibility in different scenarios. Despite this, the trend appreciated in table 4 continues, where the future scenario of analysis grows less than 1% by the start-up of the Coffee Airport. Also, the Matecaña Airport holds the equipment that best covers the PITCCLs, given its location in the region, reaching a value of 89.846% close to that recorded by the coverage of all airports (92.5654%). In this same scenario is the Coffee Airport with 88.3799%, indicating that in terms of potential accessibility could generate adequate coverage to the entire CCL region. On a third line, are the airports' El Edén and La Nubia, which have values close to 80%, lower than those registered by the Matecaña and by the Coffee Airport, which indicates that their location is not suitable for the boost of the PITPCCs.

## CONCLUSION

This methodological proposal quantifies the added value that the location of a new airport in a specific region can generate population coverage and touristic points of interest. Likewise, the methodology has the virtue of being able to be replicated and adapted in different contexts by obtaining the necessary layers for its calculation (road network, facilities to analyse, population, and touristic points to measure). Besides, this methodology can be adapted to measure the current coverage that offers airports or transportation terminals towards touristic points in order to take action in infrastructure projects and the touristic points location to generate an impulse in tourism through order planning. In this case study, it was found that the proposed new airport infrastructure work (Coffee Airport) is a transport infrastructure project of utmost importance to the CCL region and that it has the ability to become an articulating axis for the impulse of the CCL tourism because it would reduce the travel time to access to and from the airports to about 480 thousand inhabitants in the departments of Caldas and Risaralda, representing just over 16% of the inhabitants in the studied area. Besides, Coffee airport construction will boost the development of the Palestina municipality.

Through saving gradient differences in travel time generated by the construction of Coffee airport was measured, generating savings to a huge percentage of the population. Despite this, some municipalities in the study zone (like north of Caldas department) have difficult

accessibility because of high travel times towards airports. This generates less probability to use air transport to travel to other parts of the country. Besides, from the tourist point of view, high travel times generate less probability to access for tourists, and generated a decrease in the tourist points demand of the study zone. In these case, two kinds of politics should be boost (We recommend them complement each other): Firstly, the improvement of the regional road infrastructure network should be carried out, with the objective of decrease the travel times and to increase the accessibility towards airports. Secondly, the region should generate touristic packages with attractive touristic points in the most remote zones from airports with the objective that touristic arrives at airports in the zone have a concrete supply to access.

Also, in terms of potential accessibility, the Coffee Airport generates improvements of just over 1% in coverage to PITPCCs, indicating that from the point of view of the location of airport infrastructure and touristic equipment, the Coffee Airport generates a minimal benefit compared to the current situation of operation of airports in the region. On the other hand, the Coffee Airport compared to the airport La Nubia, provides greater potential access to the PITCCLs, suggesting that the bet that it replaces the latter in its entirety as Caldas Airport is a wise decision, in addition, that the operations of the Coffee Airport will include international cargo and passenger traffic. To boost the CCL and their tourism is necessary a strong relationship between regional governments and airlines in order to create new routes and tourism facilities like the Coffee Airport, among others. On the other hand, the decay functions used yielded different results in the regional analysis due to the form they take. In the case of the distance decay function, which depends on the deterrence factor, it decays more quickly close to the origin, so in the analysis at the regional level where the travel time is greater than in urban analysis, the probability of travel decreases as travel time grows. In the case of the modified Gaussian function, which depends on travel time vector dispersion factors, it decays in a slightly way near the origin generating behaviour that allows analysis with high travel times, being the highest potential accessibility, so this function is suitable for analysis at the region level, where travel times reach high values, while the negative exponential function works best in the urban analysis where travel times are low compared to region-level analysis. In addition, the modified Gaussian function is calibrated with the data obtained from travel time, meanwhile, the negative exponential function uses the deterrence factor that is calculated by target source data from the studied area, which were not available in this case study.

Therefore, the modified Gaussian function is performed in an acceptable way for studies where reliable destination source data is not accessible and where travel time reaches high values as in regional analyses presented in this research.

The sensibility curve constructed with Beta parameters between 0.15 and 0.01, helped to choose the correct Beta parameter for the study in the decay function, finding an inversely proportional tendency, while the Beta parameter increases, probability to travel decreases. This tendency dramatically rises because of high travel time values on the regional scale of the research. Besides, a low Beta parameter, like the chosen one in the potential accessibility analysis for the study case implies a high willingness to travel towards tourism facilities, this is a good approximation for the kind of travel that tourism is.

Integral accessibility is a powerful tool in that it can quantify the coverage of population and tourist points through the calculation of travel time and the construction of the isochronous curves, at the same time, these two measures are intake for the calculation of potential accessibility so in this methodology both accessibility measures are complementary. Besides, integral accessibility is an adaptable tool because of researchers could use a different kind of facilities to measure the coverage of tourism in a region. This methodology has some limitations in the calculation of the distance decay functions that could be improved using the origin-destination matrix. However, CCL does not exist this kind of mobility study consequently in future research and governmental studies its measure could be boosted in order to make decisions supported in its results. Besides, in this methodology, the private vehicle was considered, in future research, public transport, and its supply could be considered in order to promote their use of within to tourist and region inhabitants.

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## GEOHAZARDS AFFECTING CULTURAL HERITAGE MONUMENTS. A COMPLEX CASE STUDY FROM ROMANIA

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**Abstract:** The impact that geohazards have on cultural heritage requires continuous research in order to assess risks, prevention and conservation. This study has as the main research object, a unique monument in terms of its connection with the risk phenomena. It is about a wooden church historical monument from the village of Corbești, Romania, which was destroyed at the beginning of the tenth decade of the last century by a meteorological hazard, later reconstructed on a new site (in Oradea Municipality), and currently there is a risk of being affected by a geological hazard. The study focused on three main directions of research, namely: reconstructing the film of events, analyzing current risks and finding viable methods for future conservation and promotion. The methodology is based on extensive field research and the use of digital technologies. The results obtained confirmed the church's tendency to be affected by the emergence of a new risk phenomenon - landslides. In order to conserve and rebuild in case of need, the monument was digitized and a three-dimensional model of high accuracy was developed. This approach has the advantage of being low-cost, fast, non-invasive and providing large volumes of valuable information in the process of cultural heritage conservation.

**Key words:** cultural heritage, geohazards, digitization, 3D modelling, photogrammetry, conservation

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### INTRODUCTION

The cultural heritage represents an implementation of the customs, practices, values and artistic expressions (Nicu, 2017a) of a community from the past, into our days. This bridge that connects the elements of the cultural heritage create between the past and the present (Indrie et al., 2019) is of indisputable value for the contemporary society, giving the citizen the idea of belonging to a certain society, of cultural identity. Their ability to interact with memory (Vecco, 2010) is perhaps the main quality that ensures their persistence; over time, the people being aware of the value of these works so they tried to protect them. In order to fulfill our responsibility and the role of intermediaries in the process of protecting, preserving and transmitting the cultural heritage, it is fundamental to understand the dangers these elements are exposed to and how they can be evaluated and inhibited.

Due to the fragility and the need for authenticity, the cultural heritage is vulnerable to damage caused by anthropic hazards (expansion of localities, enlargement of the modern road network, accentuated soil erosion, pollution, vandalism, etc.) (Nicu, 2017b; Agapiou et al., 2015; Hadjimitsis et al., 2013), as well as natural hazards (earthquakes, tsunamis, tornadoes, landslides, rock falls, floods, droughts, etc.) (Wang, 2015; Lollino and Audisio, 2006; Parisi and Augenti, 2013; Nicu, 2016; Badiali et al., 2018). If the first category of risks is easier to counteract in the future knowing the triggering factors, the predisposed areas and the necessary regulations; the second is even more dangerous, being characterized by unpredictability in space and time. The negative effects of natural hazards on the integrity of the population, economy and society are well known. A report by the Center for Research on the Epidemiology of Disasters (CRED, 2019) states that in 2018 there were 315 natural hazards considered disasters, which affected over 68 million people, resulting in 11,804 deaths and material losses worth about \$ 131.7 billion. As regards the cultural heritage, and especially the immovable one, the consequences of these phenomena are often disastrous, being able to produce major damage or even the complete destruction of the goods, without being able to be restored (Nicu, 2017a; Lanza, 2003; Spennemann and Graham, 2007). But the occurrence of natural hazards does not only harm the elements that make up the cultural heritage of a region, there are also positive aspects of their activity. Examples include the extreme drought of the summer of 2003, which caused a record low flow of the Danube on the Romanian territory,

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discovering the submerged ruins of a Byzantine city; or the floods of 1971 from Dobrogea (Romania) that revealed a paleo-Christian basilica of the fourth century, in a very good state of conservation (Mara and Vlad, 2008). Geohazards are a separate category of risk phenomena, being defined as potentially harmful events for the population or the environment, directly related to the geological status and processes (Tomas and Li, 2017; Wang et al., 2019). Most often, geohazards have as the main cause of triggering the natural phenomena and processes, but in some cases these can also occur as a result of human modeling interventions on the natural component (Zhu et al., 2017); thus, geohazards are individualized as geohazards of natural origin (landslides, earthquakes, tsunamis, volcanic eruptions, floods, rockfalls) and geohazard of anthropogenic origin (land subsidence, water contamination, extreme weather events due to atmosphere pollution etc.).

As previously shown, the safety of cultural heritage in the face of the hostility of nature is a delicate problem facing today's society (Frodella et al., 2020), involving many variables and unknown facts. But one thing is certain, namely the need to protect and preserve these living evidences of the past. This requires a better understanding of the risk factors and the initiation of diagnostic studies in order to implement measures to mitigate the risks and their consequences (Vojtekova and Vojtek, 2020).

The technological progress of mankind has created many alternative methods to the traditional ones of risk assessment and conservation of cultural heritage elements (Pavlidis et al., 2007). These include GIS and digitization techniques, which have the advantage of being more efficient, less restrictive, cheap and non-invasive. Recent studies (Hadjimitsis et al., 2013; Iriarte et al., 2010; Agapio et al., 2015; Alexakis et al., 2013; Robinson et al., 2010) use GIS techniques to monitor in a systematic and integrated way the relation between the elements of cultural heritage and the support areal. Digitization as a conservation strategy is a relatively new concept that focuses on obtaining highly accurate geometric models for long-term conservation, assessing future evolution and reconstruction in case of disaster (Ruggiero et al., 2012). The viability of this approach is certified by the large number of studies (Madanan et al., 2018; Doulamis et al., 2012; Newell, 2012; Marutoiu et al., 2017; Herman et al., 2020) that have used this as a working method for evaluating and protecting the cultural heritage. All these innovative techniques work together to create a virtual reality, facilitating the protection of the data obtained by digital storage, for future use; which should not be neglected for responsible custody.

### Wooden churches – a rich legacy of Romania

Romania is a country with a rich cultural heritage, the Romanian people actively contributing along the historical stages in creating a cultural heritage with a strong touch of individuality and uniqueness. Among the most important remains are the wooden churches, as evidence of the craftsman's skill and of the Christian past of the Romanian people (Baiaș et al., 2015). The great significance and the central position that these constructions occupied in the life of the Romanians resides in the impressive number (1200) of wooden churches built before 1900, which are still preserved today (Droj et al., 2010).

The wooden churches in Romania have been extensively studied over time, from an architectural, cultural and spiritual value point of view, as well as from the point of the safety of the internal microclimate for the preservation of the monument and the health of the parishioners (Ilieș et al., 2018; Ilieș et al., 2019; Ilieș et al., 2020; Onet et al., 2020; Demenchuk et al., 2020). A less researched issue is the relationship between the wooden churches and the support areal. Due to their age and the inevitable deterioration of the organic materials out of which they are built, are prone to damage caused by the human activity and nature. The wooden church with the dedication "*Saints Archangel Michael and Gabriel*" (Figure 1), which is the subject of this study, was built at the beginning of the 17th century in Corbești Village, Bihor County and was painted on the inside in 1807. It was done, like the great majority of wooden churches, by popular craftsmen and financed through the collective efforts of the local community. Since 1993, it has been moved to the *Holy Cross Monastery* in Oradea, where it is still located today. Starting with 2010, it is on the new list of historical monuments, being considered a building of local interest.

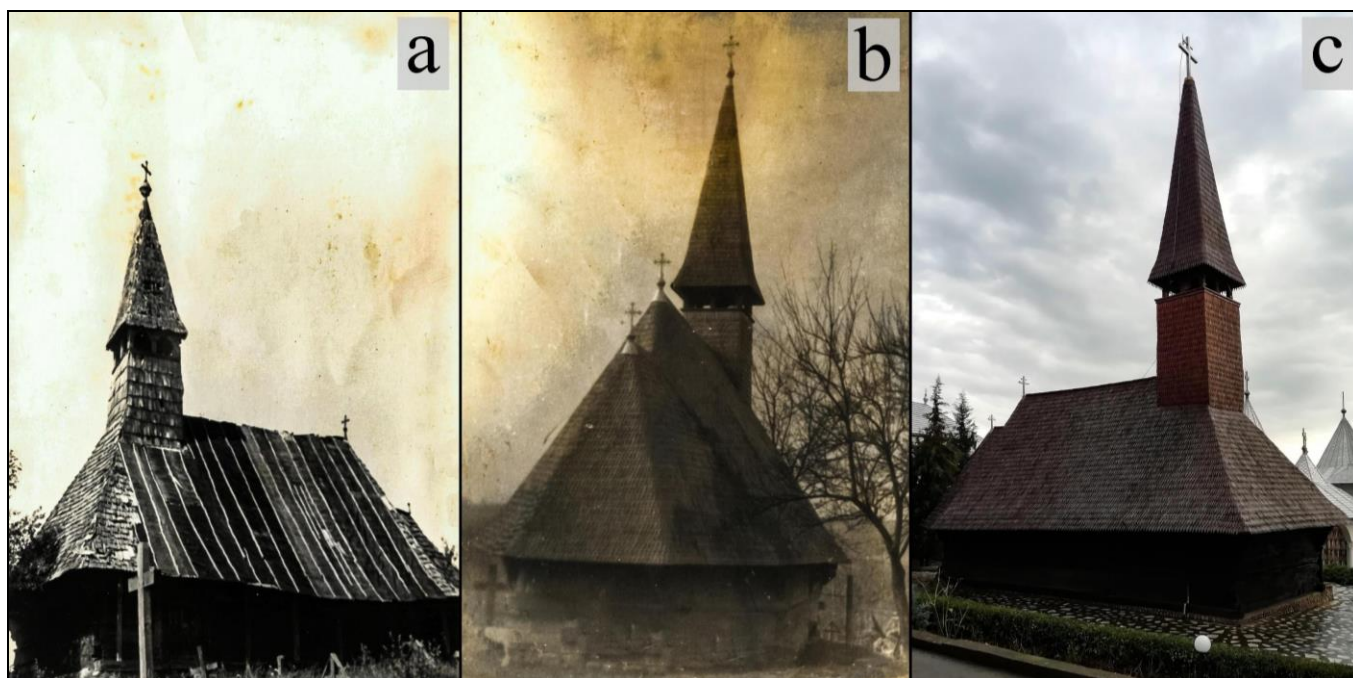


Figure 1. Wooden church with the dedication "*Saints Archangel Michael and Gabriel*" a. The church from Corbești village in a photo from 1971; b. The church from Corbești village in a photo from the '80s; c. The wooden church within The Holy Cross Monastery in a photo from 2019

The past is the element that highlights this monument between the multitude of wooden churches that populate Romania and Bihor County; being closely related to natural hazards. Its evolution over time is influenced by a meteorological phenomenon of risk which is often assumed by both researchers and the general public that appears very rarely in Europe and has low intensity, a tornado (Antonescu et al., 2017). This event totally destroyed the church in the village of origin, Corbești, on July 3, 1991, practically causing it to be moved and

rebuilt at the Holy Cross Monastery, two years later. The move was seen as a new chance for this monument difficult to try to prevail, to transmit further the legacy of civilizations that now appear on the verge of extinction, more than ever. But due to the current position, at the foot of Oradea hills, an area whose geology is a factor favoring the initiation and evolution of the slope processes, the wooden church is threatened to be affected by a geohazard, the landslides. Based on this consideration, the present study aims both to determine the conditions that favored the destruction of the church and to evaluate the geohazards risks to which the edifice is currently exposed. All these actions have as final aim the elaboration of preventive and reactive methods in order to conserve the place for a long period of time.

## METHODOLOGY

The methodology for carrying out the present study followed three main research directions. The first two were focused on accumulating information related to natural hazards that affected or had the potential to affect the place of worship; while the latter, based on previous analyzes, has as its main purpose the preservation of the church through the use of digital methods frequently used in the study of cultural heritage.

### A. Meteorological hazard

In order to prevent the possible effects of natural hazards on the wooden church for its preservation for a long period of time, the impact that the tornado of July 3, 1991 had on the future evolution of the monument cannot be neglected. In order to obtain the data regarding the conditions and the mode of production, the damage caused and the repercussions of the event, required an exhaustive consultation of specialized literature, archives and cartographic representations available. At the same time, field investigations were undertaken in order to reconstruct the thread of the events and carry out interviews with the eyewitnesses. Cartographic representations and expressive images were processed using ArcGis 10.6 and Adobe Photoshop CC 2015.5.

### B. Geohazards - The current risks

The assessment of risks to which the church is currently exposed to was carried out through extensive field research, as well as using the territorial analysis techniques related to ArcGis 10.6 software. Following the examination it was found the tendency to be affected by the initiation of the landslides. For a correct assessment of the risk, the map of the susceptibility index of the landslide zone (LSI) was developed in ArcGis 10.6 using the Frequency Ratio (FR) method. This method is based on the ratio between the probability of occurrence and the probability of non-coincidence (Lee and Evangelista, 2005); the calculation mode for the landslides being the percentage of the area occupied by the slides compared to the percentage of the class of each parameter considered (Blaga et al., 2014; Solaimani et al., 2012; Pradhan and Lee, 2010). Maps and orthophotoplans were used to establish the locations and mapping of the existing landslides, and further in the LSI creation, eight parameters (Figure 2) were considered as determinants in triggering the landslides in the targeted area (Kalantar et al., 2018). The information needed to compile the parameters used for the FR method were extracted from Digital Elevation Models (DEM) derived from topographic plans and maps, orthophotoplans and thematic maps; all of which are complemented by field observations.

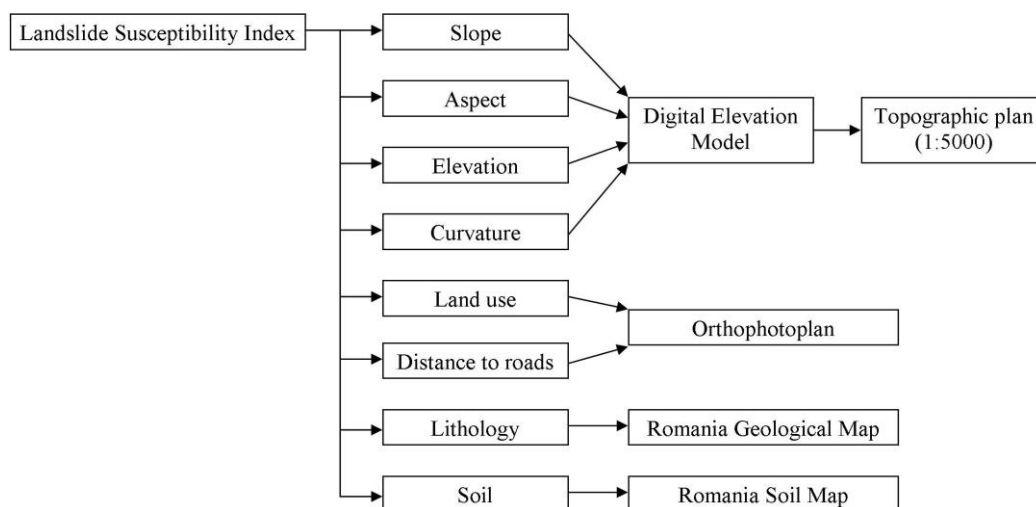


Figure 2. The parameters considered for the realization of the Landslide Susceptibility Index (LSI)

Considering that lithology is one of the most important triggering factors for landslides, a deep well drilling was dug to determine the underground deposits in the immediate vicinity of the monument, which confirmed the risk of triggering these phenomena. At the same time, the preliminary factors were identified and examined in the territory.

### C. Digitization for conservation and promotion

Digitization is very important in the process of evaluation-preservation-restoration of the elements that make up the cultural heritage, and can also have attributions in the dissemination of knowledge. In the field of research related to cultural heritage and geohazards, with the advancement of digital technology, new methods are identified in order to conserve heritage assets, photogrammetry and 3D scanning (Alshawabkeh et al., 2020). By the three-dimensional models resulted, one can map, compare and study aspects of cultural heritage; these possibilities making them ideal for conservation and restoration (Scopigno et al., 2011; Akoglu et al., 2019). The disadvantage of these practices is that the advanced processing tools often have a very high cost, and the field of cultural heritage research is often characterized by small budgets, low funds that are difficult to obtain. But 3D models with high resolution can also be made using cheap scanning devices, low cost or even open source software. In order to obtain information, conservation and restoration in case of need of the wooden church within the Holy Cross Monastery in Oradea Municipality, it was considered to develop a three-dimensional model based on the photogrammetry method. In this case, this involved the semi-automatic generation of highly precise geometric details and textures, using 2D terrestrial images, processed only with cheap or free tools and software (Nicolae et al., 2014). In order to achieve this, four main steps were followed, as shown in Figure 3 (Themistocleous et al., 2016).

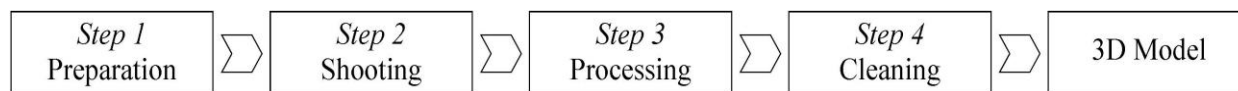


Figure 3. Methodology for obtaining the three-dimensional model

**Step 1**

Due to the fact that the wooden church is an immovable object, located in the open air, it required a very careful planning of the photo acquisition process. The environment not offering controlled light, which could lead to a lack of texture and quality of the final model, it was decided to take pictures during daylight with mostly diffused natural light, as less direct as possible (Themistocleous et al., 2016). Thus the process of texturing mapping did not register any errors. At the same time, due to the vegetation and the surrounding constructions, the data acquisition was done with even greater attention, requiring in advance a field inspection to become familiar with the objective and calibration of the camera.

**Step 2**

The photos were taken using a Canon EOS-1D Mark III camera with a CMOS sensor of 28.1 x 18.7 mm. In order to have the best coverage of the object, terrestrial photographs were taken from different angles around the object (Figure 4 - in blue), thus the coverage is almost complete. The camera was moved around the object keeping a relatively constant distance from it. In order to obtain an as accurate as possible model, the photographs thus obtained were first sorted by eliminating those that showed distortions, deformations or blur; as a result of this process, 186 viable photos are chosen for further processing.

**Step 3**

The processing of images implied introducing them into digital software in order to build the 3D model. For this, Meshroom, 2019.2.0, CloudCompare and Agisoft Metashape 1.6.2 Professional Edition were used; the first two are open source programs, and the second one low cost. The processing step involved the fully automated reassembly of the object's shape by interpolating all the photographs in a reference space (Remondino, 2011). In recreating the monument, the first step called Structure from Motion (SfM) (Ystikli, 2007; Themistocleous et al., 2015) is of utmost importance because it analyzes the database and digitally reconstructs the position and orientation of the cameras around the object.

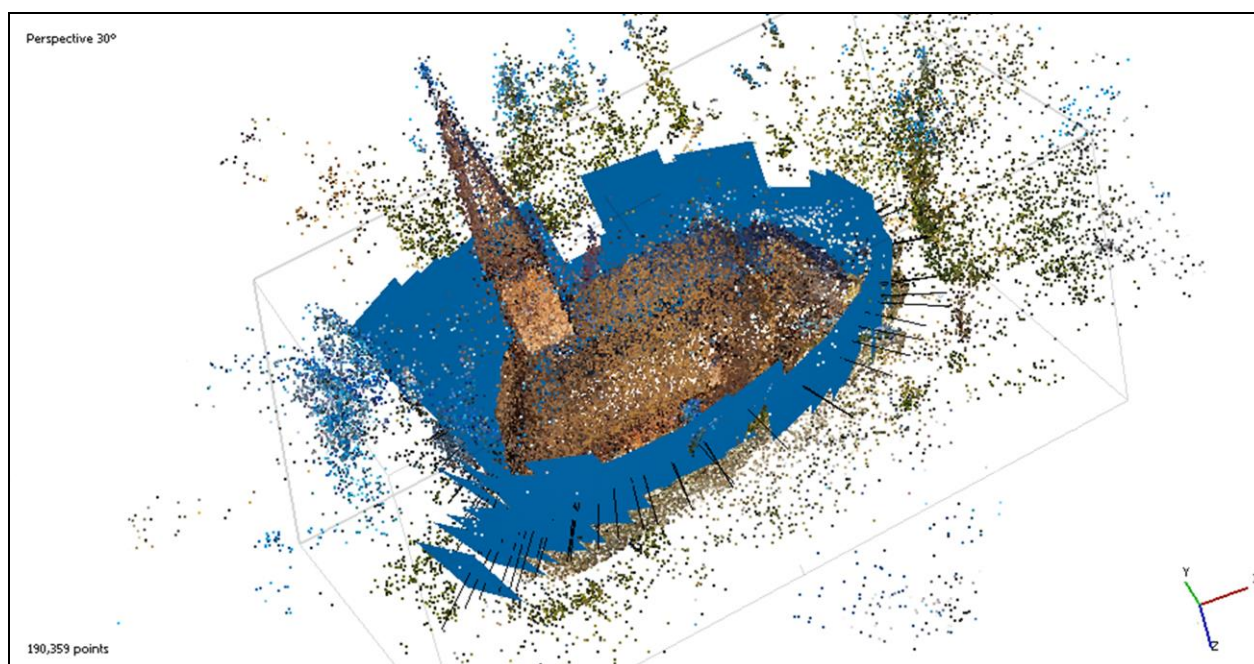


Figura 4. The weak cloud of points and the position and orientation of the camera at the time of taking each photo (in blue)

The automatic determination of the correspondences between the images has generated 190,359 individual points through matching algorithms (Figure 4), forming the weak cloud of points on the basis of which the dense point cloud and the polygonal model were further constructed by meshing and texturing operations.

**Step 4**

For the final 3D cleaning and construction process, the model was imported in another open source program, MeshLab. Here all the surrounding objects that were not part of the formation of the monument were removed; being eliminated or blurred at the same time, any possible errors that might appear when the model is built, which affects its quality (Figure 5).

The very good resolution of the photos taken allowed the large color details to be preserved. But in the end, the color projection on the wooden church was carefully checked and corrected in order to present the authentic aspect of the edifice as best as possible.

**RESULTS AND DISCUSSIONS**

The three distinct sub-chapters in which the present chapter is fragmented practically represent analyzes on the past, present and future of a defining monument for the Romanian society. The investigations being centered on how the meteorological hazard from the past and the damage are caused, the assessment of the current geohazard risks, as well as the conservation methods. Thus, knowing the past, in the present the wooden church must be offered visible horizon in order to persist in the future.

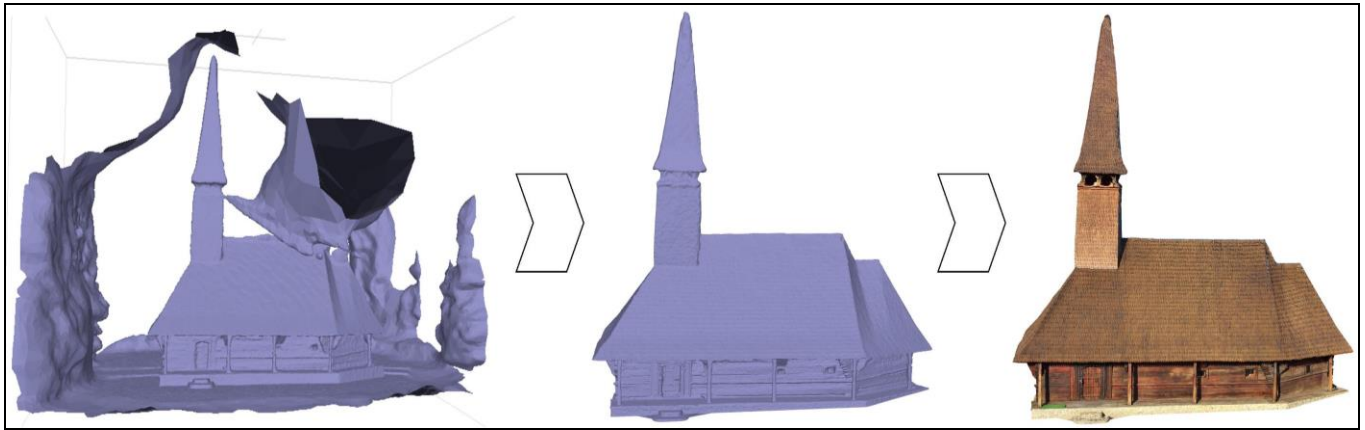


Figure 5. The process of cleaning and making the final three-dimensional model

### Meteorological hazard

Meteorological hazards belong to the category of natural hazards and are divided into several categories according to the triggering speed. Tornadoes are perhaps among the most unpredictable fast-triggering weather phenomena. Precisely because of the speed of occurrence, the uncertainty in space and time, combined with the vulnerability of humans, the destructive potential of tornadoes is greatly amplified (Rauhala and Schultz, 2009). Supercellular storms are the main factors accountable for the occurrence of most of the meteorological phenomena of risk; mostly all tornadoes from weak to violent being associated with these (Jones, 2015; Spiridonov et al., 2010). This is also the case of the tornado of July 3, 1991 from Corbești, which was generated by a convective supercell responsible for producing a wide range of risk phenomena during the evolution in the region (Cristea, 2004).

On July 3, 1991, at 12 o'clock, about three hours before the event that took place in Corbești, the synoptic situation in Europe was characterized by the presence of a deep barric depression over the Balkan Peninsula, while the northeast of the continent was under the influence of a dorsal of the Azoric Anticyclone (Figure 6). The positioning of Romania at the connexion between the North and East Azoric Anticyclone, characterized by warm air masses (over 20°C) and the barric depression from southern Europe, with a cold air core (8-10°C) (Figure 7) (Cristea, 2004), created the ideal premises for the production of risky weather phenomena.

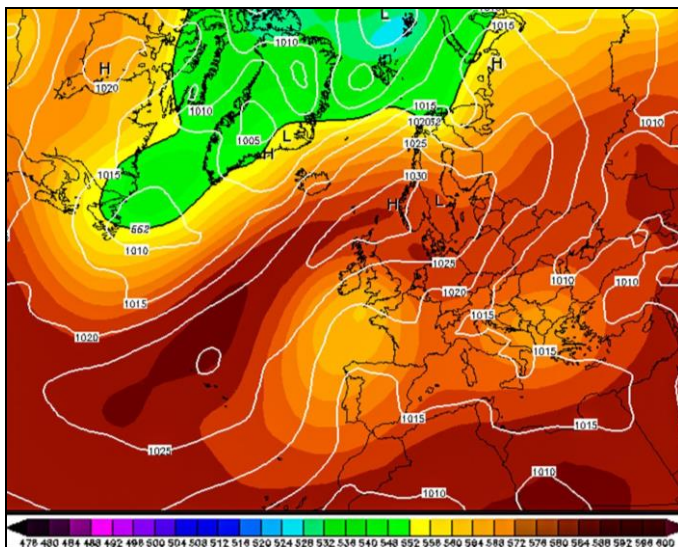


Figure 6. 500 hPa geopotential at 12:00 UTC on 3 July 1991 (source: www.wetterzentrale.de)

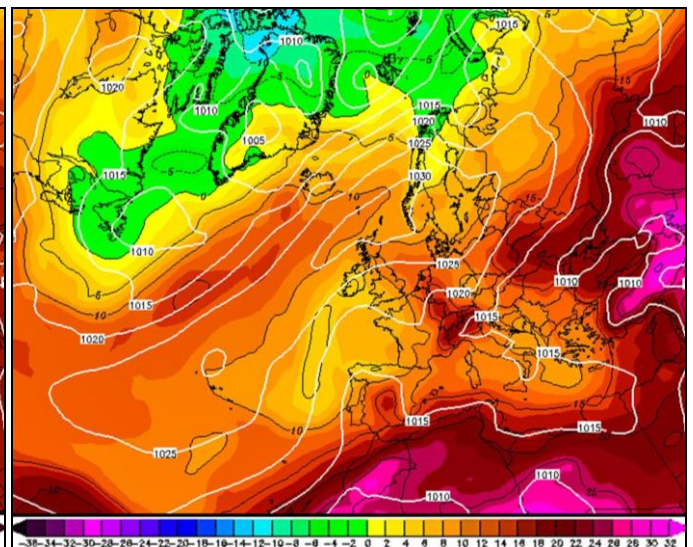


Figure 7. Temperature at 850 hPa at 12:00 UTC on 3 July 1991 (source: www.wetterzentrale.de)

Around 16 o'clock, on the radar map from that date, a convective radio echo with all the characteristics of a super cell (elliptical shape, cumulonimbus clouds strongly developed vertically, high reflectivity, etc.) appears well defined in the south of Oradea (Cristea, 2004), moving at a speed of about 50 km/h in the west-north-west direction. On the outskirts of Oradea there is also the village of Corbești, where the tornado appeared just before 16 o'clock. The tornado's trajectory was channelled on a valley that connects the villages of Corbești and Topa de Sus, leaving behind traces in which the effects were devastating, in one of them being the wooden church. The material losses following the event escalated to 15 buildings destroyed, about 100 affected and over 1000 hectares of crops damaged and also registering a death.

In order to reconstruct the thread of the events, but also for a better understanding of the experiences of the locals, interviews were conducted in which the eyewitnesses participated. Thus, at the time of the event, most of the members of the local community were present at a funeral, on one of the hills bordering the village, at a considerable distance from the high intensity areas of the tornado. It is just sheer luck that the loss of human life is limited. Witnesses describe that before the tornado began, the sky "... had darkened, as if it were an eclipse or as it got dark ..." / "... it darkened. As if it was night ..." / "... it got dark, like a kind of fog", and later on the phenomenon would be accompanied by a "... very strong sound", similar to the locals with the noise of a mill "... which grinds everything". The witnesses' statement leaves no room for interpretations on the typology of the meteorological phenomenon, the vast majority of them resembling "... a whirlwind ...", others even identifying it as a tornado.

Despite the short time it took, "... about 6-7 minutes" up to "... 10 minutes", the tornado left behind a distressing view of the village, with houses completely destroyed or uncovered and trees removed from the roots (Figure 9, b and d). Of all, perhaps most had to suffer

the wooden church historical monument of the village, the primal point, the core of spiritual and social life of any Christian settlement. This was practically destroyed completely, only the bell tower remaining standing in a precarious balance (Figure 9, a and c).

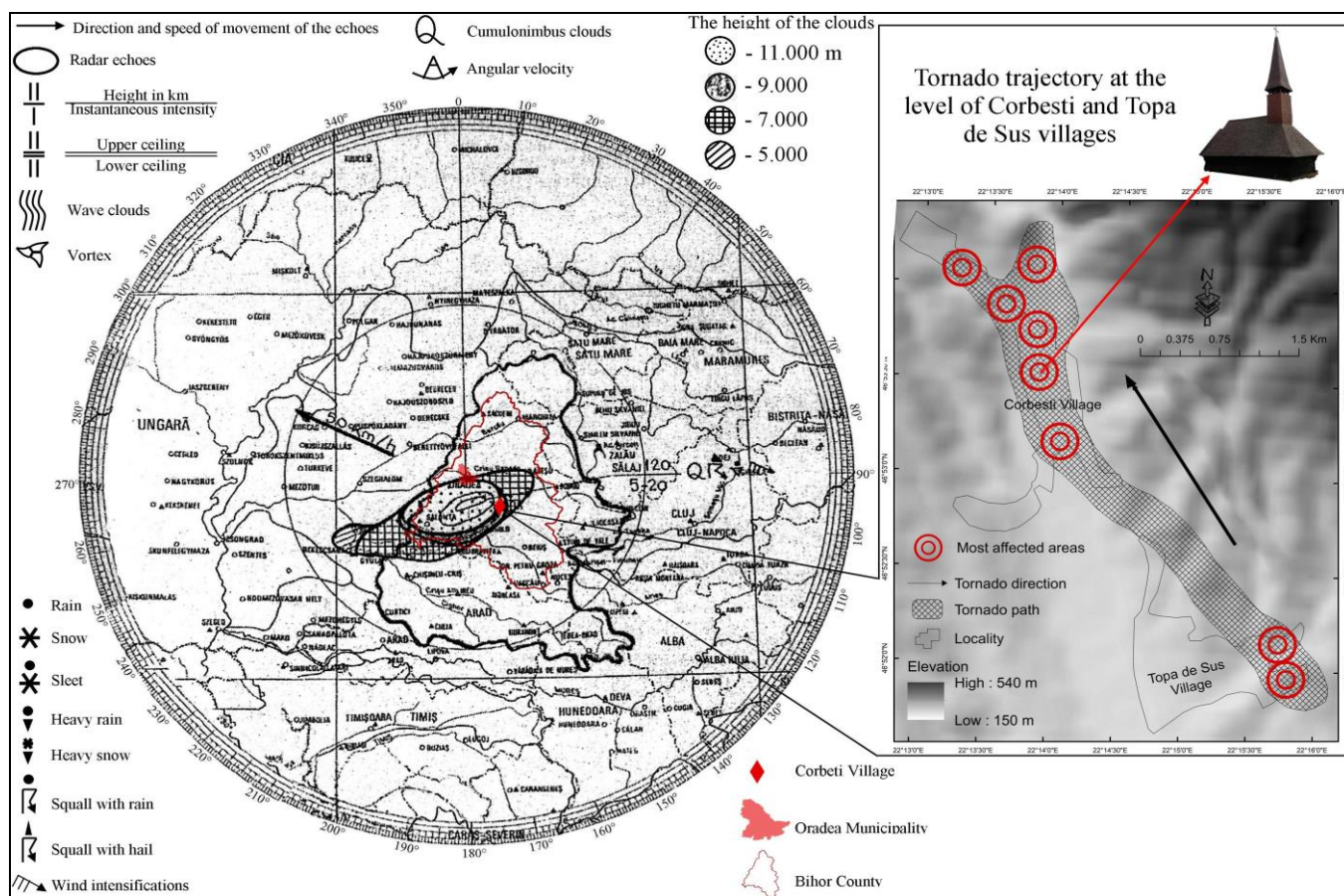


Figure 8. The radar map from July 3, 1991, 4 pm and tornado trajectory at the level of Corbesti and Topa de Sus villages (processed with improvements after Cristea, 2004)

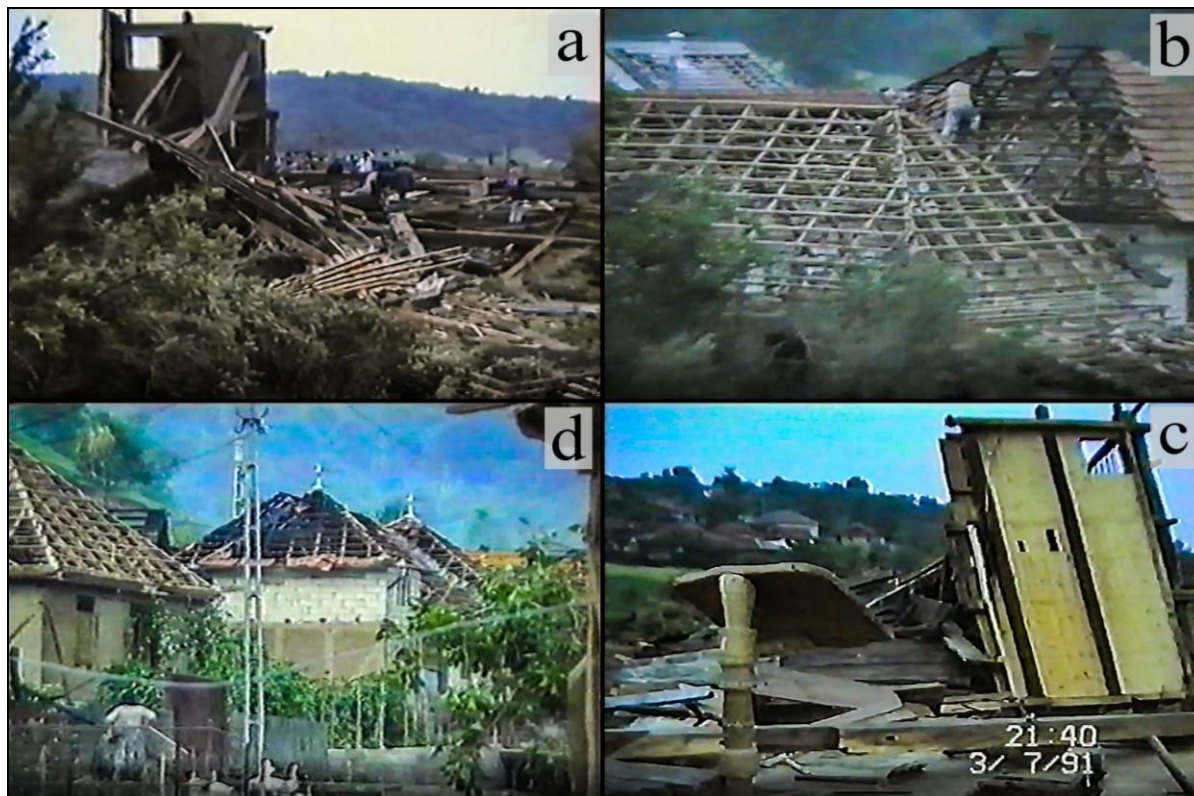


Figure 9. The material losses caused by the tornado in the village of Corbesti a and c. The remains of the wooden church; b and d. The damage created to the homes of the villagers (Source: The film made on the spot by the Episcopate of Bihor)

The remnants of the sanctuary were the main subject of a film made by representatives of the Episcopate of Bihor, about eight hours after the disaster, with the purpose of immortalizing the damage caused by this unexpected phenomenon. The feeling of repulsion stemming from the superstitions of the locals, as well as their need for a more spacious place of worship, to inspire more security, led the old wooden church not being rehabilitated. After two years when it was torn down, the opportunity arose to relocate it to the Monastery of the Holy Cross in Oradea Municipality. Therefore, like a phoenix bird, the once destroyed church was reborn from its own ash to become the first church of the newly established monastery in Oradea.

#### A. Geohazards - The current risks

The monastery of the Holy Cross, being located at the foot of the Oradea Hills, an area whose geology is a factor favoring the installation and development of the slope processes, thus creating the risk that both the monastic settlement in general and the monumental wooden church in particular to be affected by a new risk factor - landslides.

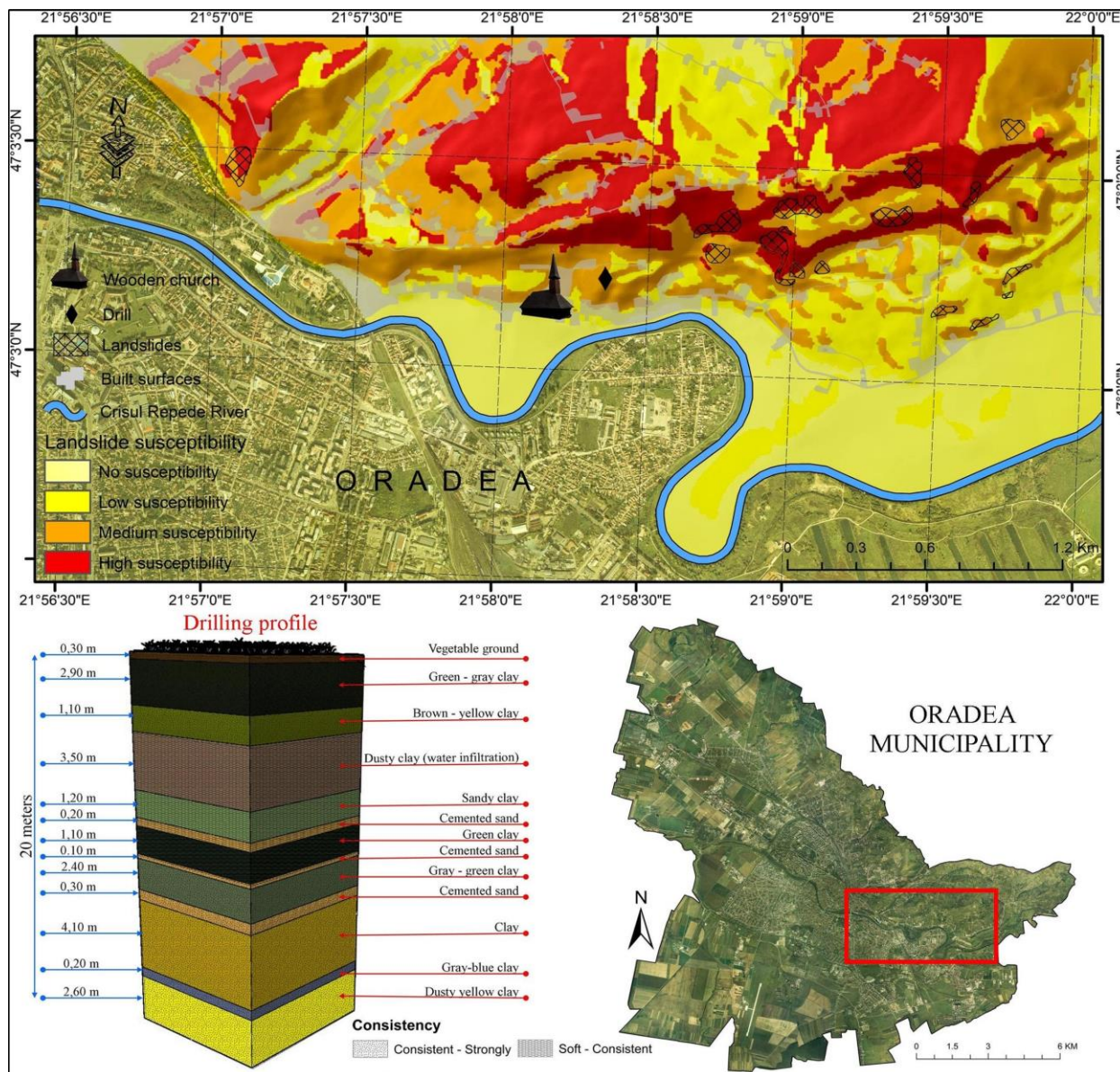


Figure 10. Susceptibility of the area to landslides expressed by LSI (Drilling profile source: I.J.P Bihor - Geotechnical Studies Workshop)

The hills of Oradea are presented as a low hilly component, which does not exceed 300 meters (max. 292 m in the Osorheiu hill) from a morphometric point of view. They have the shape of long ridges oriented predominantly east-west, which make the transition from the hill area to the plain of Western Romania. In general, their lithology varies vertically from marly deposits belonging to the Pontian with massive and compact appearance in the subsoil, to sandy-clay complexes with thicknesses of a few meters at the top. Along with the lithological formation, the inclination of the layers in a cuesta type relief, the rich precipitations especially in the spring-summer period, the massive deforestation in the last decades and the overloading of the hills with constructions, they collaborate in creating favorable conditions for the initiation of landslides in the region. These phenomena occur with a very high frequency, especially on the hills on the right side of Crisul Repede River in the perimeter of Oradea Municipality; area where the wooden church is located.

The index map of the landslide susceptibility, based on local conditions, presents the spatial probability of producing new landslides in the targeted area. This is a useful tool for managing the geohazards induced by these phenomena, through higher land use planning, as well as better decision-making in predisposed areas (Pham et al., 2016). The interpretation of the map indicates that the area has a great tendency with regard to the appearance of these slope processes. Evidence in this regard is also the multitude of such risk phenomena that cover the

hills of Oradea. The analysis on the four value categories of the susceptibility of the area to landslides reveals a relatively homogeneous distribution. The areas with the highest risk (31.9%) have the largest extension, followed by those with medium risk (26.8%), no risk (20.8%) and small risk (20.5%). The area with medium susceptibility where the wooden church is positioned, is guarded at the top by a sector with a large spatial terrain which is defined by a high susceptibility of landslides. In order to determine the influence that the lithological composition has in determining the occurrence of these processes, in the immediate vicinity of the monument a drilling was done in order to determine the nature of the underground deposits. The interpretation of the results obtained after the drilling (Figure 10), indicates that above a dense-looking marly substrate there are successive layers that consist of different types of clays and sands with a consistency of the soils from soft to hard, of about 20 meters thick. The alternation of the different layers with distinct cohesion leads to the evolution of soil degradation processes, facilitating the landslides. The balance of the slope in the immediate vicinity of the monument church is also affected by the aggressive anthropic intervention, taking place mainly in the last two decades. In this sense, it can be seen in figure 10 that the surfaces built with buildings and road alignments occupy a large area, being scattered throughout the hills. The risk is even higher as the area is constantly expanding in terms of construction, being a residential area in demand by the population of the municipality.

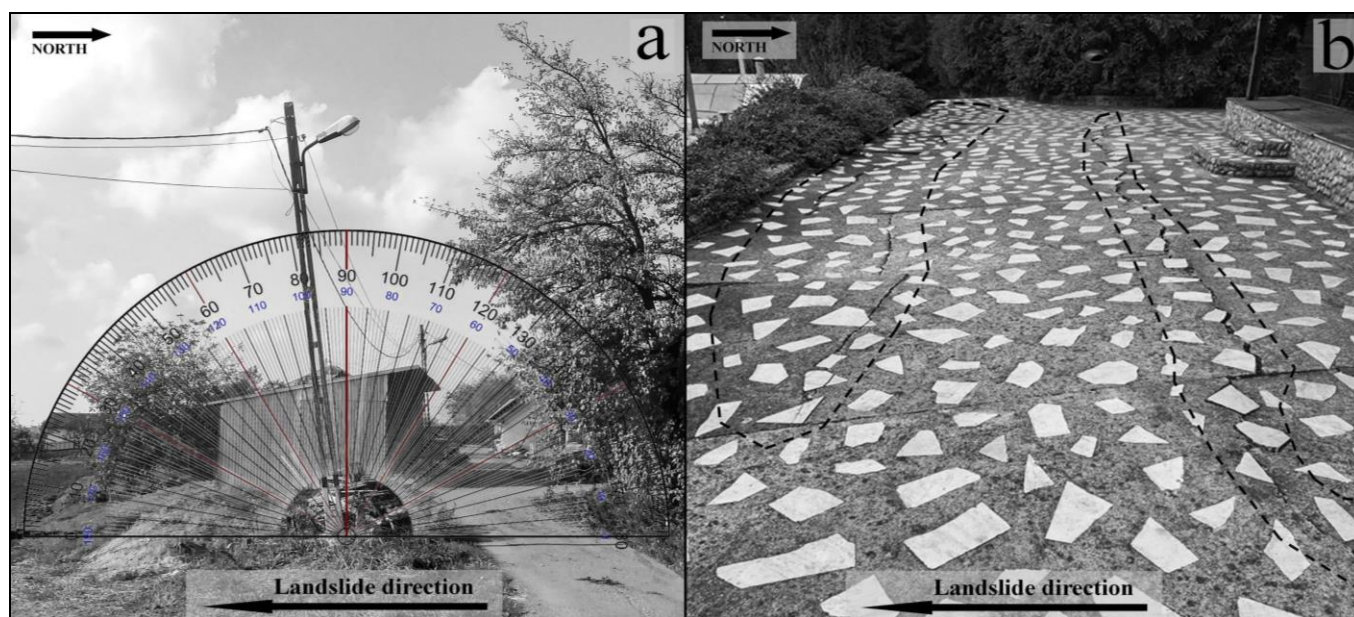


Figure 11. Preliminary processes of landslides in the vicinity of the monument  
a. Inclination of an electricity pillar in the direction of the material displacement; b. cracks in the plateau on which the church is located

The field surveys in the immediate vicinity of the monastic settlement, reveal the presence of the activities preceding the landslides, sign that the slope is active and presents a risk of geohazards. In this sense we can mention deep cracks in the soil that decrease the cohesion of the material, cracks in the network of roads and sidewalks etc. In Figure 11a we can see the inclination by about 8° compared to the right angle of an electricity pole, in the direction of the material movement from the slope. The case is not an isolated one, this aspect being ascertained at most of the electricity poles in the area. At the same time, the cracks in the concrete post on which the church is located (Figure 11b) denote an increased instability of the slope. The occurrence of the harbinger phenomena of the landslides must be an alarm signal for the decision-making bodies regarding the risk situations. The integrated action of the factors set out above may affect the safety of the citizens and their property; and in particular to the security of a national heritage asset, the wooden church.

### B. Digitization for conservation and promotion

The position of the wooden church, set exactly on a sliding wave of land, greatly limits the preventive measures that can be taken to preserve the monument. But, through digital techniques, reactive measures can be provided, which prove to be of great help in restoring the church in case if it will be affected by geohazards in the future. In this context, photogrammetry is shown to be a key factor in obtaining three-dimensional models of heritage buildings, which can reconstruct the destroyed or damaged heritage element, first digitally, and then in reality.

The 3D model (Figure 12a) obtained from the processing of the field photographs depicting the wooden Church "*Saints Archangel Michael and Gabriel*", can stimulate the way the edifice is kept, viewed, registered and reconstructed in case of need.

This approach facilitates the virtual presentation of the areas affected by the slope movement, in order to make the best intervention and reconstruction decisions. Monitoring the effects of landslides on the church can be done by making such models periodically, and by comparison the most susceptible parts can be displayed. The advantages of photogrammetry include not only the fact that it allows access to objects at great distances, but also supports their analysis. Photogrammetry thus becomes a viable alternative to direct field measurement of object dimensions; an analysis of this kind is presented in Figure 12b. Following the introduction of a reference measurement (performed in the field) and resetting the computing algorithms, the model allowed with centimeter precision the measurement of the wooden church dimensions. These data prove to be of great value in the event of geohazards. The information thus obtained can be made available to the restorers. Moreover, based on the model created, the destroyed parts of the church can be scanned and inserted into the system, and with the help of the MeshLab program, they can be digitally reassembled by manual repositioning at the original location. At the same time, the replica allows an approximate estimation of the volume of material needed to perform certain repair interventions. The opportunities offered by the three-dimensional models practically minimize the possibility that the main features of the church will be modified again following a restoration process. A very advantageous situation considering that through a comparative analysis of the three photographs that make up Figure 1, it can be seen that over time, through successive repairs, the authentic aesthetic aspect of the monument has been obsolete.

The model achieved mostly reproduces the original features of the monument. But in order to conserve, recover and rehabilitate, the limits of the model created must also be taken into account, which in the present situation is given by the absence of crosses on the roof. This

limit was obligatory due to the material it was made of and the color of crosses (silver sheeting), which having a very high light reflectivity it caused the loss of the contour and finally the inappropriate reconstruction. Due to this fact, those elements were eliminated from the final model. This approach not only represents a cheap and non-invasive opportunity for the preservation and rehabilitation of the monument, but also constitutes a way of promoting geotourism, taking into account the important scientific-didactic and spiritual valences of the area. This place could represent a first complex stop from an urban geotourism trail of Oradea Municipality, Romania.

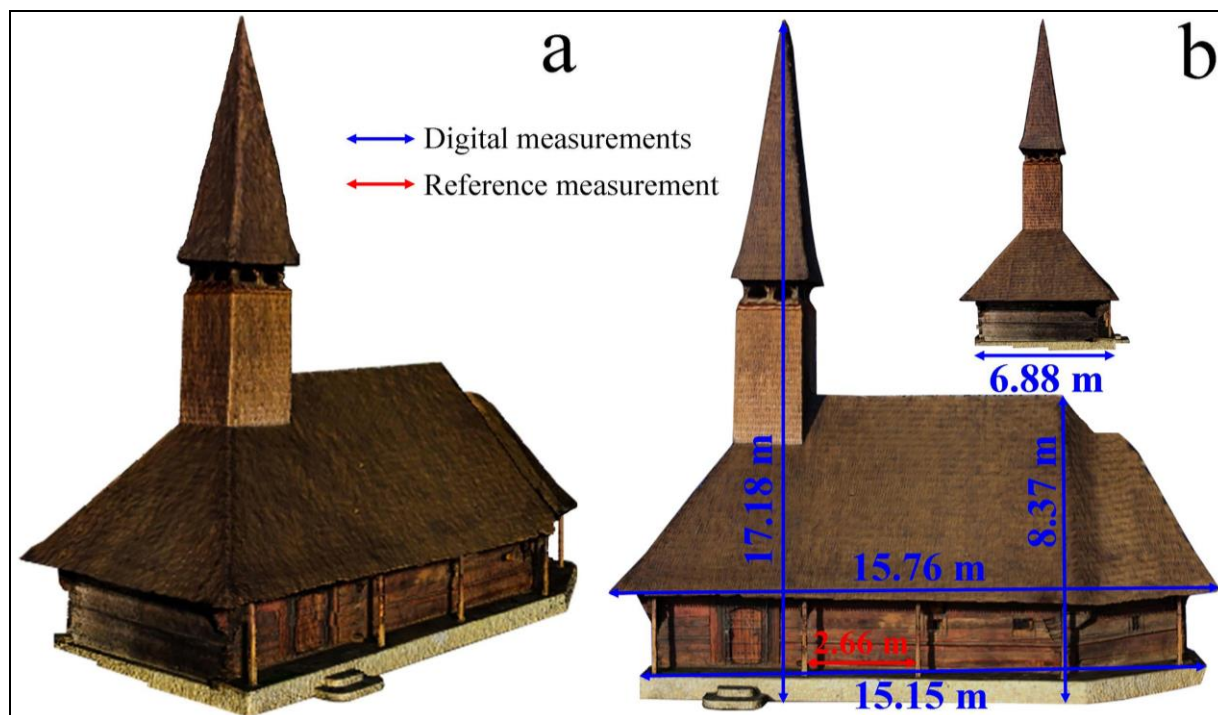


Figure 12. 3D model of the wooden church "Saints Archangel Michael and Gabriel"  
a. The overview of the model; b. The dimensions of the monument calculated based on the model obtained

## CONCLUSIONS

The evolution over time of the wooden church "Saints Archangel Michael and Gabriel" within the Holy Cross Monastery of Oradea is closely linked to natural hazards and especially with geohazards. Presenting the way the tornado took place, which resulted in the destruction of the church, the archival images depicting the magnitude of the material losses and the rendering of the experiences of the locals, should not only represent a simple rediscovery of this tragic event in the history of the monument, but also a signal of alarm on the need for the protection and conservation of the cultural heritage. These actions are more important now after it has been proven through territorial analysis and field research that the wooden church is in an area prone to landslides, and the indications of the processes preceding these phenomena are already visible. In this case, digital preservation seems to be the only solution. The 3D model created by the photogrammetry method based on overlapping 2D image, has the advantage of being able to be done with limited financial resources, also allowing for advanced analysis. Even if it does not provide effective protection against geohazards, three-dimensional models represent an important tool for reconstruction in case of need. By animating the way in which the cultural heritage is researched, organized, visualized and conserved, it must represent a fundamental approach for research in the field.

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## PROMOTING LOCAL POTENTIAL AS A STRATEGY TO DEVELOP TOURISM VILLAGE

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**Abstract:** The development of tourism significantly contributes to the nation's economic growth, but it involves a trade-off between ecosystem services and social and cultural identities in many developing countries. Tourism village should preserve the local customs, safeguarding the environment and having a positive impact on its surroundings. The village of Papringan has several peculiarities: local food, traditional arts and nature's attractions such as waterfalls, therefore deserves to be marketed as a tourism destination packaging. The competitiveness of the tourist village is also inseparable from the government's role in providing the community with excellent, full services and active participation. This study seeks to establish a strategy for the establishment of the village of Papringan tourism, based on local wisdom. A series of semi-structured interviews were conducted with village officials, batik artists, local artisans and civic leaders. The information collected is grouped into four SWOT categories using content analysis. The goal the analysis is to recognize strengths, weaknesses, opportunities and challenges faced by the village authority while developing Papringan as tourism village. Theoretically, the result of this study provides a new insight in the field of tourism village development. At the practical level, our findings can be used as a reference by the local authority in providing resolution of community problems, particularly those related to the tourism strategy in the Banyumas Regency villages. The success of making Papringan a tourist village shall have a multiplier effect in the form of higher rural communities' welfare, increased revenue from tourism sector; infra-structure betterment to increase tourist access.

**Keywords:** rural destination object, local wisdom, local entrepreneurial supports, development strategy

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### INTRODUCTION

The role of the tourism sector in fostering economic development in the rural area is an important research strand. The economic literature has essentially shifted from merely informative to a more comprehensive understanding of rural areas' growth conditions. The tourism sector's role is vital in the Indonesian economy. Tourism accounted for 9.3% of the Gross National Product (GDP) in 2014, 8.4% for domestic employment and creating 9.8 million jobs. Approximately 15,18 million foreign tourists, visited Indonesia exchanged 16,7 billion USD in 2019. Despite the astonishing figure, the foreign tourist spending in Malaysia and Thailand is slightly higher, around \$1.100 per person (Ministry of Tourism and Creative Economy Indonesia, 2019). Considering the tourism sector potential, the Indonesian government has attempted to prioritize tourism as an alternative source of revenue for rural development. The unique cultural heritage and nature are some of the comparative benefits of Indonesia's tourism village, which possibly attracts a significant number of visitors every year.

Rural areas have strong potential due to their unique natural resources and cultural wisdom. The idiosyncratic social legacy and ecological haunt are a part of the rural tourism focal points which have attracted a substantial number of visitors (Grilli et al., 2020). The travel industry's likely commitment to economic development and business age and the restricted open doors to economic expansion have made the networks of the tourist industry the best way of enhancing the travel sector. However, the country regions and lifestyle in the province (Gao and Wu, 2017) have suffered a global emergency since late in times of urbanization and modernization, in particular in the creation of nations and rustic culture. The Culture and Tourism Minister proposed the national empowerment program (PNPM) for tourism destinations in 2014. One hundred four tourist villages in Indonesia are being developed by the Ministry of Culture and Tourism (Adawiyah et al., 2015).

Rural tourism can have a positive influence on the socio-cultural environment through the host-visitors' interaction. A comprehensive national development needs to be carried out to promote the sector as a way to increase the well-being of those who live in rural areas. In many developing countries, rural tourism is tied up with development plans (Briedenhann and Wickens, 2004; Gannon, 1994; Wihuda et al., 2017). Rural tourism is classified as a small business because of its unique nature (Bramwell, 1994). The customs and environmental protection of tourism and their genuine positive impact on tourist attractions should be upheld by tourism in the community (Adi et al., 2017; Hari Adi and Adawiyah, 2018; Sharpley and Roberts, 2004).

The competitiveness of the tourist village is also inseparable from the government's interventions (Perales, 2002). The local authority must accelerate the tourism development in the rural area. Efforts have been advocated by the Indonesian government policy to promote the sustainability of the tourism industry in the countryside. Sustainable tourism policies can, in turn, generate jobs and alleviate suffering.

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Consequently, tourist village should be seen as an opportunity to increase rural economic growth, while at the same time protecting biodiversity and promoting and maintaining local culture. However, there are several hurdles to a policy aimed at promoting more sustainability in tourism and complicated economic, environmental and social policy compromise. To support the initiation and development of the tourist village, the Indonesian government needs financial assistance which can be obtained from private investments. For this reason, information about the existence and extent of values of Papringan village as a potential tourist object is required in order to form positive preferences of potential prospective tourists. The unique lifestyle, handcraft and typical village art are potential features to be offered as a valuable attraction to tourists.

Research on rural tourism village development in remote areas has been limited in Indonesia. This paper aims to develop a strategy for developing Papringan village as a potential tourism object. The village of Papringan is located in the south of the river Serayu Banyumas regency, Central Java Indonesia. The river of Serayu is situated in the rhythm of the village. The Papringan village is famous of its Banyumasan batik craft, a majority of the women do batik work such as design patterns, tinting, colouring and timing to enjoy time to help increase family income (Istiqomah and Adawiyah, 2018). Batik was transmitted to the rhythm of rural Banyumas through generations. Figure 1 shows the village's geographical position.

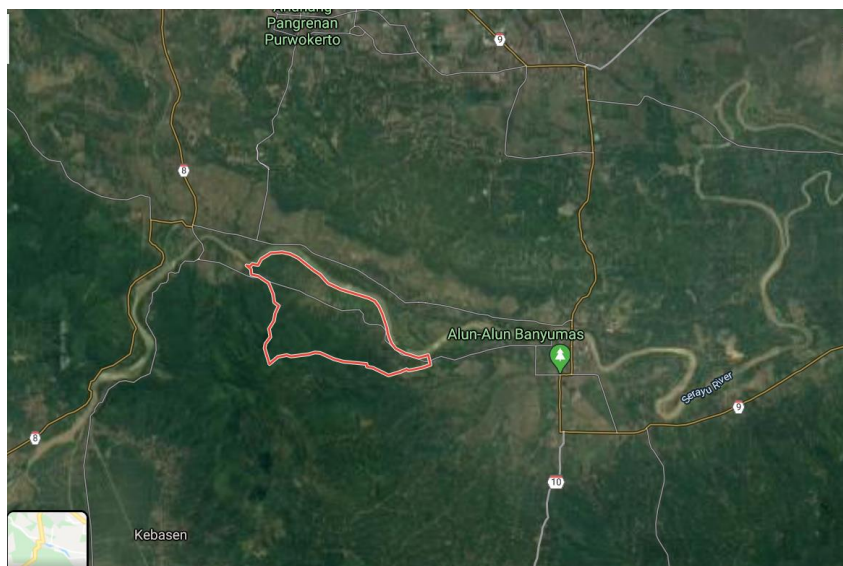


Figure 1. The geographical location of the tourism village (Source: Google Map)

There are many tourist potential areas within the village of Papringan including the Serayu River and Turgid Krucuk water sources near the old town of Banyumas, the *Banyumasan lengger*, *Nyadran*, *Cowongan*, *Sedekah Bumi* and the *Calung Banyumasan* music. The potentials of the old city of Banyumas, the ancient mosque in the village of Papringan, the Dawuhan cemetery for Banyumas pioneering figure, all can be simultaneously developed. The village of Papringan is not yet famous as the home of Banyumasan batik. There is a batik-pressing gallery on the site. Infrastructure is not well maintained, and the natural environment has not yet been developed optimally. The public has also not received a right touch from the local government concerning the natural beauty and potentials of the village.

The villagers must always preserve their traditions and cultures. The Batik motif is used to implement the traditions, environment and nature of Papringan Village. Banyumas' greatness was shown in the motive of jagatan once in the past civilization. Punakawan, Bawor or Bagong, is a symbol of affliction and innocence. Batik craftsmanship is not the artisan's primary source of revenue. The lack of a group or partnership formed by the Regional Government makes the Papringan batik less competitive than batik from other towns (Pinasti and Adawiyah, 201).

Advancing the Papringan Batik Center requires the synergizing efforts of various parties, including academics and banks. The lack of qualified human resources leads to the lack of rapid progress in the batik papringan gallery, like other batik galleries. At trade fairs in several countries such as England, Japan, Hong Kong, and India, the Batik products of Papringan were displayed. The objective of this study is to succeed the Government Program in order to realize the tourist village, by examining the variety of potentials of the village of Papringan and identifying opportunities and limitations.

## LITERATURE REVIEW

### Competitive Strategy

Strategic management describes both a mechanism and a technique to address the strategic difficulties of an organization (Noe et al., 2006). It is seen as a management pattern or strategy implemented sequentially into a whole organization with critical goals, policies and actions of the company. There are four indicators of valuable and rare skills among existing companies and potential competitors, ineligibility or non-replacement that can be a source of sustainable competitive advantage. Tourism in the country and periphery is facing many challenges because people do not know what the preservation of rural heritage is (Ghaderi and Henderson, 2012; Grilli et al., 2020). In order to maintain a valuable heritage, substantial expenditure in human capital in ways such as informal education and training with academics is beneficial. In addition, people need to be more informed of the importance of protecting the natural ecosystem, through religious norms (Adawiyah and Pramuka, 2017; Hari Adi and Adawiyah, 2018).

The Pringmas Group in the village of Papringan represents one of the reliable tourism potentials in Banyumas regency. The efforts to develop the group are through various educational and training programs to develop human resources. Training on general aspects, such as basic entrepreneurial understanding, essential management and marketing, business planning development has been carried out. Entrepreneurial training provides future entrepreneurs with the knowledge and skills needed to anticipate rapid business changes (Honig, 2004). Special training is also available, such as production costs optimization, employee incentive determination strategies, and financial budgeting (Adawiyah, 2015). Human resource development is defined by the preparation, to the development of standards, knowledge, attitudes, skills or responsibilities for individuals or groups with a set of information and knowledge. Human development characteristics are designed to meet future needs, are long-term and anticipated changes. Education is a deliberate attempt to change the

knowledge, attitudes and skills of an individual constructively to prepare entrepreneurs and managers with the skills to face challenges (Dickson et al., 2008). Training, however, is a planned endeavour, following the business's scale, to improve one type or more specific qualifications. Upon the accomplishment of training, one is expected to exhibit a new behaviour resulting in the escalation of productivity, higher discipline, a favourable attitude and higher level of skill and expertise (Pretorius et al., 2005; Putri et al., 2017). The training is, therefore, currently oriented towards the needs, and the results are more measurable and situational.

### **Tourist Object Competitiveness**

Lack of competitiveness means that an object has no reason for surviving (Abeson and Taku, 2009). Competitiveness depends on how effective a business entity in offering their product or service on the competitive market (López et al., 2011). Competition is at the heart of successful management of tourist destinations. The competitiveness of tourism destination is a multidimensional term widely discussed in academic literature. The rigorous scientific literature accepts that, because of the effect of many variables or dimensions affecting the performance of a destination, it is difficult for the definition of tourism competitiveness to be defined and decided (Croes, 2011; Fernández et al., 2020). Many studies tried to recognize and assess these factors. However, there was no widespread agreement as to how the competitiveness of tourism was described. In the last decades, there has been a substantial growth of initiatives addressing the need for tracking the competitiveness of tourist destinations, with various suggestions to identify and calculate their competitiveness (Martín et al., 2017; Mazanec and Ring, 2011). There is an ongoing debate about the need to screen the seriousness of tourist objects with various degree of intensity (Fernández et al., 2020; Mazanec et al., 2007). The objective is to assess the travel industry competitiveness, since such estimation can add to organizing the activities arranged and the assets apportioned to profit the part (Barbosa et al., 2010). The level of competitiveness of a tourism object can be measured in several manners including a quantitative point of view through an examination of information from multiple sources such as vacationers, the travel industry specialists (Fernández et al., 2020).

### **MATERIALS AND METHODS**

The study employed a qualitative approach with a case study (Yin, 2009). The qualitative study describes the social development parts of the real world. The subjective exploration techniques try to reveal the socio-social significance and experience of the subject of examination on a non-numeric marvel (Denzin and Lincoln, 2017). Authors adopted triangulation techniques to ensure the validity and reliability of the information obtained during the study (Miles et al., 2013). In the meantime, case studies are transforming perceptions into useful information, offering indiscriminate information from direct perceptions of the individual element (Yin, 2009). These perceptions provide information on forms of information. Since the information is produced gradually, the case study procedure also identifies a specific incident inside and outside regarding the way the viewers can improve it, which gives them additional credibility. The strategy of contextual analysis includes something different from interviews and direct perception. With this strategy, case chronicles from the database can be used.

This investigation took place in the village of Papringan in Banyumas Central Java, Indonesia. The techniques used to collect data in this study include observation, in-depth interviews and focus group debates. Snowball was the sampling method. There were ten researchers in the village councils, batik artisans, artists and community leaders. Semi-structured interviews have collected data to identify the perception by informants of internal or external factors that can influence the initiation of rural community tourism in the village of Papringan, Banyuma district. A semi-structured interview with the local authority, batikers, local artists and community leaders were conducted. The analysis of data was carried out using a method of interaction that emphasized the relation of the three main components: data reduction, data presentation and the drawing of verification/conclusion (Miles et al., 2013). In order to classify variables into four set categories, the information is transcribed and analyzed using content analysis. The goal of SWOT analysis is to identify the strengths, weaknesses, options and threats. Likewise, the findings of this study provide an understanding at the community level of tourism governance. In the next stage, the authors also identified possible obstacles and factors that support the village of tourism. Data were collected with open questionnaires and then descriptively analyzed.

### **RESULTS DISCUSSIONS**

#### **Description of informants**

The success of realizing Papringan into a tourism village will have a positive impact such as 1) increasing the welfare of rural communities; 2) increase regional tourism income; 3) increase the infrastructure supporting tourism villages; 4) increase other parties as well as learn acceptable practices on villages of tourism. The results of the study also help to map tourism, anticipate restrictions and develop strategies to establish a tourist village in Papringan. Some of the strength of the villages were attributed to their local potentials such as natural views -waterfalls, river banks- arts, traditional wears and many more. Meanwhile among the drawbacks were limited human resources knowledge and skills in managing the village. Table 1 presents the SWOT analysis of local wisdom-based tourism.

#### **Supporting and Inhibiting Factors for Business Success in the Village**

Besides being influenced by internal factors such as business characteristics, development of tourism village is also influenced by external factors. These external factors include:

1. **Accessibility.** This aspect is related to access to roads, the internet, clean water and electricity. Most of the internet facilities are located in cities and often do not reach rural areas or even remote areas. This limited internet access can be an obstacle, especially in the current era, where the competition for marketing right products and services is already internet-based. Other obstacles and challenges of rural tourism are limited vision or clear perception of the community about tourism, low interest and public awareness, low human resource capabilities in technology deployment, cultural barriers (cultural barriers), coercion and deception of tourists.
2. **Distance.** Furthermore, distance can also affect the interests of tourist to visit rural areas. The quality of infrastructure in the village is an essential consideration for tourist decision whether or not to visit the location. The result of interviews with the stakeholders revealed the need for developing a public transportation hub, to attract more local land foreign visitors.
3. **Networking.** To promote the village potential, the local government should establish a good partnership with their neighbourhood. The villagers who migrated to the urban area may act as an agent of change by establishing a strategic alliance with tourists' community. The ability to build networks with foreign parties, both consumers, producers, and the government, is one of the critical factors in increasing the performance of the tourism village.

4. Local tourism support organizations (LTSOs) is a forum that aims to accelerate the realization of independent entrepreneurs who provide services in the form of business incubation, information services and business consulting, initiation of network formation, and various kinds of entrepreneurial awareness programs. TSOs are elements consisting of village governments, community leaders and youth in rural areas. Figure 2 illustrates LTSOs as follows.

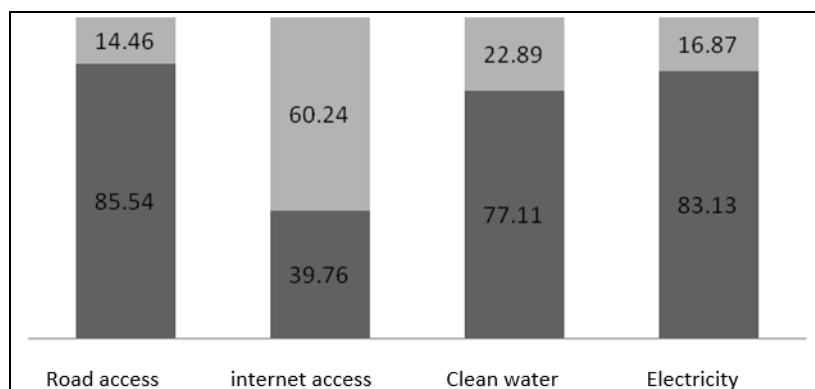


Figure 2. Inhibiting factors for tourism village development

### Strength, Weaknesses, Opportunity and Threat Analysis

SWOT stands for Strength, Weakness, Opportunities, and Threats, which systematically help an organization to identify external factors (O and T) as well as factors within the company (S and W). SWOT is used to formulate a mature plan to achieve organizational goals both in the short and long term. In this study, we use strategy formulation by combining the SWOT components. To formulate the short term strategy, the authors analyze the possible combination of opportunities and strengths (O and S). We have added three strategies to empower the village's strength in seizing the opportunities in the market: first, cooperate with the experts to identify the villages potential that can be upsurge into valuable attractions; second, cooperate with the local authority to improve infrastructure especially road access to the location; and conduct training for small business in the villages to improve the quality of their products.

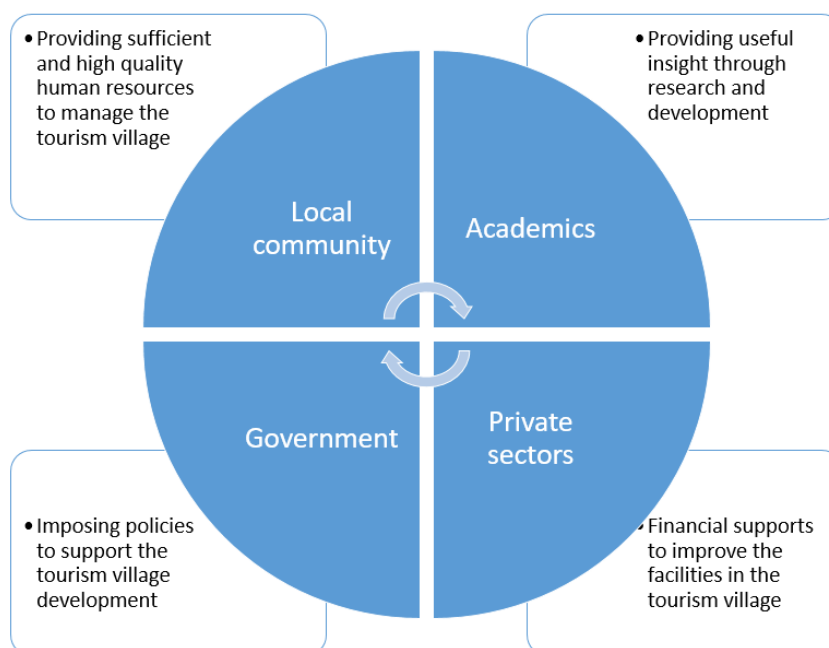


Figure 3. Local support system for the Batik Tourism Village  
(Source: Primary data obtained using open questionnaires and in-depth interview)

SWOT analysis allows an organization to formulate the core strategy as an advanced stage of implementation of organizational objectives. The results of the analysis can also lead to a change in mission, objectives, policies, or an ongoing strategy—preliminary knowledge on the availability of resources and funds before launching the village as a tourist object. Internal factors, strength and weaknesses, play a potential role in executing the business plan. On the other hand, it is also necessary to pay attention to the external factors, the opportunities that may arise to address threats that will affect the tourism village. We have developed three strategies in this case. One way to take the opportunity of the tourism market is by increase cooperation with various parties in promoting the village. The local authority may utilize various media forms to introduce the village to a potential tourist.

Moreover, the village leaders can use marketing gimmick at the initial stage of promotion and offer a bonus to travel agents every time they take visitors to the location. Establish networking through various parties such as local people who work in other cities also endeavoured. Maximizing promotion through social media such as Facebook, Instagram, and Twitter are among the efficient way of promoting the village. Detailed of the strategies are depicted in table 1.

Table 1. SWOT analysis of local wisdom-based tourism

Internal Factor External Factor		STRENGTH (S)	WEAKNESS (W)
		<ol style="list-style-type: none"> <li>1. Village arts such as traditional dance and Javanese <i>Gamelan</i> (local wisdom music)</li> <li>2. Distinctive motifs for batik design such as <i>Pringsedapur</i></li> <li>3. Strategic location, close to river banks</li> <li>4. Potential for eco-tourism such as waterfalls</li> <li>5. Increase variation of the regional specialties such as crackers from cassava and local fruits.</li> </ol>	<ol style="list-style-type: none"> <li>1. No patents/ copyrights on the motifs</li> <li>2. Small water debit for the waterfall during the dry season</li> <li>3. Absence of regulation to protect tourists' security and safety</li> <li>4. Scarcity of funds to support the development of the tourism village</li> <li>5. Lack of interest among the youngsters to inherit the batik crafting skills.</li> </ol>
OPPORTUNITY (O)	Team up with academics, local authorities and private companies for the development of tourism villages.	<u><b>S-O Strategies</b></u> <ol style="list-style-type: none"> <li>1. Magnify cooperation with academics to identify the village's market potential</li> <li>2. Improve infrastructure in collaboration with the regional government</li> <li>3. Cooperate with the academics and ministry of Agriculture to improve the local food quality.</li> </ol>	<u><b>W-O Strategies</b></u> <ol style="list-style-type: none"> <li>1. Seek advice from the regional authority to protect their indigenous motifs.</li> <li>2. Cooperate with the local governments to preserve waterfall discharge.</li> <li>3. Proactively search for potential investors to finance the development in the region based on the priority.</li> </ol>
THREAT (T)	The presence of existing competitors around the village that offer similar or even more attractive and well-established tourism objects/ location	<u><b>S-T Strategies</b></u> <ol style="list-style-type: none"> <li>1. Cooperate with the local governments and academia to promote the village as a tourist destination</li> <li>2. Establish networking through various parties such as local people who work in other cities and travel agents in Indonesia.</li> <li>3. They are maximizing promotion through social media such as Facebook, Instagram and Twitter.</li> </ol>	<u><b>W-T Strategies</b></u> <ol style="list-style-type: none"> <li>1. Improve product packaging and protect their unique resources with copyright.</li> <li>2. Systematically educate the youngsters on the importance of preserving their cultural heritage.</li> <li>3. Improve the marketing systems to make the tourist object economically feasible</li> </ol>



STRATEGIC PLAN	Seek experts' advice from universities and local governments to identify tourism potential in the village. Implement the "blue ocean strategy" to increase the competitiveness of Papringan village as a new tourist object.
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## CONCLUSION

This study aims to formulate a tourism village development strategy as a way to spur economic growth while conserving the environment. In their attempt to promote their region as a tourists' object, the people of Papringan village still encounter several obstacles, including lack of young generation as they think thank to generate a quality idea. Majority of the youngsters prefer to work in some big cities, rather than working in the countryside. Second, lack of agreed standards on some of the products offered, such as variations in the colouring skills of batik artisan, has lower the quality of the goods. Third, a small business producing local foods relies on agricultural products produced in the area which affect the availability of raw materials used for production. With open market systems, consumers prefer high-quality products, regardless of their origin. The rural resources are unable to compete with urban resources. The application of patterns of mass tourism development, which affect the environment, is often incorrectly carried out in rural areas. The tourism sector is a sector in which villagers have relied upon to improve their economic situation. Promoting rural tourism will not only improve local economic welfare but will also increase the socio-cultural value and preservation of the environment. Natural tourism, agri-tourism, cultural tourism, creative tourism and adventure tourism with strong rural roots include objects of rural tourism. The results of that study are useful information to speed up economic development in rural areas, a national issue for which different parties, including academics, need to address themselves immediately.

## IMPLICATION

Our research results are expected to provide a better understanding of how to manage the tourism sector in rural areas. Although our analysis is based on a case study in Papringan village, the study recommendations can be generalized, offering useful insights for rural tourism development in other regions. At the same time, the resulting strategy also provides a relatively detailed explanation of the roles of stakeholders in managing rural tourism. Overall, the results of this empirical research can be used as benchmarks in managing various types of rural tourism projects through more robust, sustainable rural tourism cooperation networks. Our project results also demonstrate the need to raise awareness of the importance of local natural and cultural capital in Indonesia. To overcome the limited capital of tourism village managers, it is necessary to build a network of cooperation with formal financial institutions and carry out promotions to both domestic and foreign investors. Another alternative is to provide opportunities for large companies to channel a small portion of their funds for tourism development in rural areas, as a form of social care. To reduce the effects of environmental damage due to the high number of tourist visits, tourism village managers can promote environmentally friendly promotions such as not littering, not stepping on grass and using water as needed. At the practical level, the results of this study can be used as a reference by the local authority in developing rural tourism in the Banyumas district.

Moreover, the strategy developed in this study can overcome the scant of operational guidelines for policymaker in Banyumas Regency can especially for developing small businesses as the complementary factor for tourism village. We are also contributing to the pieces of literature of rural tourism by providing additional information based on a case study in Papringan village. The government should find the best way to motivate the villagers so that they voluntarily participate in the project.

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## OASIAN CITIES: A TOURIST HERITAGE THREATENED BY THE INVASION OF URBAN EXPANSION, CASE OF THE OASIS OF BOUSSAADA, ALGERIA

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**Abstract:** The Oasis of Boussaâda is a natural, architectural and cultural heritage, which made it a destination for investors in the field of tourism. Since the 1980s, there has been a random expansion of uncontrolled structures within palm groves, which have become threatened with extinction, because of the lack of urban space and the increasing demographic growth. In this context, the present study dealt with the discussion and analysis of the impact of urban expansion on Boussaâda Oasis, which received large numbers of immigrants from most of the country during the period 1987-1998. These factors have resulted in increasing population growth and rapid urban expansion; but most of the time, this expansion was irrational and not subject to urban legal constraints because of the weak mechanisms for applying laws and influence of government planning and policy which has had impacts on the oasis. Within this perspective, the research aims to follow the stages of urban expansion of the oasis of Boussaâda, showing the expansion reasons and the consequences on the expense of the Oasis.

**Key words:** Oasis of Boussaâda, Algeria, Oasian Cities, Tourist Heritage, Urban Expansion, Population Growth, government planning and policy

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### INTRDUCTION

The oasis is a specific landscape that exists with deserts in arid regions (Jia et al., 2004). It is the basis of human settlement and economic development (Liu et al., 2018) because of the availability of fertile soil, fresh groundwater and surface runoff from nearby mountains (Luo et al., 2008; Zhou et al., 2017). And it is one of the characteristic of ecological landscapes and the primary space for human life and agricultural production in the arid region (Wang et al., 2010). The urban expansion on one hand is an indicator of economic, social and political growth whereas, on the other hand it is at the cost of forests, agriculture lands, orchards and greenery of the city (Torrens and Alberti, 2000; Barnes et al., 2001, Ahmad and Laxmi, 2016). The encroachment of parks and reserves is increasingly becoming a problem, especially with the rapid urbanization (Adjewodah and Beier, 2004; Eshun and Tichaawa, 2020), which may result in a demand for the productive use of land, such as for housing, food production, public infrastructure, and other uses (Xie et al., 2014). The absence of healthy planning in the cities also helps to expand construction on the expense of agricultural land, in addition to the role of the behavioral factor represented in the desire of the population to reside in the suburbs outside the cities (Wahdan, 2013). Algeria, like the other countries in the world, has been living in a similar situation since the independence, despite the successive policies of organizing its field; and similar to the Algerian oasis cities, especially the steppes, the city of Boussaâda, with an oasis-tourist character, it is considered one of the interior regions, rich in natural and human tourism potential which have not been equipped with a tourism development strategy (Kherrou et al., 2018).

Plus it should be noted that the city is enduring a big population pressure, this environment that contains all this population has grown and developed because of the natural increase and the large influx of migratory numbers witnessed by the region in different periods of time (Berbache, 2008); the city attracted a total of 6348 arrivals during the period (1987-1998) (ONS, 1987-1998) especially from neighboring municipalities due to the uneven distribution of the development projects. This great population pressure resulted in an irrational expansion of the urban environment through the extension at the expense of the palm groves (Lettre Wallonie-Bruxelles à Alger n°1, 2008-2010), the rapid expansion of oases is always accompanied by change of hydrological processes, soil and ecosystem stability (Maeda et al., 2011; Nian et al., 2014; Bai et al., 2014; Zuo et al., 2014; Zhou et al., 2017). Excessive expansion of oases may increase the high risk of environmental degradation in arid areas (Qi et al., 2007), and the result is the deterioration of the oasis. All this has negatively affected the beauty and reputation of the city, as its oasis-tourist character requires it to be a homogenous, functional and aesthetically pleasing area. As it is known, there is strong relation between environmental condition and touristic perspectives (Ilieș et al., 2017; Azhayev et al., 2020).

Therefore, the study of urban expansion on the oasian cities and its impacts on the stability of oases are essential for sustainable development in the arid regions. However, there were few researches to analyze urban expansion and its impacts on the oasis of Boussaâda. That is exactly what motivated our approach to study the impact of urban expansion on the oasis of Boussaâda.

### STUDY OBJECTIVE

The main objectives of this study are to (1) detect the stages and the trends of urban expansion in the oasis of Boussaâda from 1972 to 2017; (2) identify the expansion driving factors and the consequences on the expense of the Oasis; (3) discuss feasible recommendations for the sustainability of the Boussaâda oasis. Through how to restore the beauty of the city and its tourist reputation, and make it more attractive.

### STUDY AREA

Boussaâda is the closest oasis to Algiers, just about 250 kilometers south of it. It is one of the municipality's of the province of M'sila and also one of its centers in the middle of the province. The city of Boussaâda has an area of 248 km<sup>2</sup>. It is located at 35° 12' - 35° 15' N

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latitude and  $4^{\circ}9''$ -  $4^{\circ}12''$  E longitude (Figure 1), this city has a population of 157476 inhabitants and a population density estimated at 635 inh/km<sup>2</sup> (DPSB, 2017). It has an important strategic location in terms of its presence on the axis of the national roads. It also has a diversity of natural, cultural and even tourist attractions beyond state borders.

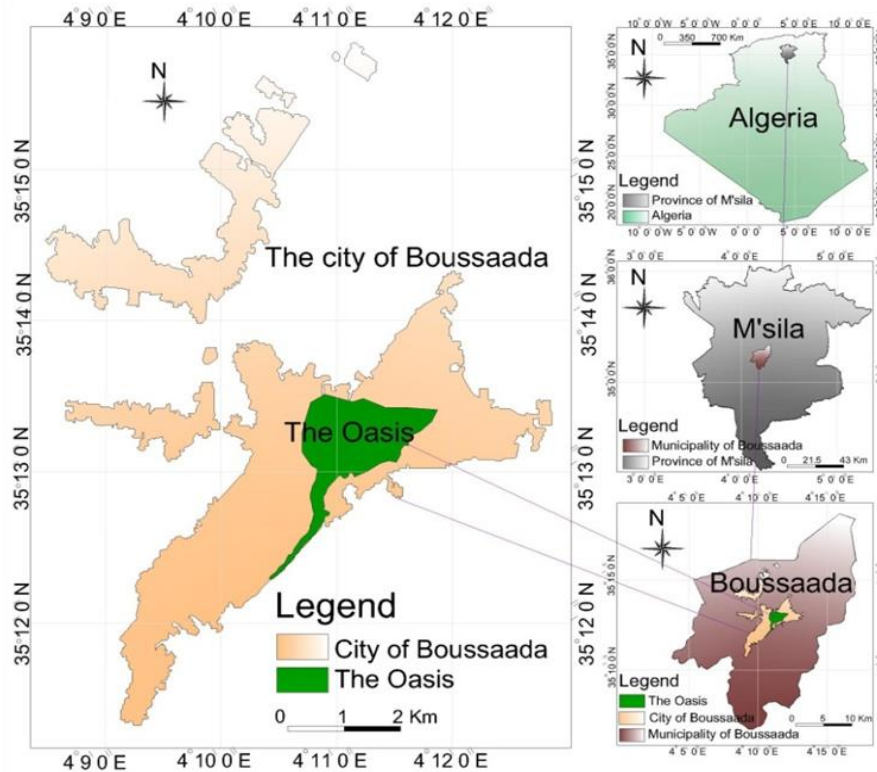


Figure 1. Geographical situation of the study area (Source: author's construct)

## MATERIALS AND METHODOLOGY

In this study, we follow the historical approach in studying the stages of urban expansion of Boussaâda city, descriptive approach in the study and diagnosis of the current urban reality of the city, the analytical approach in the analysis and evaluation of land use change and the factors influencing it and the impact of urban expansion on the oasis by the increasing number of buildings and the lack of area of palm orchards, based on the information and data, both quantitatively and qualitatively from different sources. Aerial photographs and maps were used to explain the pattern of expansion and its trends in the city of Boussaâda. The most important tools used in this study were:

- AutoCAD program to draw some maps related to the location of the study area.
- The Geographic information systems technology ArcGIS and its various programs and use them in the analysis process.
- Remote sensing programs such as the ErDAS program in the processing of aerial photographs and we used recent images of 2004, 2017.
- Photography.
- The continuous field observations throughout the research period.
- Our focus was basically on the aerial photos of the area from about 16 years (since 2004), and the presentment of the agricultural areas that existed until recently, as well as the analysis of these images to show the urban expansion over the oasis.

### The urban expansion of the oasis of Boussaâda

The oasis of Boussaâda whose Arabic name means "city of happiness", it is a meeting point between the north, south, east and west, making it an area of attraction since ancient times. It was an important trade center and a center for commercial convoys. The city dates back to 1492, when old mosque was established (The Palm Mosque) (Nacib, 1986). Near the Oasis, and then the buildings and residential neighborhoods were built around it, interspersed with squares and narrow and twisting streets, overlooking low and compact housing, and this is what He produced a compact and dense urban fabric, which form in total the k'sar or Medina of Boussaâda (the old city now), where the name of the oasian cities was called the "k'sar", when the inhabitants lived in the k'sar and work in the oasis (Figure 2).

The establishment of this site was based on the presence of fundamental factors in the old urban pattern of the Arab-Islamic cities, such that "the palaces were built over the highlands or on the hills and this in order to have more exposure to the sun in winter and protection from the wind and floods in addition to the difficulty of invasion" (Nacib, 1986).

When the French colonialism entered the city in 1849, Boussaâda had a population of 4,500, comprising 600 houses, 500 orchards and 25,000 palm trees. The area of the oasis was then estimated at 2/3 of the city's area, and in 1870 a general plan for the oasis on the 1/4000 scale was created, with the city and its surrounding orchards covering 272 hectares (Kouran, 2015). The orchards were small squares that extended all along the valley (Figure 3), (Nacib, 1986), where the residents of the oasis depended on the sources coming from the valley of Boussaâda, which in turn passed through the Ferrero Mill built by the Italian Antoine Ferrero near the waterfall because it was running water strongly.

In 1860, the colonialism established some neighborhoods adjacent to the palace "k'sar" to accommodate the colonists, and it completed some administrative and service facilities, in the same period, the urban fabric defined the birth of new neighborhoods from the eastern side, along the valley of Boussaâda and near the oasis. These expansions can be considered as the basis for architectural forms that are not subject to law or to an engineering system except to sweep areas of land (Berbache, 2005).

Due to the importance of the tourist area, many hotels were established such as the hotel of "Kerdada", the Beau-Séjour", the "Oasis Hotel", and the "Caid" hotel in 1929, the activity of some of these hotels continues today, and the first and highest goal is tourism.

After the independence, exactly from 1962 to 2017, the city of Boussaâda expanded in all directions with the emergence of legal and illegal neighborhoods and the construction on private properties and public lands. Here, we can refer to three images of the reconstruction identified by the city: residential retail areas, illegal construction and the new urban area (Berbache, 2005). so the number of housing units increased from 4819 housing units in 1966 to 25,122 housing units in 2008 (ONS, 1966-2008), to reach to 30915 housing units in 2017 (DPSB, 2017).



Figure 2. A general view of the k'sar of Boussaâda



Figure 3. The palm groves (the oasis) next to the valley of Boussaâda

### Urban expansion trends of the oasis of Boussaâda

During the period 1962-1972, great stagnations were recorded in the construction and housing sectors in the wake of independence.

From 1972 to 2001, the city of Boussaâda witnessed rapid urban dynamics: 5 districts in 1972, 10 districts in 1983 and more than twenty in 2001, and found births in unstable marginal areas, harboring more than 60% of the city's population (Salmon et al., 2009), as the area of the built framework evolved from 1.21 km<sup>2</sup> in 1972 to 6.62 km<sup>2</sup> in 2001 (RBA, 2001). Its urban texture has speeded in a remarkable and poorly controlled manner: first, towards the southwest, by fabrics developing very different typologies; then, from the 1970s, the city developed programmed urban fabrics to the east of the city center, and other unplanned fabrics to the west.

From 2004-2017, once its natural location was saturated, the city expanded to the far northeast, then towards the northwestern side, through the sand dunes ring; the formatting operations (utilities, road network, potable water...) in these areas are inexpensive compared to rough or steep areas (Hadjab et al., 2012), at which time the built-up area increased from 10.08 km<sup>2</sup> in 2004 to 10.18 km<sup>2</sup> in 2007, it reached to 10.51 km<sup>2</sup> in 2017 (RBA, 2017), (Figure 4).

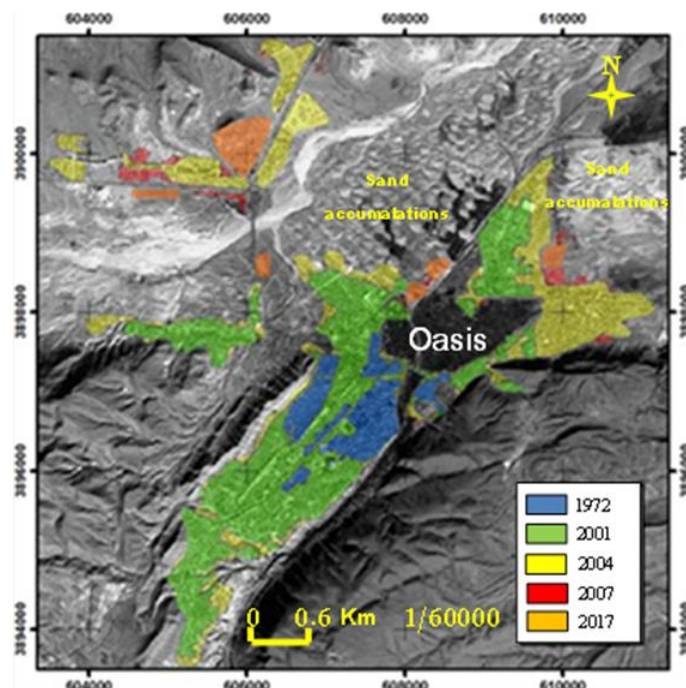


Figure 4. The urban expansion of Boussaâda city (Source: Salmon et al., 2009; and authors processing)

### Factors influencing the urban expansion of the city towards the outskirts

#### • Natural factors

The expansion of the city is proceeding according to the imperative of the natural obstacles that control its direction. Natural geographical conditions are the basis of urban expansion (Tong et al., 2018).

The development of the urban fabric of the city of Boussaâda has a general direction in the north, governed by the mountain heights represented by the mountain of "Kerdada" in the east and the mountain of "Izzaddin" in the west, as well as the agricultural lands (Oasis of Palms) located in the northeast, the woods in the northwestern part of the city, and the sand dunes to the north. These natural elements

permeate a dense hydrographic network, most notably the valley of “Maytar” and the valley of Boussaâda, which divides the city into two parts, east and west (Berbache, 2008), (Figure 5). All these natural barriers greatly affected the city's urbanization process.

#### • Population growth and immigration factors

The city of Boussaâda witnessed rapid demographic growth, and rural immigration. The city of Boussaâda was rapidly growing in 1966-77, when the population increased from 24244 in 1966 to 50800 people in 1977 (6.1% growth rate), which doubled the population in 10 years with an amount of 26556 people because of the local immigration.

The number of immigrants according to the official census for the period 1966-1977 was 9661 immigrants at the rate of 878 immigrants annually (ONS, 1966-1977). This indicates that the city is an attractive region for the population, due to its tourist importance, its location on the one hand, and also its arrangement in the urban network of the province, where we find it occupying the second place, in addition to its availability on various installations and necessities of life. The rural migration to the city of Boussaâda had a percentage of 63.4% of total arrivals during the period 1987-1998 (ONS, 1987-1998), this explains the poor living conditions in these areas with the low level of health and educational services, which compels them to migrate, especially the rural areas, which led to the migration of its residents towards the city in search of security, stability and a better life. The continuity of the migration movement towards the city of Boussaâda is also evidenced by the increase in the population during the period 2008-2017, where the city's population moved from 125553 in 2008 to 157476 in 2017 (2.87 % growth rate) (DPSB, 2017).



Figure 5. Three dimension view of the oasis of Boussaâda (Source: <https://earthexplorer.usgs.gov> and authors processing)

Several researchers noted that there was significant correlation between the total population and the built-up area (Tong et al., 2018), which indicated that population growth was one of the main driving factors of urban expansion, so many residents of the neighboring municipalities moved to the city, resulting in its expansion into suburbs surrounding the city, we mention specifically at the expense of the oasis.

## RESULTS AND DISCUSSION

### Structural changes in the architectural heritage of the oasis

The cultural heritage of the oasis is the nature of traditional housing, which symbolizes a society adapted by simple means to climatic and natural data. However, with the random urban expansion, some buildings were subjected to changes and transformations by their residents, as many residents began to demolish their homes and were replaced by modern residential buildings, while housing that preserved the original local character has experienced changes in the internal structure, or at the level of facades.

### The degradation and loss of agricultural land of the oasis

A number of studies (López et al., 2001; Grigorescu and Kucsicsa, 2017; Ahmad and Laxmi, 2016; Lasisi et al., 2017) have shown the effect of uncontrolled and unplanned urbanization, in the form of sprawl, on vegetation and agricultural land-uses, subjecting peri-urban areas to multiple activities which are mostly informal. Urban dynamics and development also contribute to the extinction or shrinking of farmlands (Lasisi et al., 2017).

The city of Boussaâda, when found on this site, was not expected to reach this large and rapid growth which was at the expense of agricultural land and non-renewable properties. We recall in particular the oasis located on the eastern side of the valley (Figure 8), which is considered as the city's lung, it also plays an effective role, because it is an impenetrable barrier to sand encroachment into the city (Berbache and Hadjab, 2017), with an exceptional biological diversity, and a system of practical knowledge and practices that humans have created for the sustainable management of adaptation and climate change, making it an area of integrated development throughout the ages. It is also a barrier to dust-laden winds due to its large area which is estimated at 250 hectares during the years 1850-1860 (DSA, 2017). Two types of agriculture are practiced in the oasis: continuous palm growing and vegetable and fruit cultivation (Berbache, 2008), (Table 1).

Table 1. The area of the oasis and the number of palms change compared to the number of dwellings (Data source: DSA, 2017)

The years	The area of the oasis (hectare)	Number of palms	Number of dwellings
2004	155	10,000	268
2017	100	6,000	500

Table 1 show the oasis contained 25,000 palm trees and 500 orchards, between the years 1850 and 1860, but this number dropped to 10,000 palm in 2004, and to 6,000 palms in 2017 (DSA, 2017), and palm trees area fell from 155 hectares to 110 hectares in 2005 (Guettouchi et al., 2015), to reach 100hectares in 2017 (DSA, 2017), and the area of agricultural land decreased by 50%, where every 08 palms per 10 inhabitants (Nacib, 1986), and today it became 10 palms for every 50 inhabitants, where the number of houses reached 268 dwellings in 2002, and then to more than 500 homes in 2017 (DPSB, 2017), and the oasis now represents 1/4 of the city's area, after it was two-thirds of the city's area during the years 1850-1860 (Belouadeh, 2011), (Figure 6).

Through the (Figure 6), we note an increase in the number of random housing, in contrast, we note a decrease in the density of palm trees in the palm grove and a decrease in oasis lands.

#### Factors contributing to the invasion of the urban expansion of the oasis

##### • Influence of laws and legislations for preserving tourist heritage and agricultural lands

Although there are several laws promulgated by the Algerian legislator that emphasize the protection and rehabilitating the architectural heritage and the protection of agriculture land and prevent them from being converted to urban land, foremost of which is the cultural heritage law (98-04), the Real Estate Directive law (90- 25) and the Development and Reconstruction Law (90-29), but the field incarnation of these laws is very weak with the absence of deterrence devices for violators of these texts.

This rapid urban dynamics with the lack of a clear plan for urban management resulted in an irrational expansion of the urban environment through the extension at the expense of the Oasis.

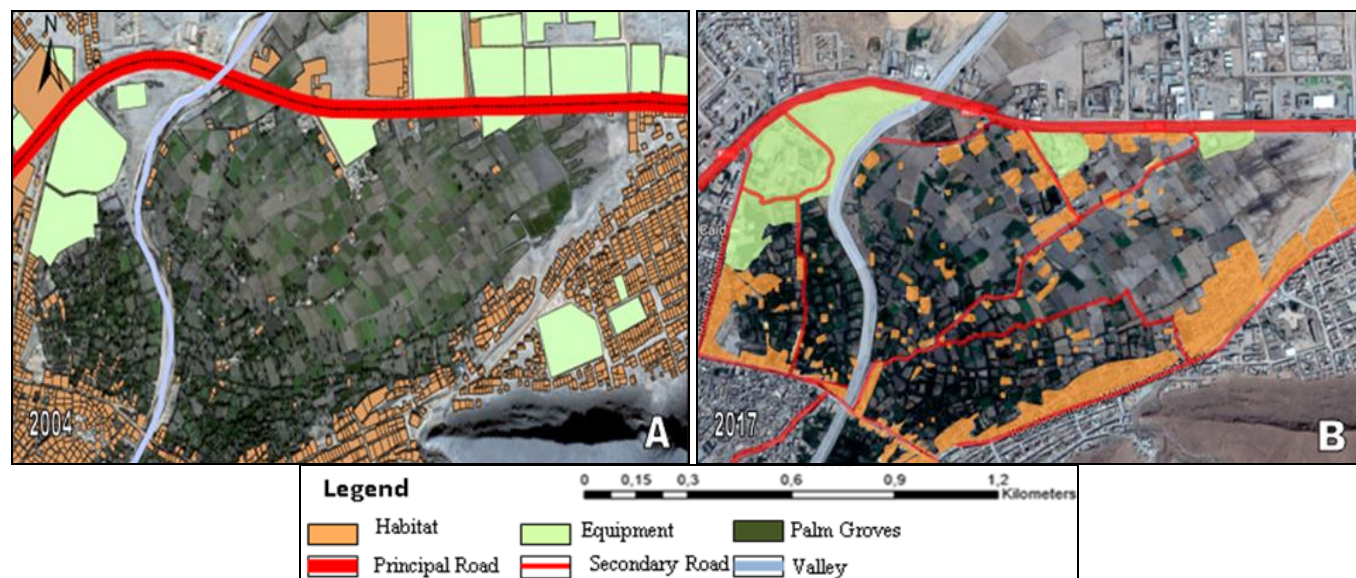


Figure 6. The random habitation invasion of the oasis and the decrement of its lands between 2004 and 2017 (Sources: provided by Google Earth images (A, 2004-B, 2017) and authors processing).

##### • Influence of government planning and policy

Governmental actions and intentions that regarding urban expansion also have decisive influences on the socio-economic development (Tong et al., 2018).

- The oasis was provided with the construction of some equipment with an area of 6.3542 hectares, distributed as follows (Table 2).

Table 2. Types of equipment inside the oasis (data source: RBA, 2017)

Equipment type	The area (hectares)
Tourist	4.57
Mosque	0.05
Educational	1.625
Security	0.1092
<b>Total</b>	<b>6.3542</b>

- The oasis benefited from the technical networks like the electricity network in 1981.

- The oasis benefited also of the natural gas and drainage channels throw networks in the period (2006-2007).



Figure 7. The urban Expansion on the expanse of the oasis



Figure 8. Abandoned and degraded gardens in the palm groves

The establishment of some necessary facilities and services by the state, and the construction of roads in the vicinity and inside the oasis, made it easier for citizens to build there. Recently, several studies have explored that there is an important relationship between vehicular roads and urbanization (Xie et al., 2016). However, the vehicular roads construction in oasis of Boussaâda is still unknown.

All these factors combined led to a partial destruction of the oasis (Nouibat et al., 2014), Figure 7, Figure 8.

## CONCLUSION AND RECOMMENDATIONS

Our study showed that the Oasis of Boussaâda witnessed a rapid urban expansion that led to the consumption of its urban area, as this expansion has governed factors, which are the natural factors that made the city's expansion towards the north and the population and migration factors (local and rural) as large numbers of population have moved to the urban area, attracted by the importance of the city Tourist, education, employment, health care, and other public resources available in the city center, and given the saturation of the urban fabric of the city, the residents were forced to reside on its outskirts in a random manner, which led to: Structural changes in the architectural heritage of the oasis and the degradation and loss of agricultural land of the oasis, and factors including: influence of laws and legislations for preserving tourist heritage and agricultural lands, influence of government planning and policy, the nature of the real estate ownership of the oasis.

Through the results of the study, we have suggested a series of recommendation are as follows:

- ❖ Forming committees for monitoring and preserving agricultural lands from the phenomenon of urban expansion.
- ❖ The necessity of coordination between the concerned authorities in order to put an end to the phenomenon of urban expansion on the agricultural lands in the oasis.
- ❖ Determine the urban expansion trends of the city in a studied and sound manner.
- ❖ Urban planning and policies have a direct influence on urban expansion, so the planning and policies must be based on the environmental, economic, and population factors in order to guarantee sustainability of the oases.
- ❖ With regard to the scale of the intervention, this must take into account the development of tourist assets throughout the region the example: (1) of the valley of Boussaâda which constitutes an exceptional geo-site to protect and enhance by creating a geological path, in order to have a tourist route around the Moulin Ferrero, the palm grove and the valley; (2) Paying attention to the architectural heritage within the oasis by restoring the old buildings in order to exploit them on the tourist side.
- ❖ The development of a sustainable tourism policy through the restoration, preservation and integration of existing heritage on the one hand, and on the other, the encouragement of foreigners and locals to invest.

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## INNOVATIVE CLUSTERING OF THE REGION IN THE CONTEXT OF INCREASING COMPETITIVE POSITIONS OF THE ENTERPRISES OF THE TOURIST-RECREATIONAL DESTINATION

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**Abstract:** The article deals with the implementation of the theoretical and methodological platform on the complementary innovation clustering of regions in the context of enhancing the competitive market of assets of enterprises of the tourist-recreational destination. The methodological tools of tourist regionalism are substantiated. The method of estimating the integral value of the potential of tourist-recreational destination in the structure of regional clusters is determined, taking into account consumer demand for innovative assets according to the basic indicators of resource and consumer approaches. The integral value of the potential of tourist-recreational destinations in the structure of the South, Carpathian, Central, Dnieper, East Podolsk and Polissia clusters is analyzed, and their competitive positions are identified. The typology of the development of the territories of the tourist-recreational sphere of Ukraine is determined. The distribution of consumers forming the client base for innovative assets of enterprises of the tourist-recreational destination was carried out.

**Key words:** Regional clusters, tourist-recreational destinations, innovative assets, tourism enterprises, tourism products

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### INTRODUCTION

Globalization processes, which, according to the dynamics of growth of sectoral profitability, have covered all spheres of the world economy, have formed strategic directions of development of tourist-recreational potential of Ukraine due to favorable geographical location, availability of natural resources, climatic conditions, historical and cultural traditions. However, the current reform of the economic processes in Ukraine, which are rapidly occurring in connection with the change of political direction of the state, significantly influences the attraction of innovations in the tourism sphere, which is the driver of high profitability of the economic sectors and social development of the country, considering generating opportunities for the resource potential of regions and public relations of individual enterprises in the production, distribution, exchange and consumption of tourism products (services) that arise in the implementation of tourism and a number of related types of activity (Kala et al., 2017).

The development of a tourist-recreational destination and its ability to provide employment to the population in the tourism sector, the formation of transport links within the tourism industry, often have quite different criteria for attracting and servicing tourists – from planning and preparation of routes to the rapid construction of hotel complexes, from cooperation with clients to the expansion of the tourist infrastructure of individual recreation, treatment, entertainment and business areas (Provalova et al., 2019). However, relationships in the tourist-recreational destination, in the highly competitive market and the expansion of the role of global corporations, make most businesses seek ways to integrate for the purpose of entrepreneurial activity. And, one of the promising forms of economic integration is the formation of regional innovation clusters by group of enterprises, firms, organizations and institutions whose activities are in one (or related) business spheres of economic interests and territorial characteristics (Dunets et al., 2019).

The most important indicator of the activity of clusters is to ensure high competitiveness of their products in the market, which in conjunction with the tourist-recreational destination of individual regions allows effective functioning of the modern innovation economy of the country. Of greatest interest in this issue are the papers of Bunakov et al. (2018), Byrkovych (2014), Carlo (2014), Nikolayeva (2015); the

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problems of tourism development are becoming more acute and relevant in the writings of the following scientists: Gerasymenko (2013), Golovashenko (2016), Bellini and Pasquinelli (2016), Sharifzadeh Aghdam et al. (2020), Yamashkin et al. (2019).

Studies of the theory of innovation development in tourism have been reflected in many works of the scientists, in particular: Booyens and Rogerson (2016), Carlisle et al. (2013), Li et al. (2018), Guo et al. (2017), Myhaylichenko (2012a; 2012b). Given the considerable scientific potential, the issues regarding integrated planning schemes, the rational use of tourism resources and the innovative model of the functioning of tourism at the regional level remain unresolved. The issues of development of economic clusters were discussed in the publications of Ukrainian regional scientists: Irtyshheva (2016), Almeida et al. (2017), Yamashkin et al. (2020), Diekmann and McCabe (2016), Coca-Stefaniak (2019). The results of their research were as follows: formed objects of cluster groups (natural, cultural heritage, educational institutions, objects of tourist infrastructure, design and scientific organizations, regional economic (including tourist) cluster systems). At the same time, there is no clear understanding of the forms of interconnection between the regions' innovation potential and the clustering of tourism economic development assets. There is still uncertainty in the sectoral and spatial aspects of the development of the tourist-recreational destination of the regions. The implementation of the theoretical and methodological platform on complementary innovation clustering of regions in the context of increasing the competitive market of assets of enterprises of the tourist-recreational destination is the direction of our research.

## METHODOLOGY

Ukrainian tourism and recreational regionalism in cooperation with European integration processes has allowed formulating a methodology for balancing the risks and profitability of tourism products and services, to distinguish hypothetical provisions on the possibilities of minimizing losses through various forms of attraction and placement of resources, and thus its scope. Accordingly, the forms of various tourism products and services provided to consumers within the tourist-recreational destination based on the developed technologies, qualification of staff and resource availability as a local tourism system (territorial unit), allows to distinguish common features between traditional and domestic concepts of recreational geography of territorial recreational systems.

We propose a method for estimating the integral value of the potential of a tourist-recreational destination in the structure of regional clusters, which allows to determine consumer demand for innovative assets according to the basic indicators of the resource approach (the volume of natural-recreational, cultural-historical and innovative) and consumer approach (the intensity of the use of tourist flows, which are related to the number of tourist services and the duration of the reproduction period).

The methodological approach to assessing the target criteria for investment and innovation clustering of regions includes the components of integrated, programmatic, environmental, and cultural approaches that ensure the planning of the client base of enterprises of the tourist-recreational destination. The implementation of a set of quantitative indicators that shape the tangible and intangible benefits of enterprises of the tourist-recreational destination and their life cycle, from the point of view of relationships with consumers, is based on the symbiosis of the theory of value and value promotion of investment and innovative assets in the market.

The regional approach to the formation of innovative clusters, based on the competitive advantages of the assets of the destination, proves the effectiveness of complementarities in such areas as: tourism and agriculture = rural or farm tourism, tourism and nature reserves = green or scientific tourism; tourism and advanced industrial and business activity = industrial tourism and other combinations grouped by industry (group of related industries that successfully complement each other) or spatial attributes (group of geographically concentrated companies in related areas producing similar or complementary activities) products and is characterized by the presence of information systems and technologies of exchange between companies, their employees). At the same time, the spatial cluster is a tourist route that allows you to design the program and balance over time the provision of services that meet the needs of tourists and form a close connection of all participants in the process of service in a single investment and innovation system.

## RESULTS AND DISCUSSION

### Tourist-Recreational Destination

The role of the tourist-recreational destination in relation to the investment and innovation clustering of the regions of Ukraine for the development of the tourism sector on a national scale is difficult to overestimate, taking into account the objectivity of the influence of historical, geographical, cultural, economic, political, social and other perspectives. The tourism sphere is an interbranch economic complex of regions, specializing in the production and sale of quality tourism product (services) of the subjects of tourist activity, capable of satisfying the specific demand of tourists, through a system of interaction of anthropogenic recreational needs and recreational opportunities of historical, cultural and natural potential of the territory. This area is a multiplier for the growth of macro- and meso- indicators of the regional economy (a manifestation of the synergy of economic, social and environmental components of the concept of territorial development (Brida et al., 2016).

The destination is an extremely complex entity because its operation is the result of the interaction of private companies with various sectors of the tourism and related markets, represented mainly by small and medium-sized businesses. The whole system is controlled or can be controlled by local authorities directly or through publicly-established marketing organizations (Bianchi, 2018). Indeed, the complexity of tourism demand and the combination of tourism product are the reasons why individual businesses, even large in production and sales, cannot control tourist flows to the destination. They can only be coordinated if the subjects of the tourist market of the destination are coordinated, and conflicts of interest may arise between them. The players of the local tourist services market, sometimes even competing with each other, are forced to act together in terms of attracting tourists and meeting consumer demand. Only in cooperation the competitiveness of the territory has been born, because if the quality of a product of a certain group of market entities falls, then the attractiveness of the destination as a whole also falls (Carmignani and Moyle, 2019).

It should be noted that the integration set of various tourism projects for the creation of leisure and entertainment facilities, the development of local transport and communications, the formation of tourism infrastructure and mostly regional tourist and recreational destinations have administrative boundaries, attractive for the temporary stay of tourists, includes the resources of the system "Six A", by categories "attraction", "accessibility", "comfort", "intermediaries", is the purpose of travel and access to "transport communications" (Kim et al., 2017). In view of the existing generally accepted methodological tools of tourist regionalism, it is still not necessary to consider the destinations and equate them to the regional socio-ecological and economic system (Mazaraki et al., 2013).

It is quite obvious that in large spatial tourist centers it is possible to distinguish at least several destinations, which have specific features and characteristics, are relatively autonomous for tourist activities, although they have close territorial interconnections. Taking into account these circumstances, we have proposed the structure of the regional tourist-recreational sphere as a local geographical and territorial unit, which has the form of spatial organization of tourist activities and a platform for the location of concentrated tourist objects in order to attract and meet the needs of a certain number of tourists (Figure 1).

The complementarities and harmonization of tourism relations in the temporal and spatial plane enable the achievement of the fast and maximum profit of the enterprises of the tourist-recreational destination, and the use of innovative resources within the restoration process (optimization of these relations), provide the needs of the international tourist geography and international tourism promotion of tourist flows to new areas (clean and protected areas, inaccessible places without certain restrictions), improve the economic conditions of development of local communities, individual potential destinations and tourist sites (or, conversely, minimize tourist interference in the conditions of development of individual communities).

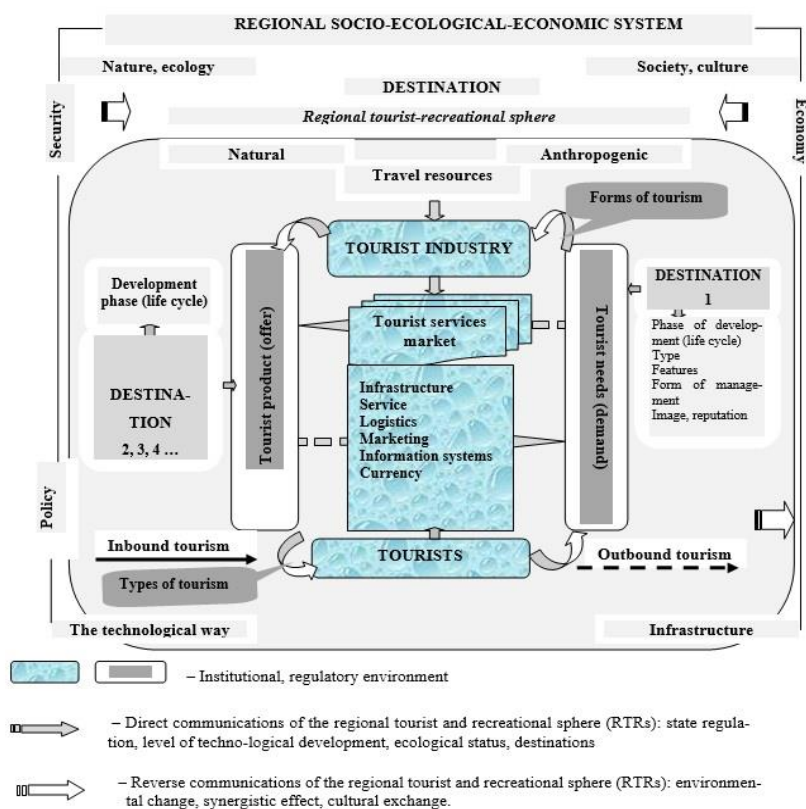


Figure 1. Structure of the regional tourist-recreational sphere (RTRs)

The integral value of the potential of the  $i$ -th tourist-recreational destination in the structure of the regional cluster ( $I_i$ ), taking into account the available investment and innovative assets of tourism enterprises is represented by the formula (Basova, 2006):

$$I_i^P = \sum_{i=1}^2 \frac{(w_i^r \times v_i^r) \times (w_i^s \times v_i^s)}{Q_i^k} \quad \text{Equation 1}$$

where,  $w_i^r$ ,  $w_i^s$  – the volume of resource and consumer potential of the  $i$ -th tourist-recreational destination in the structure of the regional cluster;  $v_i^r$ ,  $v_i^s$  – the weight value of the indicator (the ratio of the value of innovative assets in the structure of the resource and consumer potential of the group of the surveyed enterprises of the tourist-recreational destination);  $Q_i^k$  – the value of the investment and innovation potential of the regional cluster as a whole.

In order to increase the indicators of the resource and consumption potential of the tourist-recreational destination in the global and national markets, it is necessary:

1. The promotion of information and advertising policy on the formation and presentation of a national tourism brand, which is able to influence the target segments of potential tourists for a positive perception of the offer of tourism products. Features such as natural and climatic and cultural resources, landmarks and historic sites are the basis for the formation of an interactive tourist space of Ukrainian destinations to promote national tourist products in the information space. Within the global tourism market, the problem of activation of information and advertising policy in the tourism sphere should be solved from the point of view of determining strategic priorities for the development of national tourism and in the regions in particular.

2. Improving the innovation attractiveness of the tourism sector through indicators that reveal the impact of public policy on attracting innovation, the duration of the process of entrepreneurial activity in tourism, state priorities in the development of the tourism industry, respect for private property rights, the prevalence of foreign ownership, foreign investment management, stability of socio-economic and political situation. To activate the innovation potential of tourism, it is important to determine the impact of complementary innovation factors on the growth of tourist attractiveness. Despite the temporary exemption from the taxation of the income of the tourist companies, obtained from the provision of hotel services, it is necessary to: formulate optimal criteria for investing in tourism innovations, taking into account the specific activity of tour operators and travel agents; developing not only a system of attracting innovation potential of other sectors of the economy, but also a regulated mechanism for its use; implementation of specific government programs to support investment projects based on a programmatic approach.

3. Strengthening the effectiveness of the legislative framework for environmental regulation and state environmental control in terms of irrational exploitation of natural resources, inefficient management of environmental activities and lack of environmental awareness of the population. We believe that in this context it is important to increase the protected area of national territories in accordance with the requirements of international and national environmental organizations.

4. The state of the transport infrastructure needs to be significantly improved, as there are objective deficiencies in the capacity of airports; low level of implementation of modern information technologies in the process of servicing tourists during the trip; pollution, congestion of transport communications and low-cost airlines.

### Innovative Clustering of Regions of Tourist-Recreational Sphere

The conflict of interest within each tourist-recreational destination is dynamic and multifactorial and is in the plane of cluster associations, which forms the mechanism of partnership between all stakeholders of the tourism process. The process of clustering is a form of internal integration and cooperation that is capable of providing both a resilience and a synergistic effect of counteracting the pressure of global competition from monopoly transnational companies (TNCs) (Habib et al., 2019). In this context, it should be noted that each stakeholder has its own assets, but part of the multi-vector target interests, according to the law of the market, conflicts with the interests of other stakeholders. However, having a common interest in increasing the tourist flow, forming a high level of tourist satisfaction from staying in the destination area, preserving and developing the resource potential of the destination, as a basis for common prosperity, requires coordination of efforts, especially in terms of providing investment and innovation clustering of regional regulating regions the effects of the use of tourism assets and their value in the destination. Modification of the criteria of the innovation policy in the tourism sphere ensures the complementarity of the target levers, which differentiate the amount of payment for resources according to their value; in accordance with the rules and conditions of use of tourism assets, determine the effectiveness of partnerships of state (central, regional and local), public and business organizations, as well as other interested investors in the development of regional destinations. The constructive relationship with consumers is ensured by the use of appropriate methods, which are formed in the value-oriented and marketing format of the use of innovative assets of enterprises of tourist-recreational destination (Figure 2).

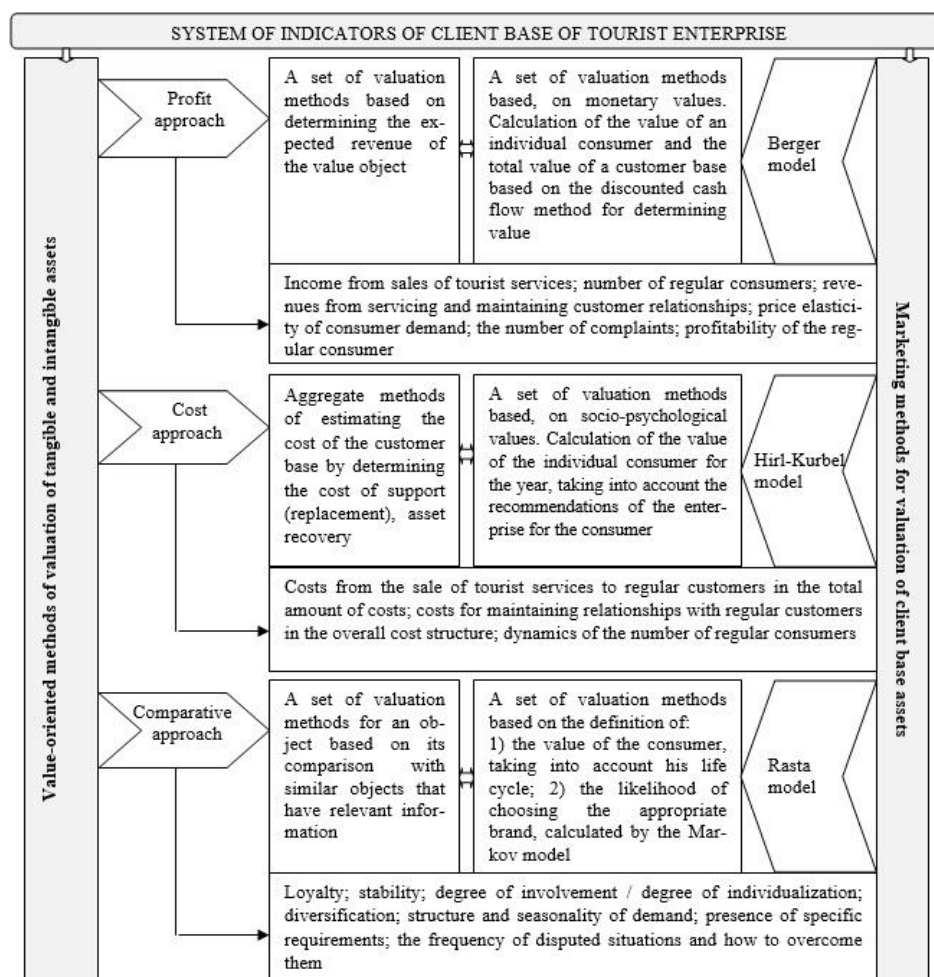


Figure 2. Implementation of enterprise customer base indicators of tourist-recreational destination

The effectiveness of value-oriented and marketing symbiosis depends not only on the functional filling of tangible and intangible assets of the client base, but also on the innovative component of regional clusters aimed at implementing the strategy of development of enterprises of tourist-recreational destination. In this context, we present a functional model of profit that provides the life cycle of enterprises of tourist-recreational destinations in the time interval of the use of investment-innovative assets of the  $i$ -th regional cluster (Gerasymenko, 2013):

$$Q = Q_0 \times X_1^{t1} \times X_2^{t2} \times \dots \times X_n^{tn} \quad \text{Equation 2}$$

where,  $Q$  – the profit function with time interval of the use of innovative assets of enterprises of tourist-recreational destination of the  $i$ -th regional cluster;  $X_1...X_n$  – the most significant factors influencing the profit of the enterprise of the tourist-recreational destination (including the costs of realization of innovative assets in the structure of regional clusters);  $t$  – the average chronological value, that is, the average value among the relative values of the factors of the previous time interval to the next one in the aggregate number of the value period.

The average chronological value ( $t$ ) is calculated as follows (Gerasyenko, 2013):

$$t = \frac{0.5 \times a_1 : a_2 + (a_1 - a_2) : a_2 + (a_2 - a_3) : a_3 + ... + (a_{n-1} - a_n) : a_n + 0.5 \times a_{n-1} : a_n}{n} \quad \text{Equation 3}$$

where,  $a_1...a_n$  – is the value of the factor for a certain period of time;  $n$  – is the number of periods. The model can be modified to take into account a wide range of alternative coefficients that determine the optimal symbiosis of target value-oriented and marketing criteria for the use of innovative assets of enterprises in the tourist-recreational destination in the middle of the regional cluster (Hall and Williams, 2008):

$$Q = Q_{n-1} + k_1 X_1^{t1} + k_2 X_2^{t2} + ... k_n X_n^{tn} \quad \text{Equation 4}$$

where,  $k_1...k_n$  – the structural coefficients that are determined for each case.

As  $X^t$  the latent variables of model (2) should be used, namely: the value of fixed assets (investment-innovative assets); attractiveness of the hotel as a location for investment and innovative assets; the share of beds “all amenities” and increased comfort in the total capacity of the placement of innovative assets; share of costs for implementation of innovative assets in the total costs of the enterprise of the tourist-recreational destination.

In our opinion, the implementation of the innovation platform according to the classical approach of cluster theory should presuppose directions of aggregation and formation of regional clusters, and the close relationship between cluster partnership and competitiveness of firms in related branches of tourism should characterize innovative innovation. Accordingly, synergy in this aspect is an integrating tool in a single innovation chain of a regional cluster that models the functionality of enterprises of the tourist-recreational destination. The formation of a competitive market for investment and innovation assets leads to the creation and promotion of the brand of tourist-recreational destination as a unit of the regional cluster, since the practice of tourism operates with sets and combinations of tourist-recreational services, forming a complex package, which is usually backed up by tourist activities, can be called clusters (Voytenko, 2014; Gray, 2018; Britchenko et al., 2019).

We have proposed a basic investment and innovation model of the regional cluster of tourist-recreational sphere, which combines cluster subsystems of destination, provides them with the latest investment and innovative technologies (assets) and satisfies the needs of tourists through the functional and branch locality of the state level (Figure 3).

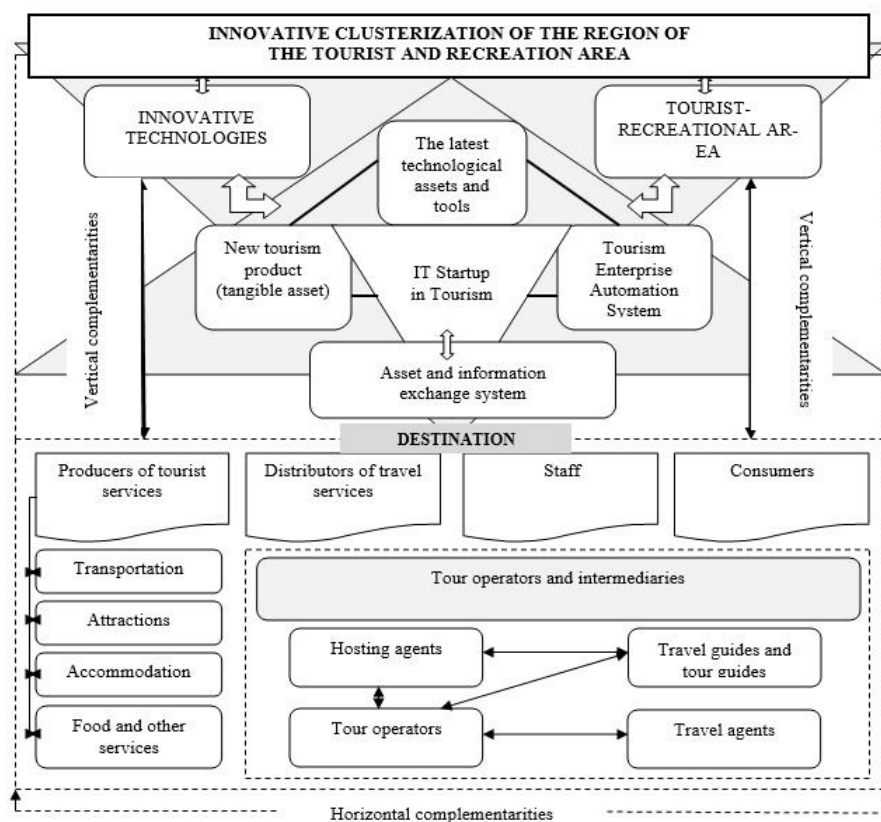


Figure 3. Basic innovative model of the regional cluster and cluster subsystems of tourism-recreational destinations

Separation of innovative clustering of regions by resort, cultural-cognitive, business, sports, environmental and entertaining sub complexes of a destination allows to open new opportunities for innovative IT-start-ups (IT-projects), to create attractive investments and categories of population, in the presence of the following three components: tourism and recreation, innovation technologies, and asset and information technology sharing systems. As a result, the introduction of an innovative model of the regional cluster and cluster subsystems of the tourist-recreational destination allows to evaluate the economic efficiency of this synergy in terms of income from

services of sale of innovative assets and tourist rent (monopoly, differential, absolute, quasi-rent, consumer rent, environmental rent, which is defined as follows (Myhaylichenko, 2012a):

$$R_{ij} = S_i \left( \frac{1}{n} - b_{ij} (p_{ij} - \bar{p}) \right) \quad \text{Equation 5}$$

where,  $R_{ij}$  – the income from the sale of the  $i$ -th innovation asset and tourist rent by an enterprise of a tourist-recreational destination in a separate  $j$ -th regional cluster;  $S_i$  – income from the sale of  $i$ -th innovative asset and tourist rent in the whole country;  $n$  – number of tourist-recreational destinations providing these services;  $b_{ij}$  – variable of demand for innovative assets, which indicates the dependence of the market share of the enterprise of the tourist-recreational destination on the price for its services in the structure of the  $j$ -th regional cluster;  $p_{ij}$  – price of services of sale of the  $i$ -th investment-innovative asset and tourist rent of the  $j$ -th tourist-recreational destination;  $\bar{p}$  – average price of competing similar services in other regional (international) clusters of tourist-recreational sphere.

The multicomponent of the regional cluster on the innovation platform and cluster subsystems of the tourist-recreational destination allows to: coordinate joint actions to enhance the exchange of information, experience, innovative technologies, use of service infrastructure facilities; to train and improve the skills of the staff of tourist support and service; compare the performance of competing firms and the effectiveness of their activities; to provide the workforce with a destination of appropriate qualifications; apply a special taxation and investment regime; to regulate legal norms and norms of tourist activity, to provide subsidies.

### The Features of the Integral Value of Tourist-Recreational Potential Destinations in the Structure of Regional Clusters

Innovation clustering of the region in the context of increasing the competitive position of enterprises of tourist-recreational destination influences the formation of a single network of tourist flows, allows annually replenishing the state budget of Ukraine up to \$ 4 billion USD (Tourist streams, 2019). Thus, during 2015-2018 the volume of outbound tourist flow in Ukraine increased by 19.8% (in 2015 it amounted to 23.2 million people, in 2018 – 27.8 million people). However, the growth rate of foreign tourist inbound (+ 10.0%) relative to 2017 decreased by 200,000 in 2018 (Figure 4).

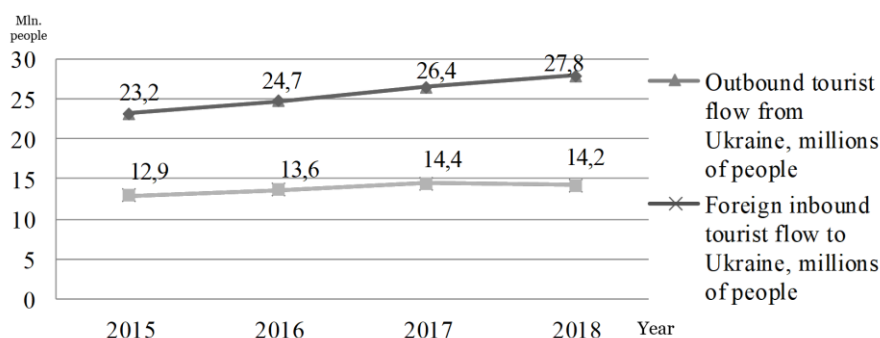


Figure 4. Dynamics of tourist flows in Ukraine, million people  
(Source: [http://www.ukrstat.gov.ua/operativ/operativ2007/tyr/tyr\\_u/potoki2006\\_u.htm](http://www.ukrstat.gov.ua/operativ/operativ2007/tyr/tyr_u/potoki2006_u.htm))

It should be noted that border countries (Moldova, Belarus, Russia, Poland, Hungary, Romania, Slovakia) are traditionally leaders in the number of visits to Ukraine, which makes up 82.3% of the total inbound tourist flow. There is a positive upward trend for foreigners from 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 – by 16.0%, Italy – by 15.4%, Germany – by 13.3%, France – by 9.2%, Bulgaria – by 7.9% (Figure 5).

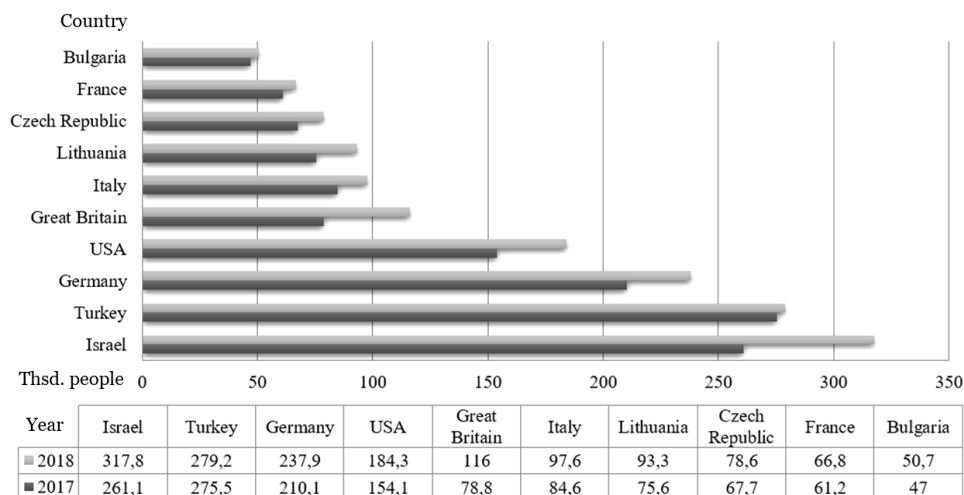


Figure 5. Inbound tourist flow of foreign citizens to Ukraine, thousand people  
(Source: [http://www.ukrstat.gov.ua/operativ/operativ2007/tyr/tyr\\_u/potoki2006\\_u.htm](http://www.ukrstat.gov.ua/operativ/operativ2007/tyr/tyr_u/potoki2006_u.htm))

Structural diversification of tourist-recreational destinations in the country contributes to the intensification of economic, socio-cultural ties and processes, accompanied by the unification of uniform standards of service and articulation of regional geopolitical trends in

international and national geospatial. There are regional cluster resorts in the territory of Ukraine: Truskavets, Morshyn, Myrgorod, which are united for the promotion of tourism products (assets), formed on the basis of natural sources and resources of sanatorium and resort territories, and which have not lost their investment and innovative component (thanks to the initiative individual innovators who build up the infrastructure component and provide the brand of “resort-type destinations”).

One of the successful regional cluster associations of cognitive, adventure and ethnographic types is Kamyanets-Podilskyi tourist innovation cluster, cluster “Oberig” (Khmelnitsky region); Voznesensk cluster (part of the Southern Golden Ring of Ukraine); tourist-recreational cluster “Dniester Canyon” (Ternopil); clusters of rural green tourism in Odessa, Kherson, Carpathians. This proves that there is an effective public-private partnership in Ukraine for the sake of achieving tourism development in the regions, quality tourist services, stimulating consumer demand at the proper level, and providing jobs for local residents. In this sense, cluster formations provide competitive demand for enterprises of tourist-recreational destinations and are a kind of a “prism” of regional socio-economic and international relations. The integral value of the potential of tourist-recreational destination in the structure of regional clusters, given the available innovative assets of tourist enterprises of Ukraine is shown in Figure 6.

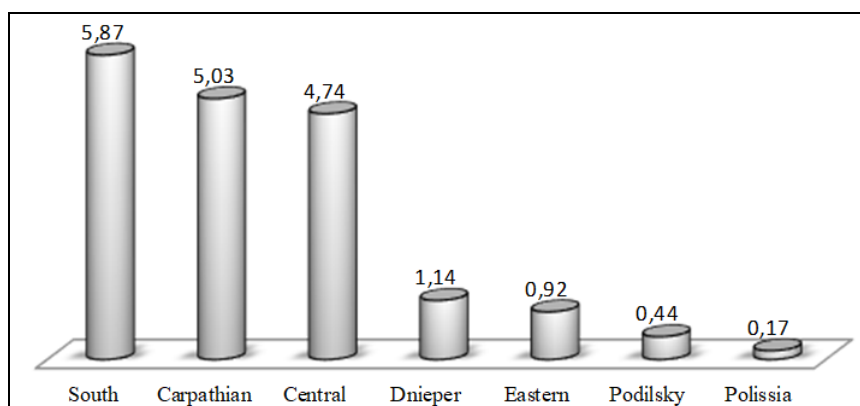


Figure 6. Integral value of tourist-recreational potential destinations in the structure of regional clusters, in the presence of innovative assets of tourism enterprises in 2015-2018

It is found that the South, Carpathian and Central regional clusters are attractive, they have a balanced potential of tourist-recreational destinations with dynamic development of the resource base and branched infrastructure for the use of innovative assets of tourism enterprises (the integral value of the potential of destinations for the period of 2015-2018 is 5.87; 5.03 and 4.74 respectively). Positive trends in the growth of the innovative component of the tourist-recreational destinations of the Dnieper and Eastern regional clusters (1.14 and 0.92 respectively) identify their competitive positions, which are focused on the partial introduction into the tourist-recreational sphere of the newest innovative technologies tourism business territories. The slight positive dynamics of the potential of the tourist-recreational destinations of Podilsky and Polissia clusters (0.44 and 0.17 respectively) is due to insufficient conditions for promotion of marketing offers on the market for the suspension of stagnation and depressed state of development.

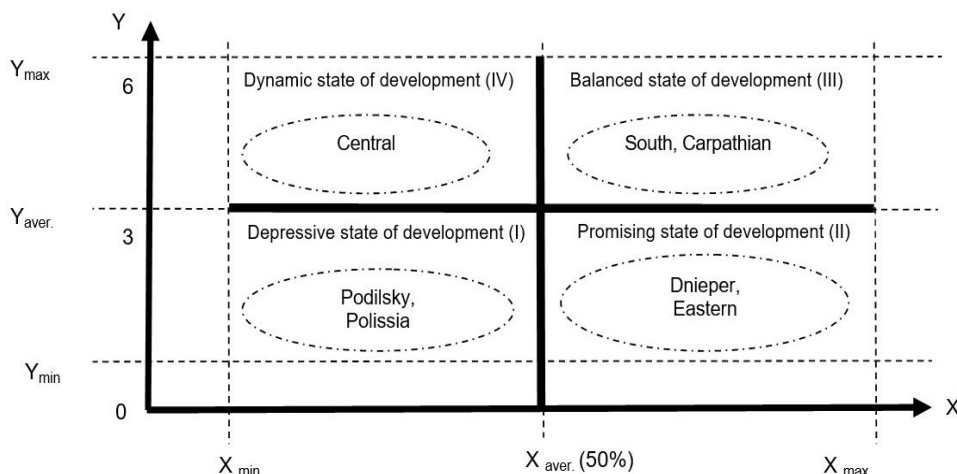


Figure 7. Typology of development of territories of tourist-recreational sphere of Ukraine in coordinates “integral value of potential of tourist-recreational destination” (Y axis) – “average annual growth rate of income from services of sale of innovative assets in the regional cluster, %” (X axis)

\* Growth rates of income from services of sale of investment-innovative assets in regional clusters and growth rates of tourist flows served by enterprises of tourist-recreational destinations, including non-settlement services in accommodation establishments according of 2015-2018 pp

Transformation of local tourism markets requires the introduction of diversification of investment offers that stimulate consumer demand for targeted innovative assets (technologies) in the tourist-recreational sector. However, the attractiveness of the destination in the middle of the regional cluster is ensured not only by the positive perception of the magnitude of the potential, but also by the effective levers of increasing the competitiveness of national tourism enterprises. Thus, the positioning of regional clusters in the coordinates: “the state of development of infrastructure of tourist-recreational destinations” – “the state of development of tourism enterprises that determine the infrastructure provision of development of tourist-recreational destinations”; “volume of use of innovative assets of the regional cluster” – “share of the volume of used innovation assets of the regional cluster in the total volume in Ukraine” allowed to construct a coordinate matrix “integral value of the potential of tourist – recreational destination (Y axis)” – “average annual

growth rate of income from the sale of innovative assets in the regional cluster, %" (*X axis*) and to determine the typology of the development of territories of the tourist-recreational sphere of Ukraine for the period of 2015-2018 (Figure 7).

A combination of the KAISM (Key Account Identification and Selection Matrix) matrix and the results of the ABC – XYZ quadrant analysis, which generates the “volume of tourist products purchased by consumers with investment-innovative assets” and the “regularity of acquisition of tourist products provided with investment-innovation assets” allowed to determine the differentiation of the process of realization of economic interests of enterprises of tourist-recreational destination within one regional cluster (the total sample is formed of 190 tour operators, travel agents, distributors, resort and recreational, cultural and cognitive sub-complexes and entertainment destinations of the South, and Central Carpathian clusters tourist market) (Table 1). The balanced development quality matrix includes: a basic matrix of the relationship between the growth rate of income from the sale of innovative assets in regional clusters and the target value-oriented and marketing criteria for the use of innovative assets of tourism and recreation enterprises in the region; the matrix of probable trajectories of tourist flows by these parameters.

Table 1. Balanced system of economic interests of enterprises of tourist-recreational destination within one regional cluster

Economic interests of enterprises of tourist-recreational destination	Number of enterprises of tourist-recreational destination within one regional cluster	Share of enterprises of tourist-recreational destination within one regional cluster, %	Limit value of potential (socio-economic value) of tourist-recreational destination within one regional cluster (U)
Balanced economic interests	3	4.69	$0.75 \leq U \leq 1$
Expansive economic interests	12	18.75	$0.5 \leq U \leq 0.75$
Focused economic interests	36	56.25	$0.25 \leq U \leq 0.5$
Passive (non-motivated) economic interests	13	20.32	$0 \leq U \leq 0.25$
	64	100	–

The results of the study of the enterprise of the tourist-recreational destination are differentiated according to the peculiarities of realization of their economic interests, which influence the integral value of the potential (socio-economic value) of the destination within one regional cluster of the tourist market (Table 2).

Table 2. Distribution of consumers forming a client base for innovative assets of tourist-recreational destination enterprises

ABC-analysis	XYZ-analysis			
	X	Y	Z	Number of consumers forming the structure of the client base for investment-innovative assets, %
A	18.45	1.58	2.28	22.31
B	11.25	1.17	0.42	12.84
C	57.40	7.34	0.11	64.85
Regular purchase of tourist products provided with investment and innovative assets, a%	87.10	10.09	2.81	100

It is established that the segment “enterprises of tourist-recreational destination with balanced economic interests” is formed by three large tour operators, which provide activity of resorts in the mixed (internal and external) tourist market. The basic concept of their balanced system of interests is aimed at: improving the consumer characteristics of innovative assets; the balance of the tourism offers in the context of the proportionate number of types of tourism products targeted at “new” and “old” markets; reinvesting revenues into the latest innovative technologies to counteract the impact of demand restriction waves on tourism products; the parties' interest in integrating intellectual and information resources. The segment “focused economic interests” is formed by tour operators and travel agents, which are monoprofile by types of promotion of innovative assets, their economic activity is focused on the projection “development and implementation of innovative business projects” for target consumers who are sensitive to price policy of health resorts, cultural-educational and entertaining sub-complexes of the Southern, Carpathian and Central tourist market clusters. In practical terms, this is reflected in the reduction of costs for the production and sale of tourism products and the superficial differentiation of the tourist offer. Enterprises of tourist-recreational destinations with passive (non-motivated) economic interests include tourism entities that do not have the resource and consumer potential to introduce new segments of the tourist market, focus on protecting market positions with adaptation of economic activity to fluctuations in demand competitive status of some types of tours relative to others.

According to the results of the experimental symbiosis of matrix quadrants of development of territories of tourist-recreational sphere of Ukraine it is established that during 2019-2020 increase of income from services of sale of innovative assets and tourist rent by 72.5% will allow to provide 22.31% of regular consumers who form the structure of the client base for innovative assets (class A), and the regularity of the purchase of tourism products provided with innovative assets (class X) will be 87.1%. In the process of modeling the ABC-XYZ analysis matrix, it was found that key consumers (AX, AY, AZ quadrants) have stable, long-term relationships with enterprises of the tourist-recreational destination, they are not sensitive to pricing policy. Prospective consumers (BX, YY, BZ) need an individualized approach to intensify the acquisition of tourism products provided with innovative assets. The quadrants CX (the segment with the largest number of consumers), CY, CZ are concentrated consumers who make seasonal purchases.

Changes in the structure of the client base for innovative assets of enterprises of the tourist-recreational destination allow the segmentation of consumers in order to stimulate personal contacts regarding the sale of tourism products, with the possibility of providing feedback. It has been found that in a situation where the subject of a tourist-recreational destination offers new types of tourism products or plans to enter new markets for sales of innovative assets, it only has a segment of saturation of the class X consumer market, but at the same time, consumers can enter Class Z or Y. That is, tourist-recreational destination businesses have a stable customer base for innovation assets, if Class X, Class Y, and Z segments are represented by a small number of consumers.

In a concrete form, the results of the diagnostics of the customer base value for the innovative assets of the enterprises of the tourist-recreational destination are the basis for modeling forecasts on the sales of volumes of tourist products, developing initiatives to support each segment of the client base (for the AX, AY, AZ segments, it is necessary to increase consumer loyalty to increase the segment on innovative assets; BX, BY, BZ – stimulation of new consumer needs, CX, CY, CZ – development of new types of tourism products). Thus, the presence of key customers of the client base on innovation assets provides enterprises with additional competitive advantages in the destination, and the permanent growth of income from the services of sale of innovative assets in the regional cluster will positively influence the economic interests of the tourist business entities.

## CONCLUSIONS

The search for adequate, fast-changing ways of economic cooperation of enterprises of the tourist-recreational destination should be aimed at optimizing the use of tangible and intangible resources, increasing the efficiency of competitiveness growth in the domestic and foreign markets. Priority of directions of innovative development of regional clusters of tourist market necessitates concentration of efforts on “point” territorial zones of tourist flows and concentration of consumers on the formed value of tourism products, modern means of marketing policy to ensure the system of criteria and leverage of integrated potential of tourist-recreational destination. In addition, the strategy for the development of tourist-recreational destinations should be interdependent with the strategy of territorial development of clusters, and, organically, to integrate the interests of entrepreneurs, state and local authorities, tourists and local population, the center of attraction of which are historical, architectural and natural resources. The competitive model of the tourist-recreational destination should systematically combine the influences of personal, social, environmental factors and a set of incentives to travel, forming and realizing the effectiveness of such tactics in order to meet the needs of certain segment groups on innovative assets and better coordination of communications.

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## BUDDHIST MONASTIC TREK CIRCUIT AMIDST OF A GEOTOURISM LANDSCAPE: A STUDY IN THE VICINITY OF KHANGCHENDZONGA NATIONAL PARK IN INDIA

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**Abstract:** Tourism has been introduced in Khangchendzonga National Park and its surroundings based on its outstanding natural and cultural resources. It is a sacred Buddhist landscape endowed with geotourism potentials. This paper aims to evaluate the scope of symbiosis between Buddhist tourism and geotourism applying GIS and SWOT with emphasis on evaluation of the values of existing tangible and intangible heritages. Results address the research gap on sustainable utilization of a geotourism landscape which is more familiar as a landscape of Buddhist heritage in tourism industry for incredible metaphors that glorified it as sacred.

**Key words:** Buddhist heritage, tangible, intangible, sacred, sustainable

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### INTRODUCTION

Tourism is considered as a weapon for backward area development particularly for the hilly areas which are not very much conducive for agriculture or any other industry. The concept of inclusive tourism advocates for involvement of disadvantaged communities of such areas in tourism industry while ensuring the preservation and protection of the environment for future generation (Giampiccoli et al., 2020). For rural and remote backward areas, sustainable tourism could be used as an approach with its concepts and practices in the context of participation, empowerment, transparency and justice (Arintoko et al., 2020). Empowerment of the local people is one of the important community based tourism principles (Atanga, 2019). As a geotourism landscape yields such empowerment not only by providing economic opportunities but also imparting the education and awareness on geoconservation, it is praised for attaining the goals of sustainability (Chakrabarty and Mandal, 2019). Sikkim in north-eastern part of India is a tiny state which is appraised for promoting tourism for its backward area development. The success of Sikkim in extending capabilities in this sphere by incorporating new products like monastic trek through protection, development and utilization of cultural heritage attracts the scholarly attention. Sikkimese Buddhism is over 1200 years old and attracts touristic attention as it has features of both Indian and Tibetan culture (Agrawal et al., 2010). The positive attitude of Buddhist monks in receiving visitors is vital on promotion of any tourism project centering religious sites since tourism is usually perceived by the spiritual stakeholders of the shrines as an activity against which the sacred space needs to be protected (Wong et al., 2013). The conjoint notions of secular pilgrimage and sacred tourism have been found advocated recently in the glorious mountainscape of the Indian Himalaya (Singh, 2006). A group of tourists may desire to experiences something unique that they have not experienced before (Jimenez-Beltran et al., 2019). This is why festival tourism around sacred objects/faith is so popular now a-days (Acha-anyi and Alamini, 2019). A study on monastic trek on sacred landscape with special emphasis on the changing spatial and environmental dimensions of pilgrimage is one of the examples for why pilgrimage could not be separated from religious tourism, at least in case of India (Singh, 2013). Further, there exists a research gap on the impact of symbiosis between religious tourism and geotourism, which is little addressed yet.

Sikkim is a Buddhist state which owes its origin in the myths relating to 8th century legendary Buddhist monk Padmasambhava, a 135 feet high statue of whom constructed and consecrated in the year 2005 is a tourist attraction (Arora, 2006). He was a master of magic cult, who is believed to create a *Shangri-La* (mystical harmonious valley) taming the demoniacal forces. Sikkim is a combination of two Limbu words: 'Su' meaning new and 'Khyim' meaning house, *Shangri-La* is spiritually considered as the heaven for habitation gifted by Guru Padmesambhava to the followers of Buddhism. It was so fertile that the migrated Bhatia's referred the landscape as *Beyul Demazong* (the hidden valley of rice) while the Lepchas who are original inhabitants named it Nye-mae-el (meaning paradise). The Khangchendzonga National Park area of Sikkim is virtually a paradise for which it has been recognized as India's first Mixed Site on World Heritage List of UNESCO, 2016 (Kumar and Singh, 2017). Not only for the natural heritages but also its Buddhists cultural heritages, such recognition as world heritage site was obtained in the year 2015, which made a boost in international tourist arrival of the region. The National Park draws ecotourists in increasing number since it was designated as biodiversity hotspot by World Wildlife Fund (WWF) in 1992-1993. Further the picturesque hill settlement Yuksam in West Sikkim District is the gateway for Goeche La (Chakrabarty and Sadhukhan, 2018) trek and thereby enjoying the status of a well-known international tourism hub during the last two decades. For monastic trek (Table 1), the importance of this settlement is further increased.

### The Study Area and Objective of the Study

Geologically Sikkim is the part of both Lesser Himalayan and Great Himalayan Mountain. Rangit and Tista catchment hosts the main transverse river system of Sikkim. The complexity of geomorphic evolution has played an important role in development of existing topography. Singalila Range is the principal mountain range of the study area of West Sikkim. The elevation increases north to northeastward of the West Sikkim District. The South Tibet Detachment (STD) is the northern boundary of Sikkim and The Main Frontal Thrust (MFT) defines the southern boundary of Darjeeling-Sikkim Himalaya (Kellett et al., 2014). The Main Central Thrust (MCT) and

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Ramgarh Thrust (RT) are well exposed in that area exhibiting south to north alignment. The Main Central Thrust (MCT) separates the Lesser Himalayan formations and the Higher Himalayan Crystalline (HHC) along a prominent break of slope (Weidinger and Korup, 2009). Some portion of the Demazong is situated on the Lesser Himalayan zone (the south of MCT) whereas maximum portion of the study area is significantly on the transition zone along the Main Central thrust. The greater Himalayan sequence is prominent on the hanging wall of the MCT and Lesser Himalayan sequence could be traced at the footwall of the thrust (Singh et al., 2017). The Greater Himalayan sequence of that area consists of high grade gneisses, migmatites, calc-silicates and leuco-granites, while the Lesser Himalayan sequence consists of low grade metasedimentary rocks being a part of Daling group rock structure (Catlos et al., 2004).

Table 1. Segmentation of monastic trek route (Source: Field Work, 2019)

Day	Segment	Distance in Km.	Maximum elevation (metres)	Minimum elevation (metres)
1	Yuksam to Khecheopalri	10	1955	1204
2	Khecheopalri to Pemayangtse	15	2027	1799
3	Pemayangtse to Tashiding	19	1962	700
4	Tashiding to Yuksam	29	1955	768

The transition zone between these two lehotectonic units is of several kilometres in width where inverted Barrovian metamorphism is found. This inverted Barrovian type metamorphism developed during the tertiary period in connection with thrusting and folding of the rock. This zone consists of schist, psammite, quartzite, calc-silicate and Lingtse gneiss (Basu, 2013). Sikkim-Darjeeling Himalaya is considered a paradise for geomorphosite lovers because of the presence of following groups of rocks formulations (Sarkar et al., 2012):

(a) Darjeeling group of rocks is the oldest rock formation of the area is consisting of high grade gneisses known as Darjeeling Gneiss containing quartz and feldspar.

(b) Daling group of rocks which are mostly metamorphosed; composed of schists, quartzites, phyllites and slates.

(c) Gondwana rocks; is consists of sandstone and carbonaceous shales.

The unequal uplift or tilts occur in this tectonically unstable part of Eastern Himalayan to a great extend have contributed the development of variegated topographic forms including valley slide slope, gorge, ridge and lake through the glacial, periglacial and fluvial processes in addition to regular landslides and mass wasting operations. The morphology thus developed on lithological formation has immense geotourism potentials. The present study has been undertaken with the following objectives:

1. To study the geotourism of monastic trek, a Buddhist quadrilateral, the four corners of which are constituted by Tashiding, Dubdi, Khecheopalri and Pemayangtse.

2. To evaluate strength, weakness, opportunity and threats of tourism promotion centering a glacial lake named Khecheopalri from sustainability concern.

The study area Demazong, known to be the abode of Sikkim's protective deities (Balicki-Denjongpa, 2003) is conceived as sacred in terms of its history and geography and thus considered to be an ideal place for experimenting on implementation of monastic trek with a geotourism perspective. Four trekking trails have been identified for this purpose by Sikkim Government in this context, the cardinal points (Figure 1) of which are further evaluated to understand their viabilities from the standpoint of both nature and culture tourism hubs. The elevation profile of the trekking trail further reveals that the trek route is relatively comfortable and easy than other treks initiated from Yuksam but body fitness is pre-requisite for this 4 days trekking schedule covering a length of near about 73 kilometres. The entire trek route is situated between 700 metres to 2100 metres. Trekking schedule also differs along this trek corridor from segment to segment day wise (Figure 1) for the convenience of the trekkers due to variation of slope and relative relief. The trekking segment of day-1 from Yuksam to Khecheopalri Lake via Dubdi Monastery and day-2 from Khecheopalri to Pemayangtse via Darap village are more difficult segments of entire trekking schedule.

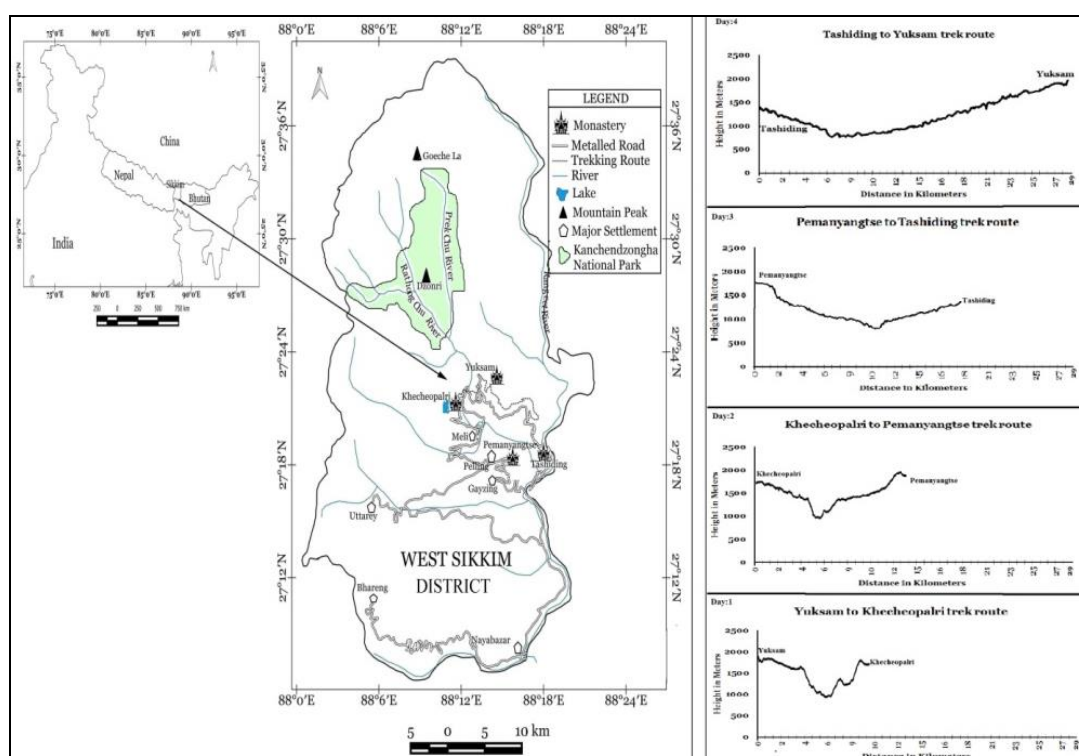


Figure 1. Terrain evaluation for Monastic trek in Sacred Quadrilateral of Demazong (Source: Prepared by the authors, 2020)

## MATERIAL AND METHODS

Conserving and preserving of cultural heritage is an interdisciplinary field (Indrie et al., 2014). Detail literature survey was initiated to understand the cultural heritage of Demazong with special reference to the local folklores to fulfill the requirement of adding additional attraction to the sacredscape for the satisfaction of cultural tourists. A hotspot analysis has been undertaken in software environment on the four heritage settlements namely Pelling (Pemanyangtse), Yuksam, Khecheopalri and Tashiding which produce a heat map for the sacred quadrilateral. For each and every site common factors have been weighted based on visitor response survey (High-0.15, Moderate-0.10 and Low-0.05 as level of influence exerted on the respondents). In contrast to the weightages ratings have been made (David et al., 2009) depending on attraction status ranked accordingly from dominant to below averages. For the dominant attraction factors, the rating value is 4 while for above average, the rating value is 3, for average status it is given 2 and for below average the rating value considered is 1. The W-Score is derived by multiplying the weight and rating for respective attraction factors. Based on summation value of W-Scores for respective sites, respective hotspots have been evaluated and a heat map is generated to explain the status of the the monastic trek route by QGIS 3.10 software. Google earth satellite images have been used for preparing DEM for the circuit to evaluate the terrain condition with reference to the locations of the sacred sites of Demazong, the sacred landscape for the community.

Among the popular tourist hubs in the region, maximum dispute is noticed on Khecheopalri, the environmental degradation of which is even reached to the apex court of judiciary seeking justice for the devotees who are concerned on its cleanliness. The agitation against tourism in Khecheopalri Lake has its origin in a folk belief that if the lake is polluted by the outsiders, the sacredness will be lost and as the consequence the sacred lake may change its location as happened before. The reason of such shift might be tectonic but exerts immense impacts on the beliefscape. The authors interviewed the pilgrims and more than 90% of them are aware on such threat and in favour of conservation of the lake by restricting tourist activities. Concern on sustainability issues of the landscape has been addressed through a SWOT AHP analysis evaluating the status of Khecheopalri and its surroundings in order to introduce Monastic trek as sustainable alternative of mass tourism.

## RESULTS AND DISCUSSION

Lepchas are considered as the earliest settlers in the land of Sikkim while Bhutias migrated from their original habitat of 'Bhot' (Tibet) and settled down on or before the 13th century (Rai and Bhutia, 2015). The name 'Bhutia' originates from 'Bhot', who are distinguished for their Tibeto-Burman dialect and legacy of Namghyal dynasty. They ruled Sikkim from 1642 to its merge with India on 16th May, 1975. Sacred geography of Sikkim is manifested through a term 'Beyul Demazong' deep rooted in the Tibetan cultural tradition, Beyul refers to places where physical and spiritual world overlaps as defined in the text of the Nyingma school of Tibetan Buddhism. The word Nyingma itself means ancient and Nyingma School is one of the oldest schools in Buddhist traditions. According to mythology, Guru Rimpoche (also called Padmasambhava, who came from India being invited by Tibetan King Trisong Duetsen) roamed the country of Sikkim riding a blue horse to create the Buddhist sacredscape by taming the prevailing evil forces. With the pilgrimage tourism development by governmental efforts using such religious metaphors, there is increasing awareness on sacred geography of the country relating to Lepcha-Bhutia cosmologies around various geomorphosites. These two ethnic groups of Sikkim are devout Buddhists while the Gorkhas migrated from Nepal are followers of Hinduism. Presently with other Nepali group of migrants, they form the majority of Sikkimese population. Though the Buddhists are minority in respect of numbers, the scope of pilgrimage and tourism around their culture provided them strength to compel the government to scrap the Ranthong Chu hydroelectric project (Gurung, 2012) located at Yuksam, which was affecting their sacred geomorphic entities of the landscape.

Preserving Yuksam as a sacred landscape and respecting the religious sentiments of the Buddhists have been cited as the driving forces for the closure of the project in the year 2002. Significantly this is the time when Sikkim realized the potentials of pilgrimage tourism, which was not understood in the beginning of the 1990s, when the project was initiated. Instead of earning revenue from hydel power project, a wise decision is taken on promoting the pilgrimage tourism. The introduction of monastic trek is the extension of such plan. Arrival of Padmasambhava in Sikkim during the 8th century might be a mythical event but the coronation of Chogyal Phutsog Namghyal, the first king of Sikkim by three representative of Nyingma school of Tibetan Buddhism, namely Lhatsun Chenpo, Ndaga Senpo Chenpo and Kartok Khuntu Zangpo was the landmark event in the Buddhist history of Sikkim. All the historical monasteries of the study area (Figure 2) that attract pilgrims and tourists are manifestations of the institution of the Chogyals (Table 2).

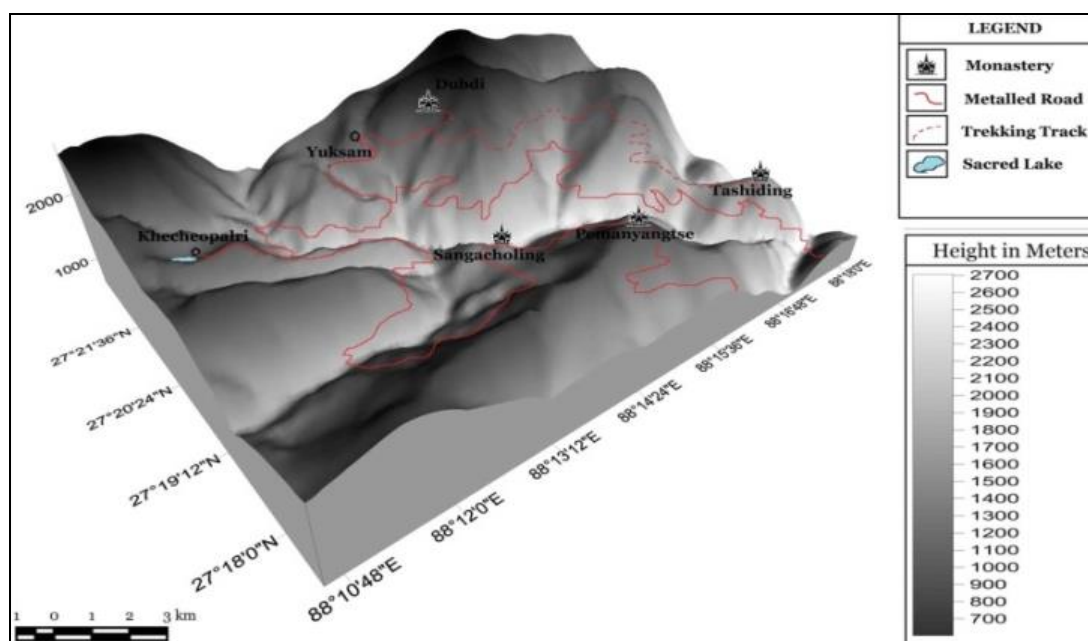


Figure 2. Buddhist Monasteries of Demazong (Data source: Google Earth Pro, 2020)

The sacred Buddhist landscape called Demazong is conceived as an anthropomorphic entity consisting of four plexuses of the human body. Tashiding by virtue of its spiritual merit is conceived as the head portion while Yuksam (at a distance of 16 km) symbolizes the third eye because it was the meeting place of three *Lamas* (preceptors in Tibetan Buddhism) in coronation ceremony of first Chogyal. The stone throne where first Chogyul was coroneted at Norbugang in Yuksam village of West Sikkim is an attraction for Buddhists as well as secular tourists as a historic cultural site (Figure 3). A 300 year old Fir tree is shading the thorne just as the Bodhi tree is shading the throne of Lord Buddha at Bodhgaya, the most revered place for the Buddhists all over the world. The name Yuksam itself is derived from the historical event of the establishment of Buddhist Kingdom. Yuksam means “Meeting Place of the Three Learned One” which became the first capital of Sikkim (Rubita, 2012). The footprints of *Lamas* at Norbugung declare the sacredness of Dubdi Monastery (Figure 4), which is just an hour trek situated at the top of a hill in the vicinity.

Table 2. Monasteries of West Sikkim drawing pilgrims and tourists (Source: Literature Survey and interview with Buddhist monks in field, 2019)

Sl. No.	Name of the Monastery (with spiritual connotation)	Year of establishment
1	Sangacholing (the island of esoteric teaching)	1697
2	Dubdi the retreat for meditating Lamas	1701
3	Pemanyangtse (the sublime perfect lotus)	1704
4	Tashiding (the devoted central glory of holy sky conceived as island)	1741



Figure 3. Coronation Site of the Royal Dynasty of Sikkim



Figure 4. Dubdi Monastery on a hill adjacent to Coronation Site at Norbugang

In the establishment of late 17th and early 18th century monasteries in West Sikkim, the involvements of the three *Lamas* (literally means “high priest”) are noteworthy. Tashiding monastery (Figure 5) was founded by Ndagag Senpo Chenpo depending on a legend associated with the great Guru Padmasambhava of 8th century. According to the legend, it was place of meditation selected by Guru Padmasambhava himself, who shot an arrow into the air and declared that he would meditate at the place where the arrow landed (Jacob, 2013). The monastery is housing the sanctified holy vase of the Master in a sacred chamber, which is the prime of attraction of the Bhumchu, the annual festival of the monastery held in between February and March every year. For the Sikkimese pilgrims, the divinity of Tashiding is most revered among their monasteries.

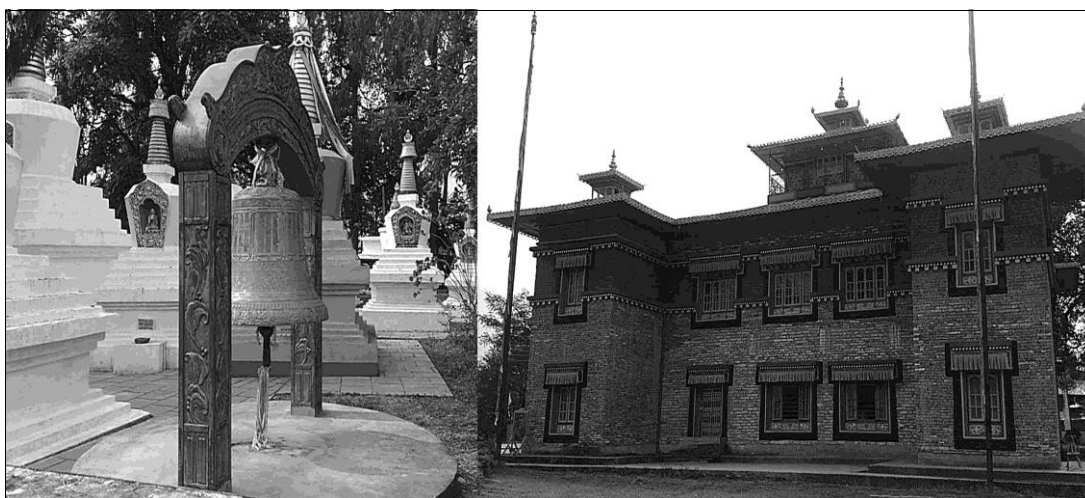


Figure 5. Tashiding, the most revered site of the Buddhists of Sikkim

Pemangstey (Figure 6) is considered as the heart plexus in the sacred landscape of Demazong, which accommodates only the monks belonging to pure Tibetan race, known as ta-sang Lamas. Purity of the heart is further symbolized from the name of the place (*Pema* means lotus, the divine flower and *Yangstey* represents center). The monastery is famous for its Cham dance festival drawing cultural tourists in the month of February every year. It is a festival for driving away the evil spirits through lama dance performance with

costumes and masks worn by pious Lamas. Rabdentse was the ancient capital of Sikkim situated within a bird sanctuary as a protected monument by ASI (Archaeological Survey of India) which is a cultural tourist attraction amidst of natural beauty (Figure 7). It is one of the best viewpoints of snowclad mountains in the region.



Figure 6. Pemayangtse Monastery world renowned for its mask dance



Figure 7. Ruins of Rabdentse Palace and sacred Lake of Buddhists rituals amidst of a bird sanctuary

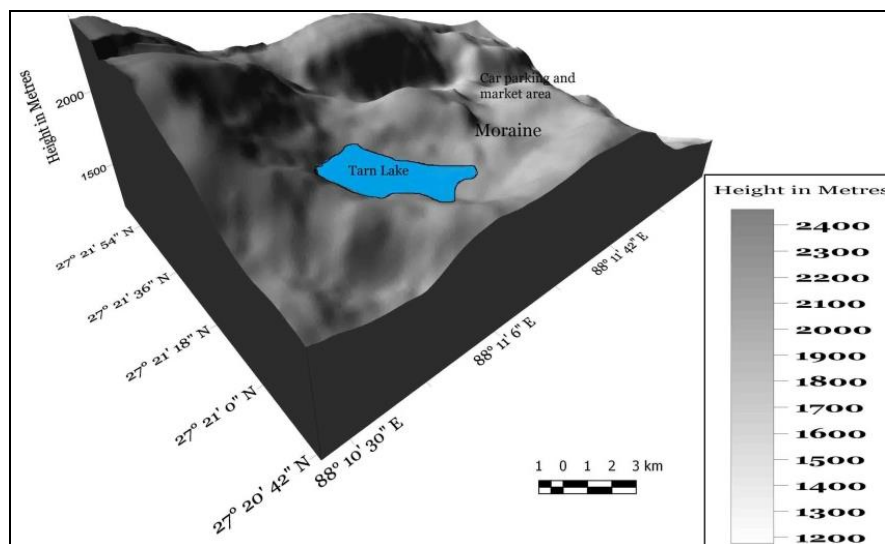


Figure 8. Khecheopalri Lake formed by glacial erosion (Data source: Google Earth Pro, 2020)

Cultural tourism, one of the major growth market worldwide in tourism sector has obtained tremendous popularity in response to changing travel trends and tourist demographics (Wang et al., 2011). It has been emphasized in developing world specially for its substantial contribution on eradication of poverty (Manyara and Jones, 2007). Cultural tourism is already popular in Sikkim utilizing the aforesaid Buddhist heritages and the revival of Monastic trek incorporating non-Buddhist tourists is one of its recent dimensions. As these visitors are not the devoted pilgrims, there is scope of offering the other types of tourism products to them while participating in monastic trek and geotourism is certainly one of them. Geoheritage is the driving force of the geotourism itineraries along with cultural heritage useful in promotion of geotourism landscape (Rodrigues et al., 2011). A better understanding of the earth as the home of man with reference to its

geoheritages is the goal of geotourism which arises from the motivation of enjoying unique features amidst of landscape (Adriansyah et al., 2015). Geotourism has been evolved as a policy instrument for the conservation of earth heritages with a focus on sectoral linkages to achieve an inclusive development (Chakrabarty and Mandal, 2018). Geotourism in the area could be based on following resources:

1. **Lake formed by glacial erosion:** Khecheopalri is a classic example of tarn lake resulting from glacial erosion. The depression of the lake is the product of scooping action (Raina, 1996) while the glacial moraine (Figure 8) is subjected to touristic and cultural use. Parking place and the monastery have been situated over it. A tributary of Rathong Chu is the only outlet of the lake instead the water is standstill in between the hills and morainic formations.

2. **Structural Marvel:** Numerous caves have been resulted due to faulting on previously formed nappe structure. Such caves depending on human accessibility status have been subjected to religious use. Figure 9 represents one of such sacred caves adjacent to Tashiding monastery frequently visited by pilgrims and tourists.

3. **Knick point and waterfall:** A number of waterfalls are situated on this trekking route mostly along the transverse fault line. Phamrong waterfall (Figure 10) and Khangchendzonga waterfall (Figure 11) are among the examples of knick point waterfalls exposing the unique combination of metamorphic and sedimentary rock structure. The landslides took place along the soft sedimentary rocks. The weaker rock strata have been eroded by the headward recession of the waterfalls. Khangchendzonga waterfall is offering Zipline facility for recreational use (Figure 12). Adventure tourism and geotourism thus advance hand in hand.



Figure 9. Sacred trail to reach the holy cave at Tashiding

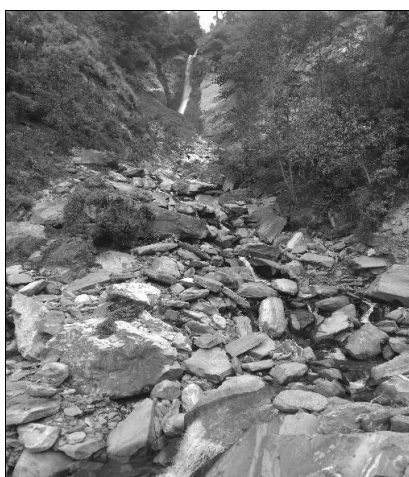


Figure 10. Phamrong Waterfall

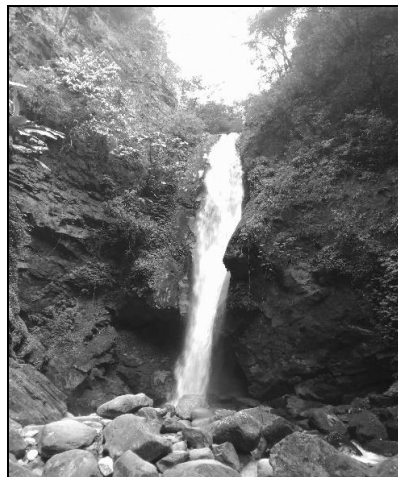


Figure 11. Khangchendzonga Waterfall



Figure 12. Zipline activity at Khangchendzonga waterfall

5. **Ecotourism:** Darap village is located in the West Sikkim district which is approximately six kilometers away from Pelling at the fringe of Khangchendzonga National Park. Darap eco village has been flourished with multiple geosites and its distinctive cultural landscape. The organic cultivation, its orange garden, lake and the view of snow clad peak of Mount Khangchendzonga (from Rani Dunga view point) could be experienced by opting a small trek from Darap village, which is nothing but a geotourism experience.

6. **View of snow clad mountains:** Snow clad peaks can be viewed from Dubdi monastery and Yuksam village which is the part of Mt. Jupon (5650m) of Himalayan belt. Rabdantse is another heritage site famous for offering mountain views. Sunrise on Mount Khangchendzonga is the sole attraction based on which Pelling has grown into a tourist town from a hamlet of the 1990s (Chakrabarty and Das, 2012).

7. **Weathered riverbed with hanging valleys:** With the Rimbi waterfall, the weathered and erosional landforms of Rimbi river bed (Figure 13) resulting from hydraulic action draws the visitors for its ambience as a geotourism paradise. Interlocking spurs and U shaped valley together represents a poly-genic landscape drawing the attention of geotourists.



Figure 13. Rimbi waterfalls downpouring the Rimbi river bed

Khecheopalri, the abode of Tara, the Buddhist Tantric deity is perceived as the thorax in aforesaid anthropomorphism of Demazong. The lake is said to be formed on the depression resulting from the footprint of the deity. It is the place where Rimpoche met Tara. Padmasambhava (Rimpoche) is the incarnation of Lord Buddha in Nyingma tradition and Tara is viewed as His supreme consort. The lake itself is believed as the body of a female deity (goddess Chho Pema), who fulfills the wish of the devotees and the lake is thereby famous as 'wish fulfilling lake' (Figure 14). The lake was originally named Kha-Chot-Palri, meaning the heaven of Padmasambhava, where the Master preached 64 Yoginis (female consorts) to spread Tantric Buddhism (Jain et al., 2004). The word 'Tantric' is derived from Sanskrit word *Tantra* which means the knowledge which is spread to save (Bernard, 1989). This knowledge intruded in Buddhism from Hinduism of India and Padmasambhava, who came Tibet from India as savior of Buddhism was a master of this knowledge. The animistic people of Sikkim was believer of evil spirits and Padmasambhava tamed those by using the weapons of *Tantra* to make Damazong a secure and fertile place for Sikkimese, referred to as 'Sangri La', a heavenly place guarded by spiritual powers.

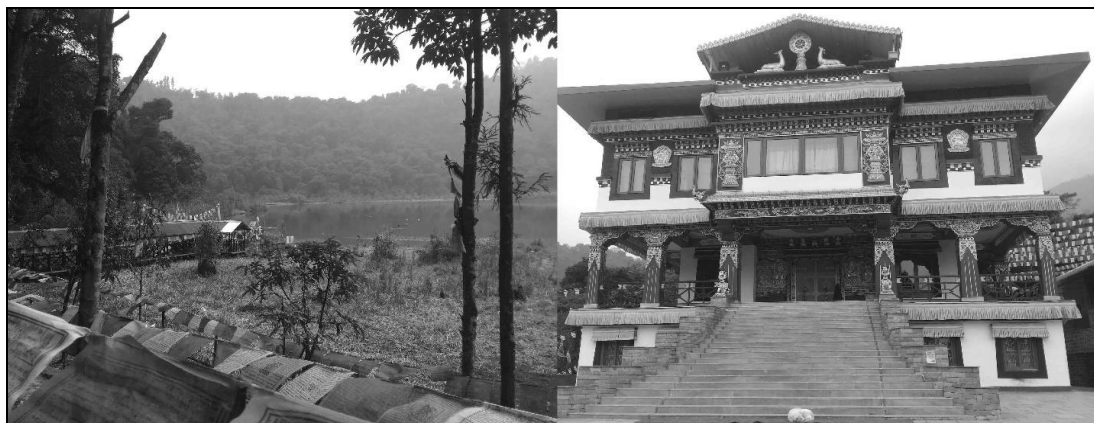


Figure 14. Sacred Khecheopalri Lake and its newly built monastery

According to spiritual belief of Buddhist Tantra, representatives of a compassionate divine feminine power dwell within the geomorphosites. Popularity known as Dakinis and Yoginis, they used to reside within lakes, rivers and caves of Demazong as presiding deities following the mandala principle of *Tantra*. Mandala is the manifestation of sacred geometry for mapping the cosmos graphically with triangles, squares and or circles. As for example in case of Tashiding, which serves as the centre of a mandala, four caves are found in four cardinal directions. Similarly, there are holy caves like Dupukney, Yukumney and Chubkeny constituting Khecheopalri mandala. The word Khecheopalri is constituted by two Bhutia words Khecheo means 'in the middle' and 'palri' means lotus, which symbolizes 'the enlighten mind' of Buddhism (Evershed and Fish, 2006). The Buddhist organizes Chho-Tsho festival on the 14th day of the New Year month of Tibetan calendar to thank the Dakini of the lake for extending them protection for evils. Another festival named Bum-chu is centered to a sacred vase from which sacred water is distributed on the 14th day in the first month of the lunar calendar (Upriety and Sharma, 2012). As similar ritual is practiced in Tashiding Monastery, this is nothing but the serial reproduction as prominent in the Hindu Mother Goddess worship in Tantric mode (Chakrabarty, 2016) as manifested in sacred geography of 'Sakti Pithas' (*pitha* and meaning seat and *sakti* means energy).

Tibetan Buddhism is nothing but a mixture of the pagan ideas of Tibetan Bonpo religion and Tantric Buddhism that came from India. Basically *Tantra* is a ritual oriented mechanism of Indian origin for preparing the mind to reach the divine level. The 8<sup>th</sup> century Indian monk

Padmasambhava (*Padma* means lotus and *Sambhava* means born form), was the founder of the Nyingme-Pa-Sect (popularly called the 'Red Hats') in Tibet. Buddhist doctrine in Sikkim was primarily the contribution of the followers of Red Hat School who adopted Kalachakra Tantra. *Kalachakra* (literally means wheel of time) is the protector who turns the wheel of life (Gibbons and Pritchard-Jones, 2006) leading to different births of the same soul. Near the entrances of the Sikkimese monasteries, a number of wheels are kept as pictorial manifestation of the endless cycle of rebirth. A Buddha figure is common who offers the teaching on the way out from earthly sufferings in each of the segments of a wheel of life. The goal is *Nirvana* (salvation) from the endless cycle of rebirth following the mechanism of *Kalachakra*, which recognizes the presence of spirits in geomorphosites that influence the travel motivation.

Hotspot analysis has been undertaken from which a heat map is generated (Figure 15). This analysis reveals comparison in the spatial arrangement of given variable (Oxoli et al., 2017). Different attraction factors have been taken into consideration for weightage and rating on the basis of which W-Scores have been derived (Table 3). More is the W-Score, better is the level of confidence and Pelling in the heat map represents a higher level followed by Yuksam. These two are the settlements with urban amenities situated on the monastic trek route.

Table 3. W-Scores derived after weight age and rating for heat map generation (Source: Field Survey, 2020)

Sl.No.	Factors	Place (W-Score)			
		Pelling	Khecheopalri	Yuksam	Tashiding
1	Sunrise and Sunset view	0.45	0.05	0.15	0.05
2	Monastery	0.6	0.2	0.6	0.6
3	Short Trekking	0.15	0.2	0.6	0.1
4	Historical Background	0.6	0.3	0.4	0.2
5	Orange Garden	0	0	0	0
6	Lake	0.1	0.6	0.05	0
7	Waterfall	0.05	0	0.1	0.02
8	National Park/Sanctuary	0	0.05	0.6	0
9	Religious Attraction	0.6	0.45	0.2	0.45
10	Seasonal Fair	0.6	0.1	0.05	0.3
11	Cave	0	0.2		0.45
<b>Total Score</b>		<b>3.15</b>	<b>2.15</b>	<b>2.75</b>	<b>2.2</b>

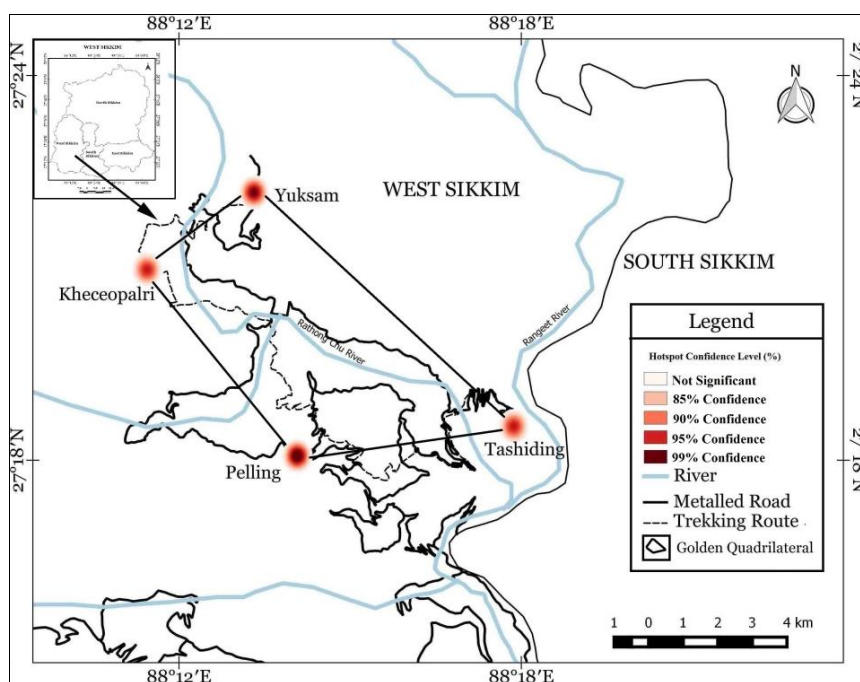


Figure 15. Heat map for the area of Sacred Quadrilateral of West Sikkim (Source: Prepared by the authors, 2020)

Table 4. SWOT analysis for Khecheopalri (Source: Prepared by the Authors, 2019)

STRENGTHS	WEAKNESSES
1. A monastery with a beautiful sacred lake. 2. Availability of basic infrastructure. 3. Conservational awareness. 4. Ideal for the beginners in experiencing the mountain trek.	1. Seasonality. 2. Lack of homestay development. 3. Lack of adequate marketing. 4. Underdeveloped transport infrastructure
OPPORTUNITIES	THREATS
1. Incredible ecotourism package. 2. Safe and secure visitor friendly environment. 3. Lake centric folklore encouraging ethno religious tourism development 4. Local food and drinks especially foreign tourist satisfaction.	1. Landslides and other natural hazards. 2. Non-availability of emergency medical services. 3. Less community involvement. 4. Inadequate conservational strategies to protect nature and culture.

As the confidence level found in case of Khecheopalri is comparatively late, this particular site has been taken for a case study with application of SWOT analysis. The responses of the trekkers have been incorporated in order to analyze the viability of the plan from the standpoint of potentiality of its success. The sustainable development of cultural tourism heavily relies on community participation, particularly from the perspective of the protection of cultural heritage (Fadli et al., 2019). This is why for Khecheopalri, less community

involvement is categorized as threat, not merely a weakness. The quality of visitors' experience is one of the main aspects for assuring and monitoring sustainability in tourism sector (Mascardo and Woods, 1998) and this is why ecotourism packages as a blended product of geotourism and Buddhist tourism has been identified as one of the opportunities (Table 4). It appears as second ranking opportunity followed by the safety and security urge (Table 5) which is the basic need for any guest anywhere in the world.

Table 5. Pair wise Comparison Matrices for SWOT factors (Source: Prepared by the Authors, 2019)

SWOT group	Strengths (S)	S1	S2	S3	S4	Priorities of SWOT factors/Local Weight
Strengths	A monastery with a beautiful sacred lake	1	5	2	1	0.393595
	Availability of basic infrastructure		1	1	1/3	0.112628
	Conservational awareness			1	1/2	0.155391
	Ideal for the beginners in the mountain trek					0.338386
CI = 0.0266979, $\lambda_{max}$ = 4.08009, CR = 2.9664						
Weaknesses	Weaknesses (W)	W1	W2	W3	W4	Priorities of SWOT factors/Local Weight
	Seasonality	1	1/3	1/2	1/3	0.106942
	Lack of homestay development		1	3	1	0.383201
	Lack of adequate marketing			1	1/2	0.168239
	Underdeveloped transport infrastructure				1	0.341618
CI = 0.0152731, $\lambda_{max}$ = 4.04582, CR = 1.6970						
Opportunities	Opportunities (O)	O1	O2	O3	O4	Priorities of SWOT factors/Local Weight
	Incredible ecotourism package	1	1	2	3	0.29259
	Safe and secure visitor friendly environment		1	2	3	0.415493
	Lake centric folklore encouraging ethno religious tourism development			1	3	0.184948
	Local food and drinks especially foreign tourist satisfaction				1	0.106969
CI = 0.0236709, $\lambda_{max}$ = 4.07101, CR = 2.6301						
Threats	Threats (T)	T1	T2	T3	T4	Priorities of SWOT factors/Local Weight
	Landslides and other natural hazards	1	2	1/2	2	0.285547
	Non-availability of emergency medical services		1	1	1	0.204808
	Less community involvement			1	2	0.346193
	Inadequate conservational strategies to protect nature and culture				1	0.163452
CI = 0.0618392, $\lambda_{max}$ = 4.12132, CR = 6.8710						

From SWOT priorities (Table 5), it appears that the appeals of the sacred lake and monastery are immense, particularly for the geotourists. This comes out as the dominant strength supported by the scope of promoting ecotourism packages utilizing such resources considering as opportunity. Accommodation appears as major weakness rather than accessibility and failure in searching homestays generates a feedback among the respondents on less community involvement, which is conceived as most important threat not only for tourism business but also for the protection of the environment and sanctity of the sacred place. The strategic lacuna on protecting nature and culture has been obtained the lowest rank in threat perception, might be due to the fame of Sikkim on environmental concerns. It is noteworthy to mention that Sikkim was the first Indian state to ban disposable plastic bags in the year 1998 and also delineated a reserved area to preserve the Buddhist culture of Lepchas. Through the government is recently criticized in various platforms on its recent conservational failures (for which this has been enlisted as a threat), still there is faith of respondents on government policies as revealed from SWOT findings. To overcome weakness in marketing the new product like monastic trek and the threat arising from less community involvement, raising of a trained guideforce from local youth may be a sustainable strategy. Such guides along with their specialized job experiences simultaneously encourage tourists to acquire local products and promote host -guest interactions (Tătar et al., 2018). To address the inadequacies in the conservation strategy to protect culture which is also identified as a threat, raising of awareness and respect on material and spiritual importance of the objects composing the ethnographic heritage (Deac et al., 2019) is important for which museums of the monasteries should be revitalized. Since the lack of homestay development comes out as the most serious weakness from SWOT analysis, exploration of rural tourism potentials at micro regional and local spatial level for the purpose to take the area out from geographical isolation through sustainable utilization of existing infrastructure (Dezsi et al., 2014) is the only strategic option remains for ensuring optimal use of resources in monastic trek circuit development.

## CONCLUSION

The Demazong at the vicinity of Khangchendzonga National Park is a geotourism landscape with natural beauties that attracts cultural tourists for its myths, legends and tales. Those folklores having affinity with geomorphosites provide ample scope of symbiosis between geomorphosite tourism and cultural heritage tourism. Geotourism is a serious leisure oriented activity (Chakrabarty and Sadhukhan, 2019). Combining geotourism with Buddhist tourism would be a strategy to satisfy the ego of the educated international Buddhist travellers, who as trekkers being engaged simultaneously in serious leisure (Hamilton-Smith, 1993). Ego tourism is nothing but a function of serious leisure in which the tourists have opportunities to satisfy their ego by expressing their abilities, fulfillment of their pursuit and identify themselves as unique human beings (Stebbins, 1982). The provision of Zip line at Khangchendzonga waterfall site is example of an arrangement to serves such purpose. Bird watching in the wilderness is an additional attraction for the Khecheopalri since the lake has been a resting place for Trans-Himalayan migratory birds. It supports recreational aspect of nature tourism despite of the fact that fishing and boating is strictly prohibited in the lake on account of religious taboo (Jain et al., 2000).

Arrival of huge number of visitors was alarming for Khecheopalri at the end of previous century leading to deterioration of the aesthetic, spiritual and biodiversity values (Maharana et al., 2000). For earning revenue, the cultural landscape has been exposed to people of different cultures and the transition from pilgrimage to tourism as its consequences created wider social impacts. Mass tourism is largely the outcome of the arrival of daily picnicking crowd, mostly from Yuksam (about 40 Km) by motor vehicles. Deriving a sustainable operational mechanism by assuring community involvement for reduction of environmental stress on landscape as maximum as possible is the ultimate goal for which geotourism development is emphasized along with nature tourism and cultural tourism.

Holistic research in this field requires integrated handling and management of data using technology for planning, preserving and designing of various customer services (Jamieson, 1998). The alternative planning to promote sustainable tourism recommends for the restriction of tourist vehicles from Yuksam encouraging a trek for the visitors while motor vehicles may be available only for pilgrims who are unable to trek. However, a critical appraisal is essential before marketing a monastic trek combined with geomorphosite tourism in Demazong with reference to the carrying capacity and vulnerability assessment of both physical and cultural environment.

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## TOURIST RELATIONS KAZAKHSTAN WITH THE COUNTRIES OF THE COMMONWEALTH OF INDEPENDENT STATES AT THE MODERN STAGE

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**Abstract:** This article discusses the features of the formation of the tourist geo-economic space of Kazakhstan and the countries of the Commonwealth of Independent States (CIS), including the Russian Federation, Ukraine, Belarus, Republic of Moldova, Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan. The article analyzes the features of the development of tourist relations between states, factors that both favor and hinder the development of tourism in the Commonwealth countries. The authors evaluated tourism relations using the calculation of the coefficient of intensity of tourist relations (CITR) according to the data of the Statistics committee of the Ministry of National Economy of the Republic of Kazakhstan. As a result of the analysis of the coefficients of intensity of tourist relations of the CIS countries for inbound tourism with the Republic of Kazakhstan, the group of countries with "high" connections includes the border States of Central Asia. Calculations of the coefficient of intensity of tourist relations for outbound tourism allowed us to identify the Russian Federation as a country with a "high" level of arrival of Kazakhstanis.

**Key words:** The Republic of Kazakhstan, countries of the Commonwealth of Independent States (CIS), international outbound tourism, inbound tourism, tourist relations

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### INTRODUCTION

During the existence of the Soviet Union, the country actively developed domestic tourism, an important part of which was tourist visits to the territories of the Union republics. After the collapse of the USSR, the formation of independent states and the economic crises that broke out in the post-Soviet countries, tourist relations between them were completely destroyed and, in fact, were not restored in the period from the 90s of the XX century until the beginning of the second decade of the XXI century.

With the tourist openness of the whole world, the tourist business in the countries of Commonwealth of Independent States operates in conditions of severe competition from the long-established tourist business of foreign countries. In other words, the tourism products of the former Soviet Union should be competitive. But in this struggle of interests, CIS countries' tourist products are often inferior to their stronger competitors (Mokaev, 2002; Skripnyuk et al., 2013; Krool et al., 2018).

Many Commonwealth States, especially Central Asian States, have low levels of socio-economic development and well-being of citizens, which always negatively affects tourist interest. The tourism infrastructure is outdated and does not meet international standards, does not differ in the variety of services provided, requires serious reconstruction and the creation of new infrastructure facilities. The tourist products of CIS countries are poorly represented on the tourist market, their advertising is ineffective, and the transport component is imperfect. These limiting factors seriously hinder the growth of tourist traffic among the Commonwealth countries, and only a few countries successfully offset their negative impact (Aymaletdinov et al., 2017; Vinokurov, 2017; Kotosinska et al., 2018).

Note that there are also factors that favor mutual visits by tourists to CIS countries. Geographical proximity, common historical past, absence of language barrier, visa regime, presence of relatives or friends in the visited countries, relatively inexpensive offered tourist product – these are the main so-called natural advantages of these destinations in attracting tourists (Kruzhalin et al., 2014).

Given the growing demand for tourist products of near abroad and the availability of generating collaboration factors in 2013 adopted a Strategy of cooperation development in the field of tourism, as 2014 was declared the year of Tourism in Commonwealth countries (Karnaikhova et al., 2015).

Since its formation, the Republic of Kazakhstan has considered tourism as one of the priority sectors of the economy, but it is still too early to talk about significant achievements in the tourism industry (Turekulova et al., 2015). The geo-economic tourism space of the CIS countries was practically not involved in the tourism business of Kazakhstan (Erdavletov, 1992; Baiburiev et al., 2018). It is not yet possible to talk about broad and large-scale tourist relations between Kazakhstan and the countries under consideration, but the study of the changing situation in the tourist interaction of states that have long been part of a single country, in the opinion of the authors, is interesting, relevant and timely, especially in the aspect of applying the methodology for assessing the intensity of tourist ties.

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## MATERIALS AND METHODS

The number of arrivals and departures is the main indicator that characterizes the tourist destination. Arrivals (departures) are counted in absolute terms as the number of trips over a given time period. However, absolute indicators of tourist flows do not allow us to judge the level of tourist activity, since they do not depend on the total population (Aleksandrova, 2014). The indicator used in this article takes into account the population of countries involved in tourism turnover and allows you to forecast the volume of tourist flows taking into account the total population of the country. To assess the intensity of tourist relations of the Republic of Kazakhstan with the CIS countries, the coefficient of intensity of tourist relations (CITR) is proposed. This method is borrowed from demography to determine the coefficient of intensity of inter-regional migration relationships (CIIMR). The indicator was developed and introduced into scientific circulation by the Russian scientist L.L. Rybakovsky (Rybakovsky, 1973).

CITR is used to determine the intensity of the influx or departure of tourists from one country to another, as well as to compare the number of incoming and outgoing tourists.

CITR for entry from country  $i$  to country  $j$  is calculated using the formula (Rybakovsky, 2003):

$$K_{ij} = \frac{V_{ij}}{d_i} = \frac{T_{ij}}{\sum_{i=1}^m T_{ij}} \div \frac{S_i}{\sum_{i=1}^m S_i} = \frac{T_{ij} \sum_{i=1}^m S_i}{S_i \sum_{i=1}^m T_{ij}}$$

where:  $K_{ij}$  is the coefficient of intensity of tourist relations of the  $i$ -th country of departure with the  $j$ -th country of entry;

$V_{ij}$  is the share of  $i$ -th country in the total number of tourists in  $j$ -th country of entry;

$d_i$  – is the specific weight of the  $i$ -th country in the total population ;

$S_i$  – the population of the country where tourists leave;

$T_{ij}$  – the number of tourists arriving from the  $i$ -th district to the  $j$ -th entry district;

$\sum_{i=1}^m T_{ij}$  – the total number of arrivals to country  $j$  from all countries with which country  $j$  maintains tourist relations;

$\sum_{i=1}^m S_i$  – the total population of the countries of departure with which country  $j$  maintains tourist relations;

$m$  – the number of all countries of departure.

This method of calculating the intensity of tourist connections can be used in regional studies in the state. To analyze and structure the identified tourist relations, we used the classification of Rybakovsky's CIIMR, which identifies the following groups: insignificant relations (<0.39), noticeable (0.40–0.79), medium (0.80–1.24), increased (1.25–2.50); high relations (2.51–10.00) and very high (>10.01).

To identify "zones of tourist attraction", only CITR values equal to 1.25 and higher were evaluated. Under the concept of "tourist attraction zone", the authors understand the territory that is characterized by a high intensity of tourist connections in relation to a certain center of attraction (for incoming tourist flows) or to the center of diffusion (for outgoing tourist flows).

The coefficients of intensity of tourist relations of the Republic of Kazakhstan are calculated with eight countries of the Commonwealth of independent States. The average annual population of the Commonwealth countries, as well as the total tourist flow to and from Kazakhstan for the period 2009–2013 and 2014 to 2018, are used to calculate the coefficient of intensity of tourist relations, which will allow you to track the dynamics over two periods. The coefficient was calculated by dividing the share of CIS countries in the tourist flow to Kazakhstan by the share of the analyzed Commonwealth country in the total population of all CIS countries.

The database of tourist flows is formed in accordance with the recommendations of the world tourism organization according to the information of the Border service of the Republic of Kazakhstan on entry and exit, including information on the purpose of their trips (UNWTO, 2019). These figures exclude people who have arrived for permanent residence and work, as well as drivers of transit vehicles. Statistics take into account border crossings, and not the number of citizens leaving, respectively, while there is no real tourist flow at all, the figures of this statistics are private trips to family and friends (Aidapkelov, 2018). Accordingly, the data do not show the recording of real tourists, but provide data on border crossings for various purposes, and it is problematic to conduct an economic and geographical analysis of the arrivals of Kazakhstanis and arrivals of tourists in accordance with them. It is necessary to specify once again that the main purpose of the article is to apply the methodology for calculating the coefficient of intensity of tourist relations.

## RESULTS AND DISCUSSION

Currently, the CIS countries have different levels of socio-economic development and well-being of citizens, conduct a multidirectional foreign policy, and are members of various international integrations. However, the prospects for cooperation between these geographically close countries are not in doubt, and one of the areas for cooperation is the tourism sector. The tourist geo-economic space of the CIS countries, which is extremely unevenly interrupted by crisis stages with changes in interstate, and therefore geographical priorities, begins to form only in the new Millennium. This space also does not represent a single economic "organism", the countries of this space are not in priority for each other, we can not talk about wide and large-scale tourist ties between these countries, but clearly, almost for all States the main partner in the development of tourism is Kazakhstan. This statement is related to the state policy of the Republic of Kazakhstan aimed at cooperation in the tourism sector. The analysis of extremely diverse, not always, in the author's opinion, reliable tourist sources of these countries themselves, still allowed us to present a certain picture of the functioning of tourism in the CIS countries. There is no doubt that the level of tourism development in these countries is extremely low in the world tourism market, they mostly occupy places in the second hundred countries particularly by index of touristic competitiveness. However, the situation in recent years shows the extreme interest of most States in the development of international tourism, in which tourists from Kazakhstan are given an exceptional place.

In modern Kazakhstan, the countries of the Commonwealth are interesting to the Kazakh tourist business as a host base for tourists from Kazakhstan. Thus, in the development of inbound tourism to Kazakhstan, residents of the Commonwealth States of Central Asia have many problems due to the low standard of living of the population and lack of financial opportunities to participate in tourism. For the CIS countries in the aspect of tourist interaction with Kazakhstan, on the contrary, the development of inbound tourism to their territories is especially important. Thus, the interests of Kazakhstan and the countries under consideration in the tourism business coincide. The main tourist partner for Kazakhstan is Russia, which until 2013 was actively growing outbound flow to foreign countries. But after the complicated geopolitical situation in the world, the crisis manifestations in the economy, the deterioration of the welfare of the population, Russian tour operators and tourists paid attention to Kazakhstan. Economic and geographical analysis of tourism relations between Kazakhstan and CIS countries is logical to start with the study of the features of international outbound tourism of Kazakhstanis on the territory of these countries. Official statistics show that in modern Kazakhstan outbound tourism by the number of participants significantly prevails over inbound tourism. The number of visitors who left Kazakhstan exceeds the number of visitors who entered the country by 1.5 times.

Analysis of the intensity of tourism relations between Kazakhstan and the countries of the Commonwealth of Independent States allows you to identify countries that are attractive for Kazakhstan's inbound and outbound tourism. The share of CIS countries for the period from 2009-2018 is 90.8% for inbound tourism and 89.5% for outbound tourism (Smailov, 2014; Aidapkelov, 2019).

According to the formula of Rybakovsky was calculated the coefficient of intensity of tourist relations for outbound tourism of Kazakhstan to the CIS countries which clearly indicate the presence of only two types of relations. Moreover, in accordance with proposed classification, "insignificant" relations have developed with the majority of countries ( $<0.39$ ). Official statistics show that there are no tourist relations between Kazakhstan and the Republic of Moldova. The next country in the first macroregion, Ukraine, is also characterized by "insignificant" relationships, with a decrease in the coefficient from 0.51-0.54 in 2010-2011 to 0.04 in 2015 (figure 1, table 1). With Belarus, on the contrary, in the second period, the coefficient has a tendency to increase, although it refers to "insignificant" relations. In General, the three countries account for 1.18 % of the total number of people leaving Kazakhstan.

The Transcaucasian macroregion was visited by 0.27 % of the total number of Kazakhstanis traveling to the CIS countries from 2009-2018. Azerbaijan, which has "insignificant" tourist relations with Kazakhstan, is characterized by stable indicators of the intensity coefficient. The positive dynamics of the studied coefficient can be traced between Kazakhstan and Armenia.

"Insignificant" relations for the entire study period for outbound tourism were formed between Kazakhstan and two Central Asian republics: Turkmenistan and Tajikistan, which account for 0.2%. The CITR for Tajikistan did not undergo transformation and secured one of the lowest indicators among the CIS countries. Calculations of the coefficient of intensity of relations with Turkmenistan indicate a decrease in the number of Kazakhstanis traveling in this direction.

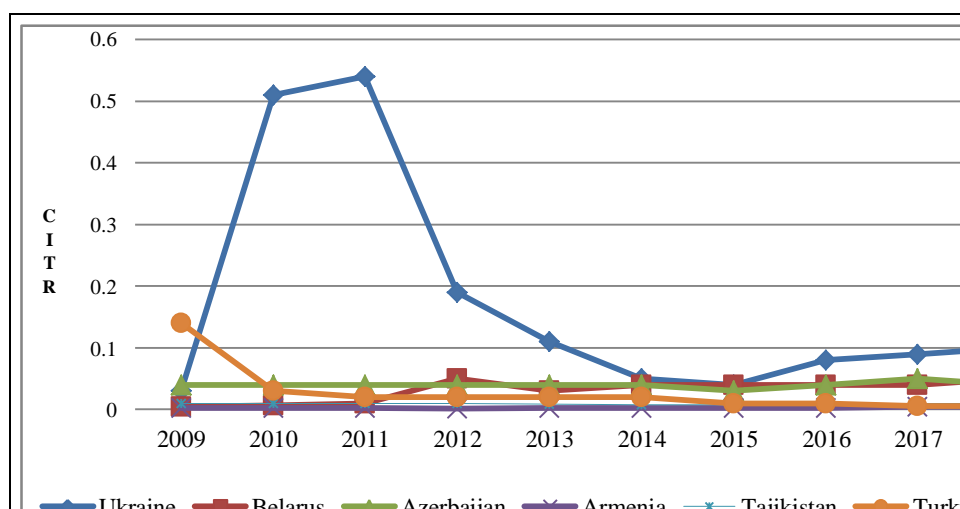


Figure 1. Dynamics of CITR of "insignificant" relations ( $<0.39$ ) for outbound tourism from Kazakhstan to CIS countries, (2009-2018)

The group of countries with "high" relations for outbound tourism includes three countries identified by the authors as "tourist attraction zones" (figure 2, table 2). The lowest indicators of CITR in this group of countries were found between Kazakhstan and Uzbekistan, which is 16.29% of the total number of travelers to the CIS countries. Moreover, over the course of ten years, the annual coefficients differed, but the average for the two periods have almost the same values.

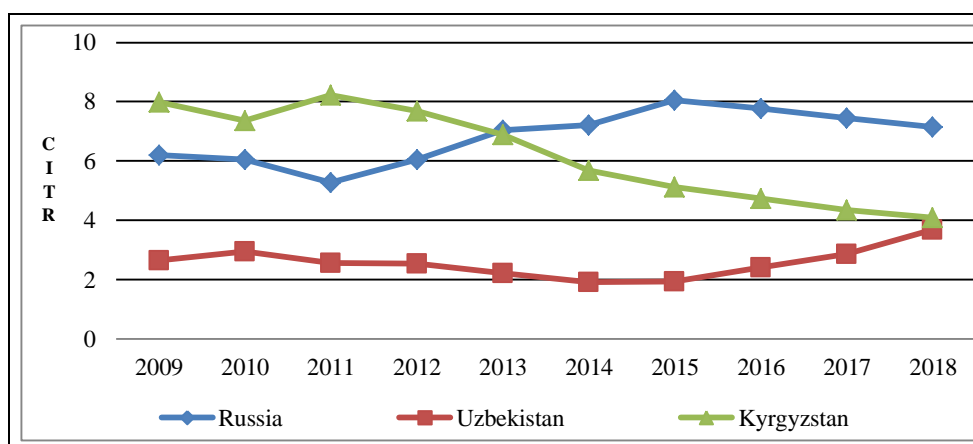


Figure 2. Dynamics CITR of "high" relations (2.51-10.00) for outbound tourism from Kazakhstan to the CIS countries (2009-2018)

The next Central Asian country with a "high" coefficient is Kyrgyzstan, where 37.60% of Kazakhstan's tourists go. Figure 2 of the CITR dynamics shows a gradual decrease of the coefficient by 1.5 times in 2014-2018 compared to 2009-2013.

The country with the "highest" coefficients of intensity of tourist relations is Russia, with a share of 44.44 % of the total number of travelers to the Commonwealth countries. The analysis of the dynamics of the CITR shows the undulating nature of changes in the coefficient, meaning the alternation of a slight increase with a slight decrease during the ten years under consideration.

The share of Belarus, Ukraine, Moldova and the Russian Federation, united by us in the first macroregion in the total tourist exchange of Kazakhstan with the CIS countries is 28.4% for inbound tourism and 45.62% for outbound. At the same time, the number of Kazakhstanis who left for this macroregion is 2.3 times higher than the number of visitors from these countries.

Table 1. Calculations of the coefficient of intensity of tourist relations of the Republic of Kazakhstan for outbound tourism

Type of relations	2009-2013	2014-2018
Insignificant relations (<0.39)	Moldova, Ukraine, Belarus, Azerbaijan, Armenia, Turkmenistan, Tajikistan	Moldova, Ukraine, Belarus, Azerbaijan, Armenia, Turkmenistan, Tajikistan
Notable (0.40–0.79)		
Medium (0.80–1.24)		
Increased (1.24–2.50)		
High relations (2.51–10.00)	Russia, Uzbekistan, Kyrgyzstan	Russia, Uzbekistan, Kyrgyzstan
Very high (>10.01)		

The leader in all periods in terms of the number of visitors in both directions is Russia, which accounts for 92.9 % of arrivals to Kazakhstan and 97.4 % of departures. With the Republic of Moldova, the minimum number of tourists entering from Kazakhstan and leaving for Kazakhstan was recorded. According to the calculations to identify coefficient of intensity of tourist relations of inbound tourism, directed at the Republic of Kazakhstan from countries of first macro-region, from Ukraine (0,07; 0,08), Moldova (0,16; 0,20) and Belarus (0,12; 0,28) formed irrelevant context for the entire study period (figure 3, table 2). The coefficient of intensity of tourist relations in these countries is characterized by a slight tendency to increase.

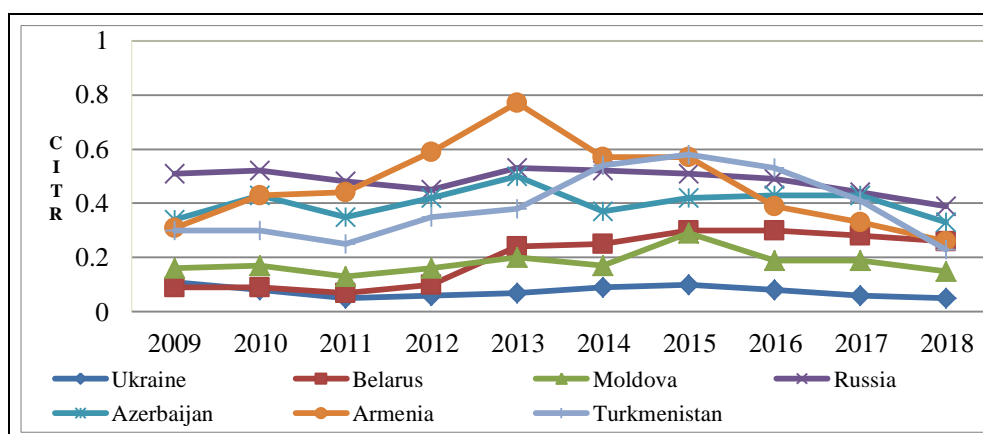


Figure 3. Dynamics of CITR of "insignificant" relations (&lt;0.39), for inbound tourism from CIS countries to Kazakhstan (2009-2018)

Closer relations are noted with Russia, according to the classification of Rybakovsky, they are characterized as notable for the 2009-2013 (0.50), 2014-2018 (0.47).

The share of the Transcaucasian republics of Azerbaijan and Armenia in the total tourist exchange with Kazakhstan and near abroad was approximately equal in all periods and amounted to 2.23 %.

When calculating the CITR indicators for inbound tourism, it follows that the Transcaucasian republics are characterized by "noticeable" relations. During the second period, the coefficient calculated for Armenia slightly decreased from 0.51 to 0.42. The CITR for Azerbaijan has maintained its indicators for two periods and is equal to 0.41 and 0.40.

Table 2. Calculations of the coefficient of tourist relations of the Republic of Kazakhstan for inbound tourism

Type of relations	2009-2013	2014-2018
Insignificant relations (<0,39)	Ukraine, Moldova, Belarus, Turkmenistan	Ukraine, Moldova, Belarus, Azerbaijan
Notable (0.40–0.79)	Russia, Azerbaijan, Armenia	Russia, Armenia, Turkmenistan
Medium (0.80–1.24)		Tajikistan
Increased (1.24–2.50)	Tajikistan	
High relations (2.51–10.00)		
Very high (>10.01)	Uzbekistan, Kyrgyzstan	Uzbekistan, Kyrgyzstan

Kazakh tourists are mainly budget tourists who do not make special demands on the quality of tourism infrastructure and agree to what the CIS countries are still able to offer. At the same time, Kazakhstanis spend significant financial resources on vacation, which is beneficial for the host countries.

Inbound tourism to Kazakhstan from Central Asian countries (Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan) was significantly higher than from other macroregions during the entire study period and amounted to 69.4 %. The total number of tourists who arrived in Kazakhstan from the Central Asian countries in the period 2009-2018 was more than 39 million people, that is 69.4% of the total number of tourists who entered from the CIS countries.

CITR calculations for Central Asian countries indicate a predominance of relations of more than 0.80, which corresponds to "increased" and "very high" relations (figure 4, table 2). Only with Turkmenistan the connections are less significant, but with a tendency to increase the studied coefficient. While in the period 2009-2013, CITR was characterized by "insignificant" relations, from 2014-2018 it was classified as "notable". A slight decrease in this coefficient from 1.42 to 1.17 was noted for Tajikistan.

The coefficients calculated for Kyrgyzstan are characterized by the highest values among the CIS countries, especially "very high", reaching values (13.88) observed in the period 2009-2013. Further, the CITR indicators steadily and noticeably decline to (5.08) in 2017, but maintain a leading position.

The trend of increasing the coefficient of intensity of tourist relations from 3.25 in 2009 to 4.3 in 2018 is recorded for Uzbekistan.

Analysis of the coefficient of intensity of tourist relations for inbound tourism, that the border situation is a significant factor affecting the movement of population from the CIS countries to the Republic of Kazakhstan. Border countries of the 1st order, that is directly

bordering Kazakhstan, are leading in terms of CITR during the entire period under review. Among the neighbors of the 1st order, only Turkmenistan has "insignificant" relations according to the studied coefficient.

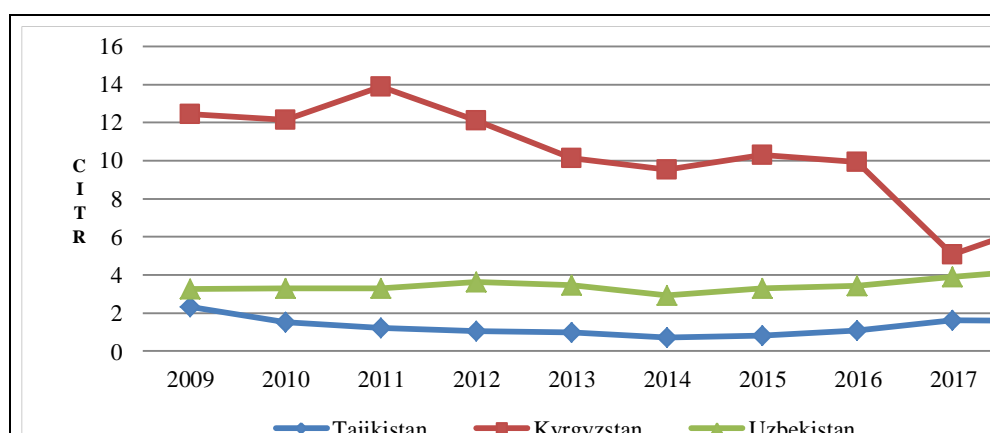


Figure 4. Dynamics of CITR of "increased" (1.24-2.50) and "high" (2.51-10.00) relations for inbound tourism from the CIS countries to Kazakhstan (2009-2018)

Based on the analysis of the coefficients of intensity of tourist relations and the study of previously published works on the development of border regions (Berdell et al., 2015; Cooper et al., 2013; Korneevets et al., 2019), it can be concluded that these regions are special types of territories, the specific development of which is determined by the functional dualism of the border, combining barrier and contact functions. In such cases, border areas can become "development corridors" (Klemeshev et al., 2004). Therefore, the border functionality is dynamic and can change either to increase the contact function or to strengthen the barrier function of the border.

The Kazakhstan border is not only one of the longest in the world, but also the most visited regions of Kazakhstan (Korneevets et al., 2019). Thus, the border area of Southern Kazakhstan is the host region of the population of Central Asia, with tourist territories belonging to the perspective and included in the TOP 10 priority objects of national significance. Among them are the mountain cluster of the Almaty region with a potential of 2,5 million tourists per year, the Sharyn Canyon with a potential of 1 million tourists (Gorbunov et al., 2013). Relict landscapes including piedmont plains, canyons and ash forests along the Sharyn River have great scientific, tourist and recreational potential. In combination with a variety of landscapes (canyons, small hills, deserts, wetlands, floodplain forests, etc.), a relic relief structure, the presence of historical and archeological monuments, this territory deserves special attention as an object with the potential for the development of international tourism (Kerimbay et al., 2020, p.78).

Here is the Tien Shan mountain system, which is one of the largest in the world with unique landscapes that have preserved their natural flora and fauna. On the Western Tien Shan is the oldest reserve in Kazakhstan, Aksu-Jabagly, which was included in the UNESCO's World Heritage List in 2016 to protect its biodiversity. On the territory of Aksu-Jabagly state nature reserve, there are currently three ecological paths and seven excursion routes, which are equipped with information boards, signposts, shelters aimed to study and observe the flora, fauna and landscape. Ecological paths created in natural areas conservation for development of ecotourism and environmental education for population and tourists are intended for general acquaintance with the nature of protected areas and for educational purposes (Akbar et al., 2020, p.40).

The next promising object for tourist activity is the Ile-Alatau national nature park, located close to Almaty, not only the largest city in Kazakhstan, but also one of the most popular tourist centers of the Republic. While the development of tourism is at the initial stage, it is necessary to take a course on sustainable development. As a tool for assessing and regulating the use of recreational facilities, the procedure for environmental monitoring of the territory should be recommended (Aliyeva et al., p. 470).

The Southern Altai border mountain system also has an undeniable tourist and recreational attractiveness with unique natural characteristics complemented by archaeological monuments (Zhensikbayeva et al., 2018; Dunets et al., 2019). Within this territory, it is planned to implement the border cluster "Greater Altai", which includes the territories of Russia, Kazakhstan, China and Mongolia (Rotanova et al., 2014; D'yachkov et al., 2009). The Northern and North-Eastern (Kostanay, North Kazakhstan, Pavlodar, Akmola) regions with the capital city of Nur-Sultan are most visited by Russians, among whom there are a high proportion of representatives of Kazakh nationality who live on the territory of border Russian regions and have relatives and friends in Kazakhstan. As a result of the long-standing migration from Russia to Kazakhstan, Russians constitute about 50 % of the population of Northern Kazakhstan and also maintain kinship and friendly ties with the neighboring state. Generally, migration has had a significant impact on the current ethnic part of the population of Northern Kazakhstan (Karatabanov et al., 2020). Here is the Shchuchinsk-Borovoe region that has acquired the status of a "special economic region", which has a huge potential for investment in tourism and where a large-scale project to create a resort area which is currently being implemented (Abubakirova et al., 2016).

A potential object for the development of eco-tourism is the Teniz-Korgalzhin Reserve with a wetland ecosystem, included in the Ramsar list in 1974 and in the international network "Living Lakes". The Korgalzhyn Nature Reserve has the greatest tourist and recreational potential in the whole central Kazakhstan, which is explained by the recreational attractiveness of the territory and the favorable position and socio-economic situation. (Sagatbayev et al., 2019, p.1055). In addition to this object, Northern Kazakhstan has a lake system with high potential, in particular for balneological tourism (Nazarova et al., 2019).

In addition to unique natural objects, Kazakhstan can boast an opportunity for the development of scientific and space tourism - the Baikonur Cosmodrome, the first and largest in the world. Scientific tourism will allow to attract trained enthusiasts to conduct various fundamental and applied research in various fields of science and technology, significantly expanding the boundaries of these studies in our Republic in all areas. And in this case, annual scientific competitions and conferences in Baikonur will be the basis for the development of space tourism, behind which the future stands (Koshim et al., 2019, p.237). Kazakhstan has established less close relations with its neighbors of the 2nd order: Ukraine, Belarus, Moldova and the Transcaucasian republics. There has not been a drastic transformation of tourist flows over time, but there is stability and even a tendency to increase the coefficient.

In General, the geography of the dominant tourist flows from the Republic of Kazakhstan has similarities with the geography of entry and is represented by the border Central Asian countries of Kyrgyzstan and Uzbekistan. However, the CITR indicators for outbound and

inbound tourism differ significantly. Thus, the departure of Kazakhstanis to Kyrgyzstan and Uzbekistan is about 1.5 times less than the entry from these countries. Especially in this group, it is necessary to highlight Turkmenistan, a country with minimal coefficients of intensity of tourist relations. The state remains quite closed to the world community.

Considering the participation of tourists from Kazakhstan in various types of tourism in the territories of the Commonwealth countries, we can draw the following conclusion. At the present stage, the Kazakh tourist in the CIS countries is primarily interested in the warm sea coast for the development of beach recreation – a type of tourism that most Kazakhstanis consider a priority for themselves. Here, the possibilities of CIS countries are not so great, and we should highlight the southern countries with more favorable climatic conditions. In recent years, the largest high-altitude lake in Central Asia, Issyk-Kul, has been gaining popularity among Kazakh and Russian tourists (Savvaityova et al., 1992). The rare combination of sea and mountain climates, as well as affordability, led to an increase in the number of visitors and the lake became the main source of income from tourism in Kyrgyzstan (Ter-Ghazaryan et al., 2006; Tukubaeva et al., 2014).

The Black Sea coast of Russia is gradually gaining popularity. The Eastern coast of the Caspian Sea is located on the territory of Kazakhstan and does not have a developed beach recreation. The development of this type of tourism in the Caspian Sea is possible on the territories of Azerbaijan and Turkmenistan. So far, only Azerbaijan is creating real conditions for attracting tourists to its beaches. With the declared priority of tourism development at the state level, the creation of a huge tourist complex Avaza on the Caspian Sea, Turkmenistan has a lot of barriers that prevent tourism: the presence of one of the most expensive visas, a long wait time for its receipt and many refusals to obtain it; strict rules of stay in the country – accompanying groups of tourists with special "guides", prohibition to leave the group, ban on photo and video shooting, high cost of air travel to the country, etc (Gareev, 2017). In addition, the problem is that in the minds of tourists, the Caspian Sea is associated with high oil pollution and is rarely considered as a place for summer beach holidays.

Excellent opportunities to attract Kazakhstanis have an excursion, business type of tourism, which can be developed in almost any country. Moreover, there is a visa-free system between the CIS countries, but the distance and high cost of travel and accommodation are serious obstacles for the majority of Kazakhstanis.

## CONCLUSIONS

Tourist relations between Kazakhstan and most of the countries of the Commonwealth of Independent States are in the process of formation, which is confirmed by calculations of the coefficient of intensity of tourist relations, with the predominance of "insignificant" and "noticeable" relations. It is not possible to expect a significant increase in the number of tourists from this group of countries in Kazakhstan, that is, in the near future the prospects for the development of international inbound tourism to Kazakhstan from the Commonwealth countries are insignificant. At the modern stage of formation of tourist space "Kazakhstan – CIS" goes at different rates and with different coverage areas – development of tourism business in the countries under consideration varies. So far, tourism in the Commonwealth countries is mainly amateur tourism. But amateur tourists contribute significantly less to the development of the tourist business than groups of organized tourists who buy a package tour. It is the development of organized tourism in this region that is still at the beginning of the road.

Citizens of the countries shown in table 2, which are classified as "high" group by the CITR, are very little involved in the tourism industry of the Republic of Kazakhstan, and the tourist business of Kazakhstan does not have to rely on any income from these "tourists". Many foreigners come to Kazakhstan to participate in scientific events, social projects, and business visits. With a certain stretch, we can classify these travelers as participating in guest, scientific, event, and business types of tourism. But the income of the Kazakh tourist business is minimal here. Real tours – tourist products provided and sold by Kazakhstani tour operators, are almost not bought by representatives of these countries.

Summarizing the results of calculating the coefficient of intensity of tourist relations, it is possible to divide these states into the following groups according to their prospects as territories for receiving tourists from Kazakhstan.

Most promising: Russian Federation, Kyrgyzstan, Uzbekistan. The leadership of these states is objectively explained by the border situation, mainly by the stable political and economic situation, the measures taken to develop tourism and the creation of a new tourism infrastructure. Less promising: Belarus, Ukraine, Transcaucasian republics (Azerbaijan and Armenia). Tourism infrastructure is being formed here, but interesting sightseeing facilities in these countries are located far from Kazakhstan, and the transport component restricts tourist opportunities. Unpromising: Moldova, Tajikistan and Turkmenistan have the low economic level of development of the countries, weak interest in the development of host tourism, as well as difficulties with transport infrastructure.

There is no doubt that the development of the situation in the tourist market "Kazakhstan – CIS countries" will be influenced by a variety of factors. In particular, the exchange rates of national currencies may reduce or increase the interest of the population of the Commonwealth countries to travel. The activities of the Kazakh government in the field of tourism are aimed at creating a favorable tourist climate, forming an effective system for promoting the country's tourism potential on the international market. The state program for the development of the tourism industry of the Republic of Kazakhstan for 2019-2025 is aimed at ensuring the share of tourism in the total GDP of the country of at least 8% by 2025 (Resolution Of The Government, 2019). One of the most effective ways to promote a tourist product at the international level was to hold a specialized exhibition "Expo-2017" in the capital of Kazakhstan, which was attended by 115 countries (Seitzhanova, 2018). At the same time, it should be borne in mind that today it is very easy to lose the position of an attractive country for tourists, and then it is very difficult to return to this stable position. In General, the state policy of Kazakhstan is aimed at close cooperation in the tourist geo-economic space of the Commonwealth.

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## LOCAL COMMUNITY PARTICIPATION IN RECREATION AND MENTAL HEALTH EXPERIENCES: A CASE STUDY OF THE EASTERN CAPE PROVINCE – SOUTH AFRICA

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**Abstract:** Research on the relationship between recreation and mental health has largely focused on individual recreation participation, despite the fact that a community approach to mental health has been widely advised. This study fills this research gap by exploring the relationship between recreation practice and mental health experiences within local communities in the Eastern Cape. Following quantitative data analysis, Mean values and analysis of variance were examined in order to compare mental health experiences, income levels and employment status among communities. The results reveal high mental health experiences but no statistically significant differences based on income or employment status were found. The study implications are discussed.

**Key words:** recreation, mental health, community, experiences, Eastern Cape Province

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### INTRODUCTION

Recreation, generally understood to refer to activities engaged in during discretionary time (Suárez et al., 2020; Aksoy et al., 2017), has long been associated with relaxation, rest, escape from the stress of daily routine work and rejuvenation. Dillette et al. (2020) assert that some people take the opportunity presented by leisure time to engage in their ultimate life pleasure. Within this context, tourism research has often alluded to the correlation between participation in recreational activities and health benefits (Langvinienė, 2014; Pesonen et al., 2011; Nicolaides and Grobler, 2017). However, extant studies have cautioned against the assumption that every leisure engagement will result in a positive mental health experience (Rubenstein, 1980; Dolnicar et al., 2012; Filep, 2014; Marion et al., 2018). In this vein, the Global Wellness Institute concedes in its 2018 global wellness tourism economic report (Global Wellness Institute, 2018) that aspects of tourism such as flying could result in a decrease in the quality of health in some people. Lee and Fernando (2015) and Rundle et al. (2018) affirm that leisure engagement is riddled with activities that could potentially impact negatively on the physical and mental health of participants. In essence, these studies point to the heterogeneous nature of tourism and its key component, recreation and the subjective experiences that emanate thereof. The current study was motivated by, among others, the fact that previous research has examined the nexus between recreation and health mainly from the individual perspective, and secondly, the imperative that communities deserve to be studied within their specific socio-economic and geographical contexts in order to determine how participation in recreation impacts on their mental health.

The close association between leisure, recreation and tourism has often generated curiosity and scrutiny, but also a degree of misunderstanding. While unpacking the three words reveals that they are all part of the tourism fraternity, it should be clear that these terms should neither be used interchangeably nor as synonyms. Leisure is related to time as its key function, while recreation is linked to activities, and tourism is underpinned by movement between destinations (Leiper, 1979; Fletcher et al., 2018; Acha-Anyi, 2018; Acha-Anyi, 2020). Hence, Tribe (2016) defines leisure as discretionary time available to an individual after all work and obligatory duties have been performed, and recreation as activities engaged in during leisure time. The relationship between leisure, recreation and tourism then emanates from the fact that leisure tourists move from their places of permanent residence to other destinations during their free time to engage in non-obligatory activities (recreation) for entertainment (Kerimbay et al., 2020; Fletcher et al., 2018; Tribe, 2016). This distinction is considered necessary in the current study as the goal is to explore the relationship between the respondents' participation in recreation activities within the local community and their mental health experiences.

Aliyeva et al. (2020) premise the distinguishing features of leisure and recreation on the mental state of the participant by clarifying that leisure is a state in which a person feels released from all mandatory or life sustaining duties, while recreation refers to an activity that refreshes, stimulates and relaxes the individual physically and/or mentally. From this perspective, it is evident that recreation is both universal and dates back to even pre-historic times. Nonetheless, recreation is neither uniform nor homogenous. On the contrary, recreation differs across cultures, individuals and destinations. Recreation can be undertaken individually or collectively as a community.

Research on recreation has identified three general features that are characteristic of recreation practice; which are all interconnected, but none of which can deliver the recreation experience in silo (Ferguson et al., 2019; Chukhu, 2020a; Gumus and Isik, 2018). First of all, recreation activity can only be practiced during the time that the participant feels they are free from any obligation and can exercise freedom of choice. Secondly, the participant should have access to at least one activity on which they can engage, such as sport, walking, spending time at the beach front, watching television, reading a book, among others. It is worth noting that an activity that is considered work by one person can be perceived as recreation activity by the other. Examples of such activities include sports, stage performances, driving, etc. Thirdly, recreation can be considered existentialistic, or being a state of mind within which the individual is free or liberated from time or activity consciousness, apart from the meaning attributed to it by the individual participant. Put differently, the activity is considered recreation simply because the individual participant feels it is. These attributes of recreation are important to this study for two reasons: firstly, at the emotional level, collecting the views of the respondents during recreation participation will be useful in authenticating their recreation perceptions; and secondly, at the activity level, the study will be able to relate the recreation participation to the mental health experiences. Furthermore, it is important to

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contextualise the mental health background from which the respondents originate in order to adequately assess their recreation experience. Hence, the mental health situation in South Africa, in general and the Eastern Cape province in particular is discussed below.

## **LITERATURE REVIEW**

### **Mental health – The South African context**

South Africa has accomplished major strides in harnessing its policy commitment towards improving the quality of mental health in local communities (Petersen, 2000; Matlala et al., 2018; Bimerew, 2019). The dawn of the democratic dispensation in 1994 ushered in a new policy directive that sort to prioritise mental health as an indispensable component of the health package (Department of Health, 1997). Indeed, the attainment of this laudable goal would align South Africa with the World Health Organisation's definition of health as, "a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity (World Health Organisation, 2018). In essence, the invigoration of the mental health drive in South Africa sprang into action with the publication of the White paper for the transformation of the health system in 1997 (Department of Health, 1997). The mental health policy guidelines which accompanied the White paper on health articulated how mental health would be delivered as part of Primary Health Care (PHC), (Department of Health, 1997).

However, despite the number of policy interventions that have been made to enhance mental health since 1994, the adoption of the National Mental Health Policy Framework and Strategy Plan 2013-2020 stands out as the defining moment in the fight to improve the mental health situation within communities (Department of Health, 2013). The significance of the enactment of the National Mental Health Policy Framework and Strategy Plan 2013-2020 lies, inter alia, in the fact that it brings in to focus previous policy initiatives, but more importantly, this piece of legislation formally endorsed and elevated quality mental health to its rightful position as a Human right alongside physical wellbeing in line with international requirements (Department of Health, 2013; United Nations Development Programme, 2015; World Health Organisation, 2018). However, despite the commendable policy interventions towards the attainment of quality mental health in South Africa, evidence from local communities suggests the achievement of the goal remains quite elusive (Petersen, 2000; Lund et al., 2010; Burns, 2011; South African College of Applied Psychology, 2020). The National Mental Health Policy Framework and Strategic Plan 2013-2020 reveals that neuropsychiatric disorders constitute the third burden of disease in South Africa, with the most prevalent mental disorder being anxiety disorder (15.8%), followed by substance use disorder (13.3%) and mood disorders (9.8%) (Herman et al., 2009; Department of Health, 2013). The South African Depression and Anxiety Group further reports that 21.4% of teenagers in South Africa have considered committing suicide (South African Depression and Anxiety Group, 2020). From a policy implementation perspective, a number of gaps have been acknowledged, among which are the fact that mental health has been underfunded and under-resourced (Bradshaw et al., 2007; Lund et al., 2011; Department of Health, 2013). According to Lund and Flisher (2009) the great disparity between provinces in the allocation of mental health services and resources has also aggravated the situation. Moreover, public awareness regarding mental health conditions is low and stigmatisation of affected people is rife. The National Mental Health Policy Framework and Strategy Plan 2013-2020 (Department of Health, 2013) acknowledges that the absence of accurate data due to poor data collection has also hampered efforts to fast track quality mental health interventions. The persistent misunderstanding among some community members that mental health refers to the existence of mental illness continues to discourage some people from seeking assistance timeously (Lund et al., 2011).

### **Mental health - the Eastern Cape provincial context.**

With a population of approximately seven million inhabitants, the Eastern Cape province is ranked third, after Gauteng and KwaZulu Natal in number of inhabitants per province in South Africa (Statistics South Africa, 2016). The topography of the province is mainly mountainous with deep valleys in between. The economy of the Eastern Cape province evolves around major industrial hops such as the Mercedes Benz manufacturing plant and Nestle factory, agriculture, and its 800 km coastline punctuated by pristine, unspoilt beaches. Administratively, the Eastern Cape province is made up of two metropolitan Municipalities (Buffalo City Metropolitan Municipality and Nelson Mandela Bay Metropolitan Municipality) and six District Municipalities, namely: Alfred Nzo District Municipality, Amathole District Municipality, Chris Hani District Municipality, Joe Gqabi District Municipality, OR Tambo District Municipality and Sarah Baartman District Municipality. The mental health situation in the Eastern Cape province is not different from the rest of South Africa, considering that the mental illness prevalence rate is 16.8% (Sukeri, 2015; Andersson et al., 2013), just slightly higher than the national prevalence rate of 16.7% (Skeen and Lund, 2019; South African Drug and Anxiety Group, 2020). However, the province has been profiled as having several high-risk factors that could aggravate its mental health situation (Strümpher et al., 2016; Madala-Witbooi et al., 2019; Ramugondo et al., 2017), among which are the high percentage of people living below the upper-bound poverty line (UBPL) of (67.3%) above the national average of 49.2% (Stats SA, 2019), high unemployment rate of 35.6% (Eastern Cape Socio-Economic Consultative Council, 2019), stigma associated with mental illness and lack of adequate health care professionals (Sukeri, 2015; South African Human Right Commission 2017). Socio-economic factors such as poverty, low levels of education and unemployment have demonstrated a high correlation with poor mental health, hence the prevailing conditions increase the vulnerability of the Eastern Cape province to mental health challenges (Sukeri, 2015). Moreover, all 15 licensed mental healthcare facilities are located in the urban areas, leaving the rural population under-resourced (South African Human Right Commission, 2018). Stigma and discrimination are also contributing factors to the prevalence of mental illness in the province (Ramugondo et al., 2017).

### **Mental health – COVID-19 as the aggravating factor**

It comes as no surprise that the current COVID-19 pandemic and the infamous "lockdown" phenomenon have increased the vulnerability of community members to mental health challenges. The South African Depression and Anxiety Group (SADAG) has confirmed receiving an increased number of telephone calls from distressed people under emotional strain of financial hardship, relationship problems, job security, grief, gender based violence and trauma (South African Depression and Anxiety Group, 2020). Furthermore, statistics South Africa (Statistics South Africa) reports that during the first six weeks of the national lockdown, the percentage of people who reported receiving no income rose from 5.2% to 15.4% (Statistics South Africa, 2020). Similarly, the number of people going without food in South Africa increased since the declaration of the COVID-19 pandemic from 4.3% to 11.4% (Statistics South Africa, 2020). The United Nations Development programme and the Food and Agriculture Organisation assert that food security is both a human right and an important aspect of human dignity (United Nations Development Programme, 2015, 2015; Food and Agriculture Organization, 2020). It seems obvious that managing the mental health demands of South Africa is going to require innovative approaches that could complement the existing policy framework.

### **Theoretical background**

The theoretical background of this study is rooted in extant research (Wang et al., 2013; Hartwell, 2015; Dillette et al, 2020; White and Eyber

(2017); Aksoy et al., 2017) that has identified mental health as a key variable in the analysis of wellbeing. The notion of wellbeing has been associated with wellness which epitomises a healthy state of mind, body and spirit (Myers et al., 2000; Lobo, 2011; Kolappa et al., 2013). The National Wellness Institute adopts a more transient approach as it deviates from the notion of wellness as a state and defines wellness as “an active process through which people become aware of, and make choices towards a more successful existence” (National Wellness Institute, 2009). While conceptual debates are a necessary part of academic research, suffice to establish that a holistic view of the wellness concept brings mental, physical and spiritual health in to the same lens and focus. As the dependent variable in this study, mental health is a subset of both health and wellbeing. Though more subtle and inward-looking, mental health is invariably the foundation on which other aspects of wellbeing (physical and spiritual) thrive (World Health Organisation, 2018; National Wellness Institute, 2009). Put bluntly, there is “no health without mental health” (Kolappa et al., 2013; Hartwell, 2015; World Health Organisation, 2018). Mental health provides stability, balance and integrity in the individual (World Health Organisation, 2018). Furthermore, the fact that mental health is generally expressed as a positive resource or state of being creates a tendency in some people to use mental health interchangeably with wellbeing, wellness or even happiness (Dillette et al., 2020).

Research has identified two major aspects of mental health as the hedonic dimensions being the expression of good feelings (happiness) and the eudaimonic dimensions related to welfare or ability to function optimally (Ryan and Deci, 2001; Stewart-Brown, 2015; Tamminen et al., 2020). The two dimensions are not mutually exclusive, but rather complement each other in the realisation of positive mental health. According to Huppert (2009), Vaillant (2012) and Tamminen et al. (2020) positive mental health is expressed as a function of self-esteem, optimism, coherent actions, positive relationships, ability to cope with adverse situations, happiness, contentment and resilience. Research on positive mental health has gained impetus among various health and community welfare institutions such as the World Health Organisation, national governments, policy makers, health practitioners and individuals with the commitment to achieve quality health and wellbeing for their people (Hartwell, 2015; White and Eyber, 2017; Aksoy et al., 2017). It is therefore, to this end that the current study has adopted six of the salient mental health attributes (happiness, concentration, relationships, purpose, goal orientation and peace with self as key variables in exploring the nexus between recreation participation among community members and mental health experiences.

## MATERIALS AND METHODS

The purpose of this study was to explore the relationship between participation in recreation within Eastern cape communities (municipalities) and mental health experiences. Considering the prevailing challenges to the attainment of quality mental health in the province, the aim was to ascertain the extent to which community participation in recreation could impact on mental health experience of the respondents. To get the views of as many community members as possible, a questionnaire was developed and distributed during four community recreation events, namely; visits to the eastern beach front, the Berlin November horse race in Berlin – Buffalo City Metropolitan Municipality, a church event in Butterworth in Amatole District municipality, and a community football match in Mdanstane township. The research instrument, data collection, unit of analysis and data analysis were executed as follows:

### Study instrument

The questionnaire that was used for data collection was divided in two sections; section A – measuring the respondents’ experiences of various mental health attributes during the recreation activity, and section B – gathering demographic information on the respondents. The reason for putting the questions on mental health experience (section A) before the demographic characteristics of the respondents was to increase the chances of getting the respondents to provide responses to all the questions by completing the personal questions towards the end. Key literature consulted in order to determine the mental health variables was informed by Hartwell (2015); White and Eyber (2017); Datta (2020) and Dillette et al. (2020). The demographic variables served to provide a socio-economic context to the mental health experiences of the respondents. The three way categorisation of the demographic variable, household income, deserves particular reference as it followed Statistics South Africa’s description of upper bound of poverty line threshold of R1227 (amount of money required to purchase food and other life-essentials per person per month at 2019 prices) (Statistics South Africa, 2019). In this regard, annual household income was estimated and categorised as follows: below the poverty line (below R25, 000), above the poverty line (R25, 000 – R100, 000) and middle income and above (more than R100, 000).

### Data collection

Data collection was done during four recreation activities identified as: spending time at a beach front in East London, the Berlin November horse racing event in Buffalo City Metropolitan Municipality, watching a football match in Mdantsane township and participating in a church event in Butterworth municipality. Data collection at the beach front in East London took place over four weekends between the 10 of November to 15 December 2019, while the collection of data at the other three events (Berlin November horse race, Mdanstane football match, and church event in Butterworth) took place over one day (30 of November 2019, 6 of December 2019 and 14 of December 2019, respectively). Five field workers were trained in preparation for the data collection. To qualify for the training and subsequent data collection, interested candidates had to meet the criteria of having completed at least a National diploma qualification to ensure that they can understand and explain the questionnaire and also demonstrate proficiency in the local language (Xhosa) in order to be able to communicate with the local people who may not understand English. The training focused on explaining the questionnaire and respecting ethical guidelines in data collection. The data collection procedure involved randomly approaching participants at the above mentioned events and asking them if they would be willing to participate in the study. Participants who consented to taking part in the study were handed the questionnaire and a pen to express their views. Each completed questionnaire was checked for errors and stored in a safe place.

### Unit of analysis

The term unit of analysis has been defined as the entity that constitutes the focus of the study (Mouton, 2013). This study focuses on understanding how participation in recreation at community level impacts on participants’ mental health experiences. Even though data was collected from individual community members, the analysis and focus of the research is on the community from which the respondents originate. To this effect, the questionnaire gathered information on the community of origin of the respondents and the data was subsequently categorised according to which of the eight municipalities of the Eastern Cape province the respondents came from. The community approach was preferred in this study because it is largely recommended in addressing mental health challenges (World Health Organisation, 2013; Department of Health, 2013; Sukeri, 2015; Aksoy et al., 2017).

### Data analysis

Following Creswell and Clark (2011), the data analyses involved reducing the quantitative data sets to manageable sizes in order to explore underlining patterns. To this end, the 247 duly completed questionnaires were captured in Microsoft® Excel® spreadsheet and analysed using the IBM Statistical Package for Social Sciences (SPSS), version 25. It is worthy of note that of the 261 returned questionnaires, 14 were discarded as they were either not completed in full or had multiple answers selected. The descriptive analyses of frequencies and percentages were performed to obtain the demographic profile of the respondents, while mean values and analysis of

variance (ANOVA) were performed to find out if there were any statistically significant differences in the respondents' mental health experiences based on demographic aspects such as income level and employment status. The effect sizes were also examined.

## RESULTS AND DISCUSSION

The results of the study are presented in three sections below, starting with the descriptive statistics on the demographic profile of the respondents, a discussion on the mean values of the mental health experiences and the analysis of variance between the independent variables income level and employment status.

### Demographic profile of the respondents

The results presented in Table 1 below indicate that majority of the respondents (40%) came from Buffalo City Metropolitan Municipality, followed by the O.R Tambo District Municipality (20%) and Chris Hani District Municipality (14%). This is not surprising because most of the data, as seen from the item "respondent recreation activity", was collected at the beach front (56%) in Buffalo City Metropolitan Municipality. The results also reveal that more men (57%) than females (43%) took part in the study, and that most of the respondents (41%) were within the age group of 21 and 30 years, followed by those aged between 31 – 40 years old (22%) and younger people between the ages of 18 – 20 years. This information indicates that most of the recreation participants who took part in this study are young and still quite active. From an economic perspective, the results indicate that most of the respondents were either unemployed (35%) or self-employed (30%). Among those employed, 24% were government employees while 11% worked in the private sector. This data seems to confirm the high rate of unemployment in the Eastern Cape province, especially among the youth (Statistics South Africa, 2019). Although the household income of most of the respondents (56%) is within the upper bound of poverty line (Statistics South Africa, 2019), 36% of the respondents indicate that they live below this income threshold. With regards to the level of education, most of the respondents (39%) have obtained the school leaving certificate (Matric), while 25% have completed a Diploma course.

Table 1. Demographic profile of recreation participants

Demographic characteristic	Category	Frequency (N)	Percentage
Municipality of origin	Buffalo City Metropolitan Municipality	99	40%
	Chris Hani District Municipality	35	14%
	OR Tambo District Municipality	49	20%
	Nelson Mandela Bay Metropolitan Municipality	11	4%
	Joe Gqabi District Municipality	16	7%
	Alfred Nzo District Municipality	7	3%
	Amathole District Municipality	23	9%
	Sarah Baartman District Municipality	7	3%
Gender	Female	107	43%
	Male	140	57%
Age	18 - 20	53	22%
	21 - 30	102	41%
	31 - 40	53	22%
	41 - 50	25	9%
	51 - 60	13	5%
	60+	1	1%
Employment status	Unemployed	86	35%
	Self employed	74	30%
	Government employee	59	24%
	Private sector employee	28	11%
Education	No schooling	10	4%
	Grade 1-11	23	9%
	Matric	96	39%
	Diploma	62	25%
	Degree	31	13%
	Postgraduate	25	10%
Annual income	<R25,000	89	36%
	R25,001 – R100,000	139	56%
	R100,000+	19	8%
Respondent recreation activity	Beach walking	138	56%
	Watching a football match	31	13%
	Having fun at Berlin November Horse race	48	19%
	Participating at a church group day out	30	12%

### Data reliability

Prior to exploring the data set for underlying patterns and relationships between the variables, it (the data set) was tested for reliability to ensure internal consistency. This was done by running the data on IBM's Statistical Package for Social Sciences (SPSS), version 25. The results revealed an acceptable Cronbach's alpha score of .633 (Table 2), as it was above the threshold of 0.60 (Hair et al., 2006).

Table 2. Results of the data reliability Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.633
Bartlett's Test of Sphericity	Approx. Chi-Square	103.469
	df	15
	Sig.	.000

### Descriptive statistics

The mean scores of the six factors under discussion (Table 3) clearly indicate that participants in recreation from the community who took part in this study consider happiness as the greatest experience (4.43). Among the communities or municipalities, respondents from the Nelson Mandela Bay Municipality experience the most happiness (4.64) from recreation participation, followed by those from Amathole District Municipality (4.61) and Alfred Nzo District Municipality (4.57). However, respondents from Chris Hani District

Municipality with a mean value of 4.31 do not rate happiness as highly as respondents from the other seven municipalities. Evidence from the data indicates that respondents from the Chris Hani District Municipality attribute the greatest experience from recreation participation to be in the area of relationships (4.34). This is significant because the score of 4.34 is higher than the total mean (provincial mean considering that all municipalities in the province are involved) of 4.16.

The second mental health factor with a high experience total mean score of 4.22 is “meaning and purpose”. Under this factor, five municipalities (Nelson Mandela Bay Metropolitan Municipality (4.45), Joe Gqabi District Municipality (4.31), Sarah Baartman District Municipality (4.29) OR Tambo District Municipality (4.24) and Buffalo City Metropolitan Municipality (4.23) have mean scores above the total (provincial) mean of 4.22. It is, however, surprising that the experience of being able to improve concentration on work has the lowest total mean (3.93). One would expect that participation in recreation activities will have a positive correlation with concentration on work.

Table 3. Descriptive statistics for mental health experiences and community participation in recreation

Mental health factor Community of origin	Happy		Concentrate		Relationship		Meaning & purpose		Progress		Peace	
	Mean	Std dev.	Mean	Std dev.	Mean	Std dev.	Mean	Std Dev.	Mean	Std dev.	Mean	Std dev.
Buffalo city	4.35	.937	4.15	.885	4.14	.783	4.23	.890	3.91	.949	3.96	1.078
Chris Hani District Municipality	4.31	1.022	3.51	1.422	4.34	.684	4.11	.963	4.06	.838	4.14	1.115
OR Tambo District Municipality	4.47	.649	3.84	1.106	4.08	.954	4.24	.778	4.10	.895	4.08	1.057
Nelson Mandela Bay Metropolitan Municipality	4.64	.505	4.18	1.079	4.00	.775	4.45	.688	4.09	.944	4.09	.831
Joe Gqabi District Municipality	4.56	1.103	3.75	.931	4.38	.500	4.31	.793	3.94	.772	3.75	1.183
Alfred Nzo District Municipality	4.57	1.134	4.29	.756	4.00	.577	3.86	.690	4.14	.690	3.57	.976
Amathole District Municipality	4.61	.499	3.61	1.373	3.96	.767	4.17	.778	3.78	1.043	3.91	.996
Sarah Baartman District Municipality	4.43	.787	4.14	1.215	4.57	.535	4.29	.488	4.14	.378	3.71	1.113
<b>Total</b>	<b>4.43</b>	<b>.813</b>	<b>3.93</b>	<b>1.102</b>	<b>4.16</b>	<b>.783</b>	<b>4.22</b>	<b>.837</b>	<b>3.98</b>	<b>.899</b>	<b>3.98</b>	<b>1.061</b>
<b>P =</b>	<b>.766</b>		<b>.063</b>		<b>.343</b>		<b>.878</b>		<b>.834</b>		<b>.812</b>	
<b>Effect size</b>	<b>0.02</b>		<b>0.05</b>		<b>0.03</b>		<b>0.01</b>		<b>0.01</b>		<b>0.02</b>	

In order to have a general perspective on the provincial outlook with regards to the relationship between recreation participation and mental health experiences, the total mean for each municipality was obtained and the average mean for all municipalities derived from the result. The results revealed that the municipality with the most mental health experience from recreation participation was Nelson Mandela Bay Metropolitan Municipality (4.24), followed by Sarah Baartman District Municipality (4.21), OR Tambo District Municipality (4.14), Buffalo City Metropolitan Municipality (4.12) and Joe Gqabi District Municipality (4.12), Chris Hani District Municipality (4.08), Alfred Nzo District Municipality (4.07) and Amathole District Municipality (4.01). The provincial (total from all municipalities) mean of 4.12 was then arrived at as an indication of how participation in recreation activities could impact on mental health experiences.

#### Analysis of variance

##### Income levels and mental health experience

Upon completion of the first section of the descriptive statistics, analysis of variance (ANOVA) was conducted to explore the relationship between income levels and the mental health experience of the respondents. The six key mental health factors (dependent variables) were established from literature as (happiness with self, better concentration, improved relationships, greater meaning and purpose of life, progress towards goals and peace with self). Three categories of the independent variable (annual household income levels) were defined as follows: category 1: less than R25000 (below the upper bound of poverty line), category 2: R25000 – 100, 000 (above the upper bound of poverty line) and category 3: more than R100, 000 (above subsistence level).

Table 4. Results of the descriptive statistics between income levels

	Income Level						
Mental health factor	(< R25, 000) n <sub>1</sub> =89		(R25, 000 – R100, 000) n <sub>2</sub> =139		(more than R100, 000) n <sub>3</sub> =19		P-value
Participation in recreation activities makes me	Mean	Std Dev	Mean	Std Dev	Mean	Std Dev	
Happy with myself	4.39	.834	4.45	.818	4.47	.697	.866
Concentrate better	3.75	1.121	4.04	1.055	3.89	1.286	.151
Improve relationship with others	3.98	.825	4.26	.726	4.26	.872	.024
Have greater meaning and purpose	4.21	.885	4.25	.723	4.00	1.291	.470
Progress towards my goals	4.03	.947	3.94	.866	4.00	.943	.754
Have Peace with myself	4.17	.920	3.86	1.107	4.00	1.247	.094
							0.04

The results were found to have a statistically significant difference at the  $P = .04$ , considering that this figure is within the  $P \leq .05$  significance level (Pallant, 2013). Further scrutiny of the data output revealed a statistically significant difference in the factor “improved relationship with others” between group 1 (n<sub>1</sub>) and group 2 (n<sub>2</sub>) at the  $P = .022$ . The effect size, calculated using eta squared, that is,

$$\text{Eta squared} = \frac{\text{sum of squares between groups}}{\text{Total sum of squares}} = \frac{5.305}{276.899}$$

was also examined and found to be minimal at 0.02. It can therefore be deduced from the effect size of 0.2 that, even though there was a statistically significant difference between income group 1 and 2 with regards to improvements in relationships, the effect size was assessed to be minimal (Cohen, 1988). The study thought it worthwhile to interrogate and explore the statistical variance in the variable employment status. This was done to find out if there was a statistically significant difference in mental health experience among the respondents based on employment status. The results obtained are presented in Table 5 below.

Similarly, the results indicated a statistically significant difference at the  $P = .03$ , considering that this figure is within the  $P \leq .05$  significance level (Pallant, 2013). The effect size, calculated using eta squared, that is,

$$\text{Eta squared} = \frac{\text{sum of squares between groups}}{\text{Total sum of squares}} = \frac{6.167}{276.899}$$

was also examined and found to be minimal at 0.02. The result of the effect size of 0.2 also confirms that, despite there being a statistically significant difference between employment status mental health experience, the effect size impact was assessed to be minimal (Cohen, 1988). Results from the analysis of variance and effect sizes above clearly reveal that important insights can be derived from this study with regards to how community involvement in recreation can impact on mental health. The fact that the effect sizes are minimal only goes to illustrate that economic circumstances such as employment status and household income do not impede mental health benefits from accruing to communities that engage in recreation.

Table 5. Results for descriptive statistics for employment status

	Employment status								
Mental health factor: Participation in recreation ctivities makes me	Unemployed Nn1 = 86		Self-employed: n2=74		Government employee: n3=59		Private sector employee: n4=28		P-value
	Mean	Std Dev	Mean	Std Dev	Mean	Std Dev	Mean	Std Dev	
Happy with myself	4.34	.915	4.58	.662	4.39	.720	4.39	.994	.276
Concentrate better	3.94	1.088	3.93	1.186	4.14	.899	3.43	1.200	.048
Improve relationship with others	3.99	.888	4.22	.763	4.31	.650	4.31	.686	.082
Have greater meaning and purpose	4.05	.969	4.30	.735	4.20	.783	4.57	.634	.025
Progress towards my goals	3.95	1.062	4.03	.906	3.95	.680	4.00	.770	.949
Have Peace with myself	3.95	1.051	3.78	1.089	4.19	.840	4.14	1.353	.140
									0.3

## CONCLUSION

The purpose of this study was to explore the relationship between participation in recreation activities and mental health experiences among communities in the Eastern cape province of South Africa. The study was motivated, in part, by the high prevalence of mental health challenges in the province, but more so, by the significant pressure that the COVID-19 pandemic has brought to bear on inhabitants of the province and South Africa at large. The following conclusions can be drawn from the analysis presented in this study:

First of all, the high mean values (3.93 – 4.43) obtained from the descriptive analysis reveal that it is credible to conclude that there is a positive correlation between participation in recreation activities and mental health experience. This conclusion is in line with previous studies (Lobo, 2011; Aksoy et al., 2017; Eskiler et al., 2019), but deviate from findings by Rundle et al. (2018) that tourism and recreation could have adverse effects on the mental health of participants. Secondly, the inter-community or municipality mean values (4.01 – 4.24) indicate that recreation participation would lead to benefits across communities, regardless of their geo-political location. This conclusion is also reached by Dillette et al, 2020, as they apply the PERMA model in exploring the nexus between vacations, happiness and wellness.

The fact that the mean score for the variable “happy” is quite high (4.43) indicates that participation in recreation can be instrumental in dissipating the tensions that trigger the deterioration of mental health in the first instance. Again, previous studies (Lobo, 2011; Dillette et al., 2020; White and Eyber, 2017; Mueller et al., 2019) agree with this proposition. It is also significant that the respondents in this study indicate that participation in recreation activities enables them to develop better relationships with other community members. This leads to the conclusion that participation in recreation activities can stimulate a snowball effect of positive community relations. Studies by Kolappa et al. (2013) and Eskiler et al., 2019) reached a similar conclusion. The conclusion from the analysis of variance and the effect sizes is that mental health benefits from recreation participation go beyond economic situation of community members. This quite significant because previous studies (Statistics South Africa, 2019; Eastern Cape Socio-Economic Consultative Council, 2019) have revealed that unemployment and poverty are some of the major challenges confronting the Eastern Cape province.

## Implications

The conclusions from this study provide implications for government, policy makers, health practitioners, community leaders and individuals as follows:

Foremost among the implications is role of government in the provision of quality mental health and recreation. The conclusions imply that recreation can be used as an instrument to enhance mental health in local communities. This could be quite helpful in improving the quality of mental health in communities and the Eastern Cape province as a whole.

The second implication from this study relates to increase advocacy for a community approach to efforts towards improving the quality of mental health in the Eastern cape province. The shared sentiments of happiness, improved relationships, meaning and purpose among recreation participants clearly show that mental health benefits spread easily among groups of people.

Thirdly, policy implications from this study relate to the formalisation of recreation practice at community level. Therefore, policies that encourage recreation practice, put in place the necessary infrastructure and government involvement in community recreation events should be discussed, formally adopted and implemented.

The fourth implication from this study refers to the adoption of an all-stakeholder approach to recreation and mental health practice. This will ensure that all stakeholders see the need and potential gains from taking part in recreation activities as a means of improving mental health within communities. A silo approach tends to create suspicion and apathy.

Lastly, the conclusions from this study also imply that individual community members need to take responsibility in working towards improving their mental health by taking part in recreation activities. Community members could be held to sensitise community members on the potential benefits of recreation participation.

## Recommendations

Based on the conclusions and implications of this study, the following recommendations have Recreation been put forward:

- practice should be formally endorsed by the provincial government as an instrument of community mental health upliftment. Evidence from this study suggests that this could boost happiness and improve relationships thereby reducing tension.
- It is also recommended that structures be put in place at the community and local government level to encourage and oversee recreation practice within communities. This bottom-top approach would motivate and place local communities at the centre of recreation activities and provide an opportunity for local people to decide which recreation activities interest them.
- It is further recommended that government provide infrastructure and recreation facilities within communities so that they are accessible to all community members. These recreation facilities should be complemented by events that are organised periodically within the province. A combination of recreation facilities and calendar of events would make recreation practice accessible and attractive to community members.

### Limitations and future research

Despite the robustness of the research process applied in this study, there are a few limitations that should be considered in the generalisation of its findings. Primary among these is the limited number of participants in the study. In order to generalise the findings of a study of this nature to the entire population of the Eastern Cape province, future studies should include a larger sample that is more representative of the population.

The impact of the outbreak of the COVID-19 pandemic and the subsequent “lockdown” poses another limitation to the findings of this study, considering that greater socio-economic pressure has been brought to bear on communities. With the number of deaths from the pandemic mounting and an increasing number of people anxious about their employment status, a similar study carried now could produce varying results. It is therefore advisable that further research be conducted to factor in the effects of the COVID-19 pandemic.

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## RURAL-BASED TOURISM AND LOCAL ECONOMIC DEVELOPMENT: EVIDENCE FROM INDONESIA

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**Abstract:** Dealing with the environmental issue, rural-based tourism is the alternative in enhancing the welfare of the community. This study aims to examine the relationship between rural-based tourism and local economic development, and provides an insight into the development strategies rural-based tourism. This present paper applied a quantitative approach by utilizing a rapid assessment of local economic development (RALED). Participants of this study were recruited from stakeholders, administrator and the local community in three rural-based tourism in Batu of East Java, Indonesia. The findings indicate that the six dimensions have met the good and excellent category. However, the attention needs to be given to the three least dimensions, including target group, management process and policy focus and synergy. These results suggest that rural-based tourism is strongly linked with the local community due to the community involvement for tourism development.

**Key words:** local economic development, rural-based tourism, community welfare, tourism sectors

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### INTRODUCTION

Tourism sector becomes a central issue and plays a pivotal role in the Indonesian economy. The underlying reason is that the tourism sector allows more significant job opportunities for the circumstances, both direct and indirectly (Bunghetz, 2016). The direct advantage of tourism can be seen by increasing local and regional revenue from tax and retribution. Meanwhile, the indirect effect can be felt by opportunities in opening a small business (Kader, 2017; Bernini and Cracolici, 2016). Besides, some scholars believe that tourism sectors promote community well-being (Naidoo and Sharpley, 2016; Pyke et al., 2016; Hughes and Scheyvens, 2018).

Considering the significant role of the tourism sector in various dimensions, the development of tourism needs to be enlarged by both government and private. Among the existing tourism sector, rural-based tourism involves synergy between community, culture and tourism (Lulcheva and Arseniou, 2018). The development of the rural-based model is arguable for many reasons. First, Indonesia has fascinating geographical features, infrastructures, natural potential, and demand for natural tourism. Second, it helps to alleviate poverty and reduce the community well-being between rural and urban society. Besides, rural-based tourism offers rural authenticity, such as socioeconomic life, socio-culture, customs, and daily life. Recent literature has documented that community is the primary subject on the development of rural-based tourism and tourism sustainability (Seyfi et al., 2019; Mak et al., 2017; Harwood, 2010). However, among previous studies, there is little attention to analysing the concept of community or how community affects the achievement. For instance, Scherl and Edwards (2007) demonstrated that the local community is the people with an identic identity which probably involved in various aspects of work. Also, Zhuang et al. (2019) noted that local community often has customary rights relating to the territory and its natural resources and strongly linked with the region culturally, socially, economically and spiritually.

In the development of a tourism destination, there should be several conditions that must be met, among others, namely good accessibility, there are interesting objects, the public and officials accept or support, security, climate tourism facilities available, associated with other purposes that are known to the community (Hadiwijoyo, 2012; Rohmadin, 2016; Arida and Pujani, 2017). Village tourism consists of various forms such as agricultural / livestock tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism.

The development of rural-based tourism has attracted and gained interest among scholars in the numerous countries such as in Romania (Bunghetz, 2016), China (Guo and Sun, 2016; Gao and Wu, 2017), India (Srivastava, 2016; Sati, 2019). In the context of Indonesia, particularly in East Java, the government and policy makers have also concerned in developing a rural-based tourism (Vega et al., 2018; Utomo

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and Satriawan, 2017; Purwanti, 2019; Khoirunnisa and Kholil, 2019). Utomo and Satriawan (2017) researched the development of village-based tourism in Karang ploslo in Malang regency, while Vega et al. (2018) focused on the community participation in enhancing rural-based tourism in Tulung rejo, Batu. In addition, Purwanti (2019) concerned on the strategies to provide a development of village-based tourism.

The purposes of this present study are aimed in two folds. First, it examines the relationship between rural tourism and local community welfare comprehensively. Despite the increasing interest in village-based tourism (e.g., Gartner, 2004; Danglah, 2010; Nair et al., 2015), however, scholars pay little attention to whether rural-based tourism impacts the community well-being. The focus of the present study is conducted in Batu of East Java unique due to the more exceptional growth of tourism sector and village-based tourism compared to numerous regions in Indonesia. Second, the existing works of literature focus on the qualitative method which cover narrow respondents (e.g., Attar et al., 2013; Sari, 2014), while this study attempts to evaluate current development of rural-based tourism by using hexagon rapid assessment of local economic development which also potentially promotes and strengthens the weak and highest dimensions.

## MATERIALS AND METHODS

The study applied a quantitative approach to mapping out local economic development factors that combine rapid assessment of Local Economic Development (LED) status and prioritized weighting of LED aspects. The participants of this study were gathered from stakeholders, administrator and the local community in three rural-based tourism in Batu of East Java, Indonesia. The underlying reason is that Batu has shown the most growing tourism sectors in East Java, particularly village-based tourism. The data were collected using questionnaires and in-depth interviews with respondents. Furthermore, the data were estimated using the Rapid Assessment of Local Economic Development (RALED), which is a modification from RAPfish (Rapid Appraisal of Fisheries). RALED with Hexagonal local economic development which is intended to quickly identify the lever factor of each component of Hexagonal local economic development. Rapid Assessment of Local Economic Development indicator covers the local economic development by the regional agency planning of East Java and Batu. The local economic development is predicted by six aspects, including target group, locational factor, policy focus and synergy, sustainability, process management, and governance (Table 1). For estimating the performance of each variable leverage, it undergoes natural typology consisting of four categories. First, if the index value < 25, means that the aspect is in the poor category. If the index value ranging between 25 – 50 meaning the aspect is in average condition. In addition, If the index value is ranging between 51 – 75, means that the aspect is in a good category. Lastly, if the index value > 75 means that the aspect is in the excellent category.

Table 1. The indicators of each dimension

Dimensions					
Target group	Location	Policy focus and synergy	Sustaina-bility	Process management	Governance
Permit for investment	Public facilities	Regional policy	Natural conservation	Planning evaluation	Association member
Government incentives	Environmental quality	Community policy	Waste management	Problem solving	Government policies
Entrepreneur-ship training	Skilled worker	Centre of growth	Environmental impact	Monitoring and evaluation	Public Administration
Management and technology	Clean water availability	Poverty alleviation	Local community welfare	Administration involvement	Human resources Development
Government Facilities	Communication easiness	Skill enhancement	Business partner	Tourism development	Business Partnership
Business marketing	Transportation	Regional promotion	Sustainability facilities	Regional assessment	Marketing partnership
Business prospectus	Location easiness	investment		Mapping economic potential	Infrastructure sector

## RESULTS DISCUSSIONS

### Sensitivity of Local Economic Development

The results of the analysis using a rapid assessment of local economic development (RALED) are provided in the following figures. First, the leverage score for the target group is presented in Figure 1. In general, the score of the target group dimension is ranging from 2.764 to 9.637. The most sensitive index is facilities for business, while the lowest score is entrepreneurship and training.

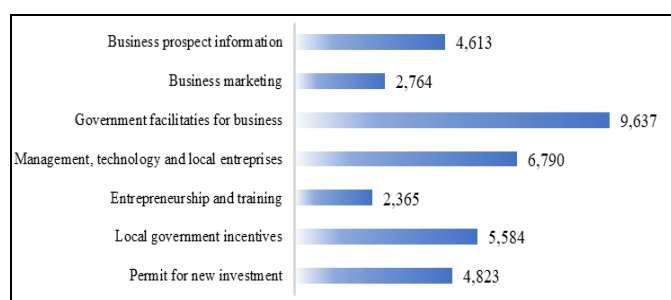


Figure 1. Leverage score for target group

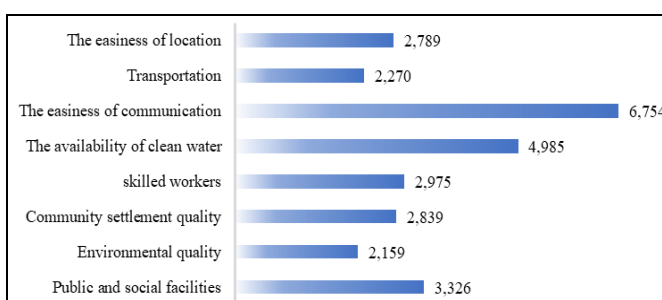


Figure 2. Leverage score for location

The findings of the study show that the government has provided entrepreneurship program and training for the local community. The underlying rationale is that entrepreneurship program can promote a community being entrepreneurs and potentially increase the economic welfare (Saptono et al., 2019; Aquino et al., 2018). Also, the government has conducted appropriate business marketing which is shown by the number of visitors, particularly in the weekend and high season. Based on the figure, it can be pointed out that government facilities, management, technology and local enterprises and local government incentives are the most critical variables in supporting rural-based tourism and local economic development. The enhancement of rural-based tourism by the community and surrounding society tend to use the conventional method. They are more likely to keep the natural conservation instead of rapidly increase their business. However, the role of technology is very crucial for the tourism sector (Navío-Marco et al., 2018). On the other hand, the government failed in facilitating community in providing their ideas to enlarge the business. In fact, the development of rural-based tourism is initiated by the local community to enhance their welfare. This finding is strongly associated with social capital in the community, which lead to provide resources like network, funding, entrepreneurship (Putnam, 2000).

Figure 2 depicts the information about leverage score for location. Based on the figure, it can be noted that the three most sensitive items are easiness of communication, the availability of clean water and public and social facilities. The ease of communication is the main

problem in the area surrounding the mountains. It has a lack of signal of telecommunication providers. Despite the fact that it has a great location, however, it faced the lack of water availability. In this case, the lack of clean water means the inadequate of rural-based tourism in providing clean water in the area. Some of rural-based tourism have not appropriately provided lavatories with the national standard. Furthermore, the public facilities such as mosque, parks and roads have provided in the midtown; however, it is not developed yet in the rural areas in Batu of East Java. The needs for the development of the three main variables are considerable. This findings confirms the previous studies which showed a positive relationship between public facilities and rural-tourism development (Aziz et al., 2018), communication easiness and rural-based tourism (Bambi et al., 2019), and clean water in supporting tourism sector (Pan et al., 2018).

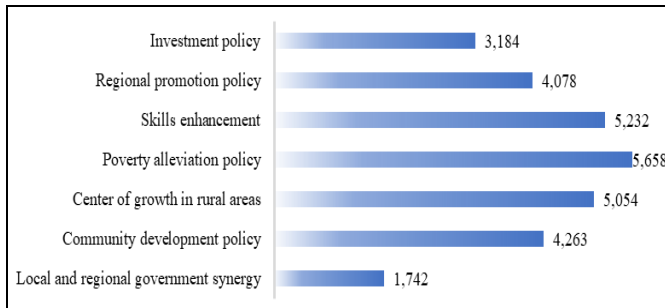


Figure 3. Leverage score for policy focus and synergy

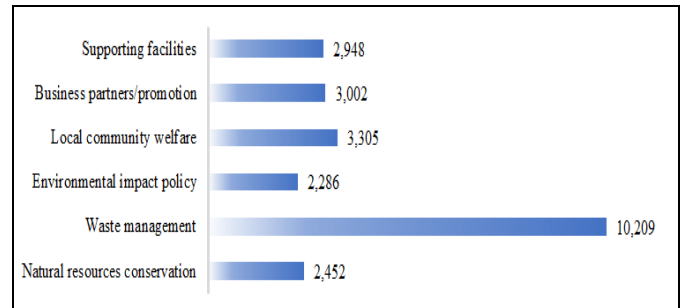


Figure 4. Leverage score for sustainability

Figure 3 informs the leverage score for policy focus and synergy. From the figure, it can be known that the most sensitive index is poverty alleviation, while the lowest index is local and regional synergy. Also, the second and third sensitives are centre for rural areas and skill enhancement. These findings imply that the three most sensitive items need to be addressed if they would like to boost the rural-based tourism and local economic development. A prior study by Xu et al. (2018) mentioned a poverty reduction through tourism development. Based on this finding, it is suggested to provide a policy which focuses on the impact of rural-based tourism and poverty alleviation. In addition, the centre of growth needs to be considered by business actor, local community, and local government and also involve the university which plays a role as researchers and advisors. Skill-workers are the central issue in the engagement of resident. In fact, the local community takes part as the low-middle workers in the establishment of tourism. Therefore, pieces of training on skills and language helps individuals to develop their capabilities. Nevertheless, the synergy between local and regional have an adequate collaboration. It can be further capital to promote local community through rural-tourism development.

Figure 4 presents the result of RALD test from the sustainability perspectives. The sustainability is proxied by six indicators, namely supporting facilities, business partner, local community welfare, environmental impact, waste management and nature conservation. From the figure, the highest consideration is waste management, while the lowest one is the environmental impact. In the development of rural-based tourism in several places in Batu rules out waste management. They focus on providing various photo spots instead of equipping with waste management. Actually, in several areas have provided waste management, well-known as a waste bank which plays intermediaries role like a general bank which manages money. Wulandari et al. (2017) pointed out that waste bank can improve the local community welfare. The waste banks have been localized by the community in the housing complex but not implemented yet in rural-based tourism. Therefore, it will be the main concern for further development. Besides, business partnership and promotion need to be considered due to the critical role to enhance the tourism site. This finding is in accordance with Pradipta (2017); Hashimoto and Telfer (2010), who remarked a need for partnership across rural-tourism development. In fact, the current condition, the funding is the crucial issue that makes the development of the tourism area inappropriate.

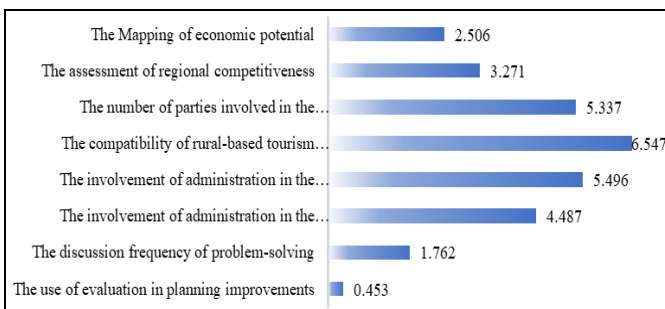


Figure 5. Leverage score for management process

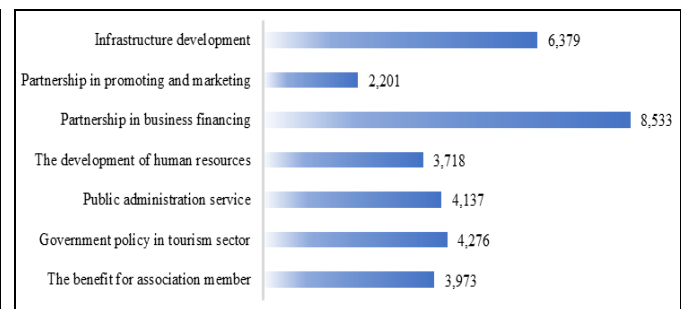


Figure 6. Leverage score for governance

Figure 5 illustrates the leverage score for the management process. From the figure, the government has successfully evaluated within planning improvement. However, other evaluations need to be elaborated. For instance, the compatibility of rural-based tourism development. Some of administrators and owners think solely on the financial benefits instead of considering the suitable with culture, location, and the local community. Thus, this makes a problem in tourism itself in its development. Second, the number of parties involved in the development of the local community is restricted to certain people. For this reason, the involvement of various parties is needed to enhance local economic development. This result is in agreement with prior studies by Panyik et al. (2011); Pongponrat (2011), which pointed that the success and failure of tourism development is closely linked with the management process.

Figure 6 provides the leverage index for governance. From the figure, it is known that a partnership in business financing is the primary issue. Graci (2013) confirmed that collaboration through multi-stakeholder partnerships had been seen as an effective way to support initiatives in tourism development in Indonesia. Also, infrastructure development in some areas in rural-based tourism suffers inappropriate in showing a brand image for rural-based tourism. Theoretically, the existence of rural-based tourism should consider the underlying aspects such as infrastructure. The third is the government support in tourism policy. In fact, the local government is more concerned about large-scale tourism instead of rural-tourism, which is relatively small. For these matters, those variables need to be attracted to enhance rural-

tourism development and local community development. This finding confirms a previous work by Amore and Hall (2016), who mentioned the role of governance in encouraging the processes and community responses the rural-tourism development.

### The Status and Strategies for Rural-Based Tourism Development

The existence of local economic development (LED) can be one of the strategies being undertaken to improve the economy of the community in Batu of East Java. The determination of LED status is aimed to provide the general existing condition of LED in the region. From the six aspects of kite diagram, it can be illustrated that the point which further away from point 0 is the best value in the element of sustainable development. In other words, it is successful, and it achieves high scores compared to other aspects. The detail of the results of the study is provided in Figure 7.

Figure 7 provides information on the local economic development status, which proxied by six indicators, namely target group, locational factor, policy focus and synergy, sustainability, process management, and governance. From the figure, it can be seen that sustainability reaches the highest point, while the target group posits the lowest score. It implies that the local community and the existing of rural-based tourism has considered such factors as nature conservation, environmental impact and sustainability facilities. Also, most of the tourism site and community are having waste management, namely, waste bank. The existence of waste bank does not only enhance the sustainability factor, but it also increases the local economic welfare (Wulandari et al., 2017).

Furthermore, two indicators, namely government and locational factor, have a slightly different score which is 82.49 and 83.68, respectively. In acquaintance with locational dimension, the rural-based tourism areas are facilitated with appropriate infrastructures which allow big vehicles to reach for the general tourism site in mid-town rather than rural-based tourism. In addition, the local government has provided such public facilities, including hospitals, public parks, and hotels.

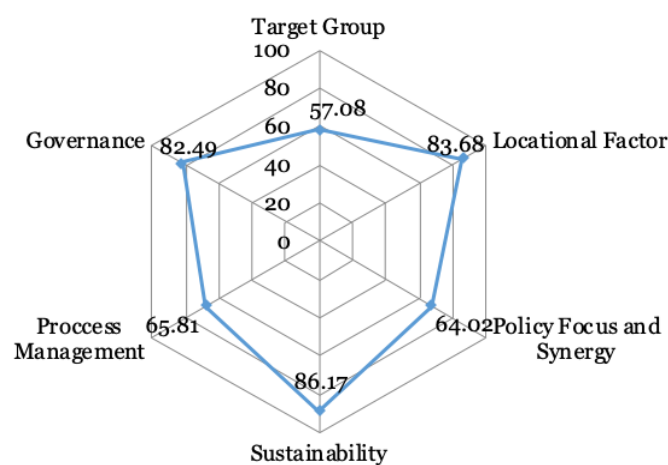


Figure 7. Kite Diagram of Hexagon RALED

Despite the fact that all dimension are in good and excellent categories, the least aspects, including, target group, policy focus and synergy and process management, need to be enhanced. The target group covers several components which are permitted to investment, the government incentives, entrepreneurship training, management and technology, government facilities and marketing. Meanwhile, the process of management aspect shelters planning evaluation, regional assessment and development and mapping economic potential that needs to be concerned. The tourism potential of hexagonal analysis by engaging RALED. The aspect of target groups needs to be explored due to the lowest index. Therefore, it requires the appropriate strategy to enhance the dimension. First, it needs synergy between local and regional government to monitor and evaluate the existing planning that has been running. This is due to the fact that there are many tourism sites in Batu Malang, which involve the participation of the local community. Next, it needs to provide insights for the local community to understand the priority of planning; thus, they can that the standpoint to develop the potential business to support the existing tourism sector. Lastly, local authorities and communities are important to promote tourism or providing information on through technological developments without having to rely on the local website.

### CONCLUSION

This study attempts to investigate the correlation between rural-based tourism and local economic development. Utilizing rapid assessment of local economic development (RALED), The findings showed that the six dimensions had met the good and excellent category. However, the attention needs to be given to the three least dimensions, including target group, management process and policy focus and synergy. These results suggest that rural-based tourism is strongly linked with the local community due to the community involvement for tourism development. For further studies, it is recommended to elaborate on the model for local economic development by synergizing policymakers, universities, communities, and entrepreneurs.

### Acknowledgments

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## ANALYSIS OF THE PERCEPTIONS OF CRIME AGAINST TOURISTS IN FLORIDA ROAD, DURBAN – REPUBLIC OF SOUTH AFRICA

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**Abstract:** The goal of the study was to investigate the perceptions of selected stakeholders on crime against tourists eating out at Florida Road in Durban, Republic of South Africa (RSA). It is known internationally that South Africa has high crime rates, and those working in the tourism and hospitality industry there may fear that this will cause decline in tourists. Florida Road was chosen as location for the research because it is an open tourist spot (not contained, exclusively for tourists, like cruise ships or safari tours) and therefore more vulnerable to direct targeting by criminals. The research paradigm was both quantitative and qualitative. The study was grounded on psychosociological theories in criminology such as Social Disorganisation Theory and Hot Spot Theory to look into the issue of victimisation of tourists. Analysis of the perceptions of stakeholders revealed that theft is the most frequent crime. There has been a decline of customers, but some think this may be due to global economic decline. Discussion with the Urban Improvement Precinct Forum revealed various security measures, both enacted and proposed, with business in partnership with the police. These are costly, but stakeholders consider they are necessary to improve the security of the road. The study concludes that safety and security are important factors to consider for tourism growth as tourists are more likely to choose a destination perceived to be safe.

**Key words:** perceptions, tourists; crime, safety, security, Florida road, UIP

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### INTRODUCTION

One of South Africa's province, KwaZulu-Natal [KZN] has the most beautiful, scenic and natural landscapes that attract both domestic and international tourists, yet crime is the biggest threat for tourism growth since people will be discouraged from visiting the province (Nkosi, 2010). Levantis and Gani (2000) tested the effect of crime on the demand for tourism across eight developing nations of the Caribbean between the period 1970 and 1993. They found that if a nation is suffering a deteriorating law and order problem relative to other nations in the region, then the demand for tourism to that nation will be adversely affected. Although the number of tourists visiting South Africa has been increasing, serious concerns have been raised about the level of crime in the country (Moyo and Akanbi, 2013).

In the media, South Africa is listed among the world's most violent nations outside a war zone and is also regarded as the rape capital of the world (Ferreira and Harmse, 2000). Nkosi (2010) states that tourism industry in South Africa has become one of the leading economic contributors to the country's economy. South Africa received 9.2 million international tourists in 2012 which saw the industry grow by 10.2%. This figure was significantly higher than the global average growth rate of 4% during the same year (South African Tourism, 2013). However, in 2014 the total number of foreign travellers who visited South Africa from Africa, overseas and unspecified countries, arriving through all ports of entry was 15 092 016. The 2014 figure represents a decrease of 0.4% as compared with the 2013 figure of 15 154 991 (Statistics South Africa, 2015). The country witnessed a 12.8% increase in international tourists from 8.9 million in 2015 to 10 million in 2016 (South African Tourism, 2017). Domestic tourism revenue increased by 12% to total R26.5 billion in 2016, compared to R23.6 billion in 2015 (South African Tourism, 2017). On average, domestic tourists in this period increased by spending per trip than in previous years. According to Goodrich (2002), the negative image formed through the lack of safety and security may harm the tourism industry due to negative word-of-mouth communication, regardless of the first-class visitor attractions have on offer at the destination. George (2003) states that tourists prefer to feel safe during their visit to a destination, so security issues become a competitive point between many tourist destinations. Safety and security of a destination plays a central role in a tourist's decision-making process (Ferreira and Harmse, 2000). Pizam (1999) indicates that crime with a potential risk to personal safety contribute to a tourist's perceptions of safety and security to a particular destination. In addition, tourists are most likely to choose a destination which is perceived to be the least dangerous (Sönmez and Graefe, 1998). Even if there are no statistics specifically focusing only on crime against tourists, the Africa Check website (2020) shows that in 2013 and 2014 South Africa experienced two of the worst years in the last decade with violent crimes such as murder and attempted murder going up by 3.5% and 3.2% respectively. Robbery with aggravating circumstances drastically increased by 11.2% for the same period.

These statistics have also revealed that the current South Africa's murder rate is five times higher than the 2013 global average. The website further shows that there has been an increase of over 5% in all categories of robbery over the past year. After a four year period, a total of 2.12 million crimes were recorded in 2017 and the 2.09 million recorded in 2018 (Business Tech, 2018).

Moyo and Akanbi (2013) found that crime levels are significant determinants of tourist inflows into South Africa. In a previous study by Nkosi (2010), it was revealed that people are aware of the levels of crime against tourists and as a result they will not visit tourism facilities with a history of crime. According to Perry and Potgieter (2013) crime in relation to tourism processes should be considered as part of broader strategies that incorporate risk and safety. All stakeholders in tourism should join forces in fighting crime.

### LITERATURE REVIEW

#### Tourism and crime in South Africa

In recent years, tourism has emerged as an important part of economic growth in South Africa and the world and it is one of the leading

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sectors of the service industry and a major constituent of the world economy (Hermann et al., 2012), worldwide, tourism is regarded as the industry with the highest growth rate and the greatest potential for job creation. As indicated by Herbig (2008), South Africa as a developing country currently faces challenges in many areas including crime and criminality.

The perception that South Africa is one of the world's crime capital remains and while crime rates in specific types of crime are decreasing or stabilising, there continues to be an upward trend in many types of crimes (Perry et al., 2012). As indicated by Phori (2017) safety and security in a destination is the second most important purchase criterion after value for money for South Africa's target consumers across all priority markets.

### **Safety and security in Florida Road & the UIP**

Although Florida Road benefited from the 2010 Soccer World Cup infrastructure upgrade, the area was experiencing increasing levels of urban decay, specifically around the issue of crime as indicated by the Florida Road Urban Improvement Renewal (2020). Florida Road's biggest challenges have been car guards and vagrancy and these have affected every aspect of the road, from perceptions of safety, to the poor quality of visitor experience as reported by Jacobs (2016). Although an integral part of Durban life, car guarding is illegal and poses a number of challenges like intimidation, and crimes such as remote jamming and vehicle theft.

This was negatively impacting on property values/rates base, investor confidence, business viability and the quality of life of those who work, live and visit the area (Florida Road UIP, 2020). The UIPs have been implemented abroad and throughout South Africa to tackle the threat of urban decay, retain existing investment, stimulate new investment, improve safety and quality of life and respond to the challenge of environmental sustainability. In KwaZulu-Natal, this structure is known as a UIP or Special Ratings Area [SRA] and is classified as a geographic area within which the majority of property owners agree to pay for certain services supplementary to those supplied by the municipality. The Florida Road Urban Improvement Precinct [UIP] has a proactive approach to security, with the focus of identifying possible criminal intent before it occurs and taking corrective action (Florida Road UIP, 2020).

### **Theoretical framework of crime against tourists**

Tourism establishes an interactive relationship among different elements: the tourist, the place, local residents, the tourism industry and services in general (Brás, 2015). Its growth leads, in most destinations, to a significant increase in security incidents, since it provides more opportunity for crime, especially economic crimes (e.g. theft, fraud) but also crimes involving physical or sexual assault, among others. Various psychosociological theories in criminology have been developed in recent years and therefore the study will be grounded on theories such as Social Disorganisation Theory developed by Shaw and McKay (1942) and Hot Spot Theory by Sherman et al. (1989) to look into the issue of victimisation of tourists.

### **Social Disorganisation Theory**

According to Shaw and McKay (1969), Social Disorganisation Theory (SDT) advocates that criminal behaviour is not caused by issues at the individual level, but rather caused by the inability of a community structure to realise the common values of its residents and maintain effective social control. Sampson and Groves (1989) also shows that lack of supervision, lack of community involvement, and reduced friendship and other social networks are the primary cause of crime and disorder in the neighbourhood. Brás (2015) contends that criminal activities in tourist destinations are linked in large part to ethnic heterogeneity and urban growth in specific seasons (seasonality). It is evident that when a community is socially disorganised due to urban growth, it will expose a lower capacity for social control and for engaging in socio-cultural activities with tourism, which can potentially lead to increased criminal activity.

### **Hot Spot Theory**

Crime hot spots are small areas with high crime densities (Chainey et al., 2008). Sherman and Weisburd (1995) defines crime hot spots as "small places in which the occurrence of crime is so frequent that it is highly predictable, at least over a one year period." Ryan and Kinder (1996) call these areas 'criminogenic' locations, where tourists and criminals converge, and where there is a greater exposure to risk and insecurity and, in most cases, an insufficient number of police to ensure the safety of tourists. The Hot Spot Theory considers that a series of conditions are generally unified to make tourists an easy target for crime: The accidental tourist (being in the wrong place at the wrong time); The tourist industry provides victims (due to lack of information about criminogenic locations); The tourist is seen as a specific target because of the ease of carrying out the crime and the low probability that an official report will be made; The tourist is considered by the criminal to be a legitimate target because tourists are seen as symbols of global capitalism, thereby making it justifiable to commit crimes against them.

## **RESEARCH METHODOLOGY**

The goal of the study was to investigate the perceptions of selected stakeholders on crime against tourists eating out at Florida Road in Durban. Florida Road was chosen as location for the research because it is an open tourist spot (not contained, exclusively for tourists, like cruise ships or safari tours) and therefore more vulnerable to direct targeting by criminals. The motivation for this study arose out of awareness that the growth of tourism can be hampered by fears of crime on tourists. The study was about perceptions not actual counts of reported crime. The focus on crime statistics would not correctly reveal actual counts of crime in Florida Road as that is only part of a South African Police Services 'precinct' for the statistics. Furthermore, the researcher could not get actual tourist perceptions as nobody wants to discuss fears of crime while on holiday. The study used perceptions from hospitality workers, roadside car-guards, taxi operators who bring visitors to the area, law-enforcement agencies and the hospitality business managers in the area. These units of analysis were chosen as they work in Florida Road and interact with tourists on a daily basis and have knowledge and observed criminal activities against tourist in the study area.

The study is descriptive in nature as it seeks to clarify the defining characteristics or properties of people, events or problems (Cooper and Schindler, 2001). McNabb (2002) adds that data from descriptive research may be qualitative or quantitative. Therefore, the research paradigm was both quantitative and qualitative. This approach has been adopted for the purposes of this study to establish the perceptions of crime on tourists eating out at Florida Road in Durban.

The empirical study consisted of two surveys (N=75), interviews (N=5) and focus group discussion (N=8). The first survey was conducted to gain understanding of perceptions of crime against tourists and the behaviour of tourists in general in relation to safety and security in Florida Road from the hospitality workers and security or taxi drivers and the second survey was carried out to understand what the law-enforcement agencies and the business owners are doing to fight the issues of crime against tourists.

Interviews and focus group discussion with key informants from law-enforcement agencies and hospitality business managers/owners were also used as interpersonal contact with key informants is important as it allows an opportunity to follow-up on interesting comments. The collected data was analysed using interpretative phenomenological analysis as the study attempts to understand people's perceptions, perspectives and understandings of crime against tourist. The study is based on convenience sampling which is a type of non-probability sampling technique appropriate to a descriptive study. The data collected was processed using the Statistical Package for Social Sciences (SPSS) and NVivo software programmes.

## RESULTS & DISCUSSIONS

### Results of Quantitative Study from Hospitality Workers, UIP Security Guards & Taxi Drivers

The data was successfully collected from 42 respondents of which 32 were hospitality workers and 10 were security or taxi drivers. The number of responses varied for some of the questions since one of the groups did not have the same variables. Interpretation of data plays an important role in research as it is the process that brings meaning to the views of the respondents. The processing of the results was provided through the SPSS software programme to generate tables and charts for closed-ended questions and Nvivo for open-ended questions of the survey.

Respondents were profiled based on their demographic characteristics with issues under consideration being gender, age and education levels. This was to ascertain if any of these characteristics will make differences in their perceptions. The study also looked at different perceptions between hospitality workers and taxi drivers as they might not have similar experiences when interacting with visitors in the area.

The results show that majority of security guards and taxi drivers perceive crime as a weekly occurrence whereas hospitality workers see it as a monthly occurrence. The reason that the transport workers perceive more of this crime than the hospitality workers is probably because the hospitality workers are so preoccupied by their indoor work so they do not really see the incidents so often. Slightly more than half of the respondents (53%) perceive Florida Road as safer than other areas they know in Durban. This suggest that some of the security arrangements put in place in the area are perceived to be working better than in those other areas. This is not surprising as there is more investment by SAPS, eThekweni Metro Police and UIP in Florida Road security.

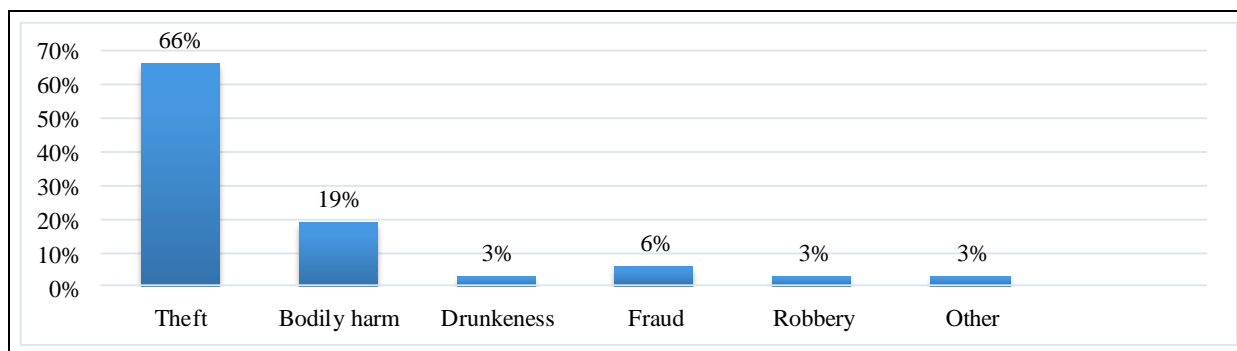


Figure 1. Perceptions on type of criminal activities

According to the data presented on Figure 1 above, the respondents were asked about the perception regarding the type of criminal activities along the Florida Road and top on the results was theft which contributed largest with 66%, assault was second with 19%, fraud 6% while public drinking robbery and other contributed 3% each. On other hand, the female respondents with 72.2% are in agreement with the 100% of respondents aged between 41-50 (Table 1 below) and the 76.9% with diploma qualification that theft is the most frequent type of crime committed at Florida Road. This presented evidence that the more academically qualified respondents the more understanding of the types of crime happening in the area and also this suggests that females are likely to be victims of crime than their male counterparts.

Table 1. Age and type of Crime

AGE	What types of criminal activities are recorded in Florida Road?						Total	Theft appears to be most perceived criminal activity reported in Florida Road across all different age groups.
	Theft	Bodily harm	Drunkenness	Fraud	Robbery	Other		
21-30	70.8%	20.8%	4.2%	4.2%			100%	
31-40	50.0%	16.7%		16.7%	16.7%		100%	
41-50	100%						100%	
51-60						100%	100%	
Total	65.6%	18.8%	3.1%	6.3%	3.1%	100%	100%	

Table 2 below shows that 88.9% of the female respondents indicated that local visitors are more affected as compared to their international counterparts. This postulate that local visitors become more complacent while on vacation in their own country while on the other hand international visitors take more precautionary security measures seriously while on holidays.

Table 2. Gender and Victims

GENDER	Which of these people are more affected by crime in Florida Road?		Total	More females believe local visitors are more affected by crime
Male	50.0%	50.0%	100%	
Female	88.9%	11.1%	100%	
Total	71.9%	28.1%	100%	

As shown in Table 3 and 4 below, 69.2% of respondents amongst hospitality workers, UIP security guards and taxi drivers aged 21-30 indicated that the safety and security of visitors in the area is fair and the 100% with degree qualification indicating that the safety and security of visitors in the area is good. This suggest that in general people felt safe when they are in Florida road and this can be attributed to the UIP model implemented in the area.

Table 3. Visitor Security

AGE	How do you find the safety and security of visitors in the area?				Total	Majority of respondents aged 21-30 perceive safety and security of visitors as FAIR
	Excellent	Good	Fair	Poor		
21-30	7.7%	15.4%	69.2%	7.7%	100%	
31-40		18.2%	54.5%	27.3%	100%	
41-50	50.0%	50.0%			100%	
51-60	33.3%	66.7%			100%	
Total	9.5%	21.4%	57.1%	11.9%	100%	

Table 4. Education and Security

EDUCATION	How do you find the safety and security of visitors in the area?				Total	Majority of respondents with Degree education level perceive safety and security of visitors as GOOD
	Excellent	Good	Fair	Poor		
High school	12.0%	16.0%	56.0%	16.0%	100%	
Diploma	7.7%	7.7%	76.9%	7.7%	100%	
Degree		100%			100%	
Total	9.5%	21.4%	57.1%	11.9%	100%	

The results of the descriptive analysis revealed that the number of tourists has decreased at Florida Road in the last three years due to crime and the area is currently experiencing high level of theft of motor vehicles and theft out of motor vehicles as evidenced by both the actual precinct statistics and the perceptions of the workers. The study further revealed that the decline of visitors in the area may be influenced by factors other than crime, such as global economic downturn. The respondents were asked to indicate what influenced criminal activities in Florida Road. As indicated in Figure 2, lack of police support was top with 35.5% of the respondents and that restaurants do not care for their visitors was second with 32% of responses. Other factors included too many hawkers 16%, visitor negligent of warning signs 13% and 3% shows that criminals take advantage and commit crimes when street lights are off in the area.

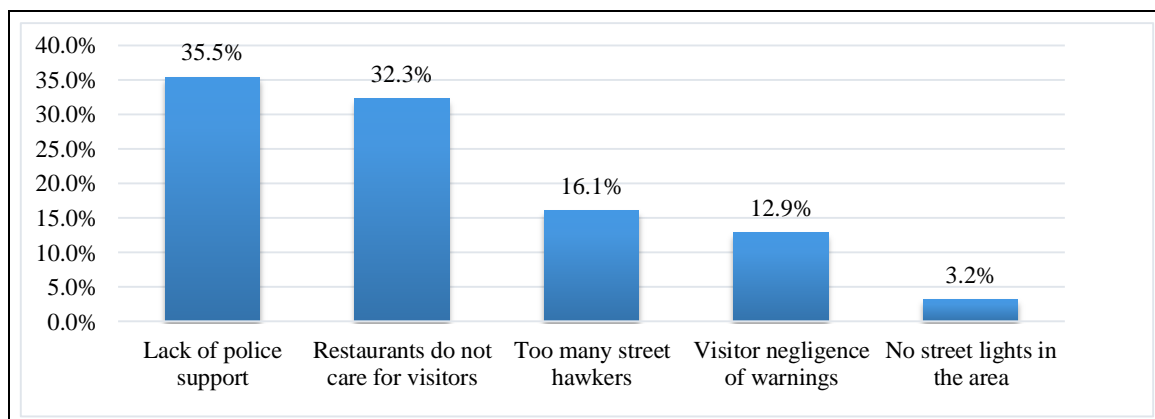


Figure 2. The influence of crime in Florida road

### Inferential Statistics

A statistical Pearson Chi-square test was further conducted to ascertain if the respondents' perceptions had any correlations with certain variables such as age, gender and education levels. As evident in Table 5 below, there were no significant statistical differences ( $p < 0.05$ ) in the scores between these three variables and most perceptions. However, results that are significant of the chi square tests are highlighted in red in Table 5 below.

The p-value between 'age' and 'a perception on type of criminal activities' is 0.001, which is less than the level of significance of 0.05. This has revealed that the age group of 31–40 perceive majority of types of criminal activity take place in the study area than any other age group. The various age groups had different opinions on this perception; this means that the age of the respondent did play a significant role in terms of the perceptions on type of criminal activities in Florida Road.

The p-value between 'gender' and 'visitors affected by crime in Florida Road' is 0.015, which is less than the level of significance of 0.05. More female respondents perceived that local visitors are more affected by crime in the area as opposed to international visitors. This means that each gender had significantly different opinions on the type of visitors most affected by crime.

The p-value between 'gender' and 'general security in the area and security of visitors' is 0.046, which is less than the level of significance of 0.05. Majority of respondents who are females perceived the general security in the area as poor whereas the males perceived it as good. This means that each gender had significantly different opinions about the general security of the area.

The p-value between 'education' and 'general security in the area and security of visitors' is 0.007, which is less than the level of significance of 0.05. Majority of respondents with high school and diploma qualifications perceived the general security in the area as fair whereas those with degrees perceived it as good. This means that the various education groups had different opinions on this perception. A significant relationship exists between education levels and perceptions of the general security in the area and security of visitors.

### Results of Quantitative Study From Law-Enforcement Agencies And Business Owners

The data was collected from 33 respondents of which 12 were law-enforcement officials and 21 being business owners or managers. The number of responses varied for some of the questions since one of the groups did not have the same variables. The Hot Spot Theory informed us that a series of conditions are generally unified to make tourists an easy target for crime and one of those conditions is that the tourism industry provides victims due to lack of information about criminogenic locations. The study shows that 69% of respondents

indicated that the common crimes against person in Florida Road are robbery, with 25% of respondents being worried about mugging and 6% for assault. Property-related crimes which included housebreaking, theft of motor vehicle, theft out of or from motor vehicle, fraud and shoplifting were also of a concern to the respondents.

Table 5. Pearson Chi square tests

		Gender	Age	Education
Perceptions on frequency of crime against visitors	Chi-square	3.595a	9.972a	5.682a
	df	2	6	4
	Sig.	.166	.126	.224
Perceptions on time of crime against visitors	Chi-square	2.403a	5.695a	.489a
	df	2	6	4
	Sig.	.301	.458	.975
Perceptions on type of criminal activities	Chi-square	6.458a	38.603a	16.176a
	df	5	15	10
	Sig.	.264	.001	.095
Visitors affected by crime in Florida Road	Chi-square	5.892a	2.319a	4.678a
	df	1	3	2
	Sig.	.015	.509	.096
General security in the area and security of visitors	Chi-square	5.244a	17.190a	17.804a
	df	3	9	6
	Sig.	.155	.046	.007
General safety & security in Florida Road	Chi-square	5.807a	15.227a	6.549a
	df	3	9	6
	Sig.	.121	.085	.365
Rate of crime against visitors	Chi-square	1.330a	5.175a	2.229a
	df	2	6	4
	Sig.	.514	.522	.694
Rate of crime in Florida Road as compared to other areas in Durban	Chi-square	6.847a	3.813a	2.707a
	df	3	9	6
	Sig.	.077	.923	.845
Decline in the number of visitors	Chi-square	.020a	3.371a	.515a
	df	1	3	2
	Sig.	.888	.338	.773
Perception of safety of Florida Road	Chi-square	3.354a	5.771a	5.909a
	df	3	9	6
	Sig.	.340	.763	.433
Perceptions that visitors are always targeted by criminals in the area	Chi-square	1.940a	13.667a	11.843a
	df	3	9	6
	Sig.	.585	.135	.066
Police visibility in the area	Chi-square	3.021a	10.947a	4.189a
	df	3	9	6
	Sig.	.388	.279	.651
Safety and security warnings for visitors	Chi-square	4.269a	6.727a	4.464a
	df	4	12	8
	Sig.	.371	.875	.813
The influence of crime in Florida Road	Chi-square	1.244a	14.012a	8.306a
	df	4	12	8
	Sig.	.871	.300	.404

### Results of The Qualitative Study (Interviews with Law-Enforcement Agencies and Business Owners)

This section of the study adopts the qualitative methodology through interviews with 5 key informants from law-enforcement agencies and business owners in Florida Road to add more substance and detail to issues. The rationale for this approach is that the fight against crime in tourism requires leadership, commitment and drive in order to deliver on set goals.

According to Ryan and Kinder (1996) where tourists and criminals converge, there will be a greater exposure to risk and insecurity and, in most cases, there are insufficient numbers of police to ensure the safety of tourists. When interviewing different respondents, majority of them indicated that there are certain crimes which have become so common in the area. The SAPS officials indicated that police officers carry out patrols and are always visible at all times as well as working together with the private security companies in the area and the roadside car-guards as a way of combatting crime against tourist in the area.

The Florida Road community, particularly businesses had to come together for establishment of the Florida Road UIP project in order to tackle the issue of crime against tourists or crimes in general which was officially legislated in July 2013 by eThekweni Municipality (Florida Road UIP 2020). The Florida Road UIP fulfils a vital role by integrating various security entities and resources in the precincts, a key component of which is the UIP Monthly Security Forum attended by private security companies servicing UIP properties and property managers. The aim of the forum is to proactively improve the level of security in the UIP precincts through integration, sharing intelligence, and ensuring operational assistance in emergencies.

Florida Road UIP Operations Manager indicated that the plan is to have CCTV cameras installed at every corner of the street, however the challenge for installing a CCTV system was the costs. The costs for covering the entire road with cameras would be extremely high. Not only would cameras be required at each of 14 intersections and covering the spaces in between, but operators manning the system 24/7 would also be needed. This means a control room for operators and all the equipment that comes with it. As plans to safeguard tourists in the area, the metro police department have already pledged their support of the Florida Road UIP with satellite police station and metro police officers deployed to the area to enforce municipal by-laws. The Florida UIP manager through interview said *“there are UIP roadside car-guards along the street and a 24-hour armed response guards patrolling on vehicle and the metro police have joined forces by establishing a satellite office here”*. A decrease in crime at a destination should be equated with measures to ensure the security and well-being of tourists.

### Results of the Qualitative Study (Focus Group Discussions)

The objective was to gain insight in order to determine whether the stakeholders such as police and businesses are doing anything to tackle the issues of crime against tourists and to make recommendations to what further can be done to prevent crimes against tourists in Florida Road and the province at large.

The respondents agree that tourists often carry large sums of money or valuable items such as cameras and jewellery when going around which can easily attract criminals. Sometimes tourists do not follow basic crime prevention measures, such as not leaving their property unattended and making sure that car doors and the windows in their hotels are locked. One of the interviewees elaborated further by saying *“tourists sometimes engage in activities which may increase their risk of victims of crime, they visit night clubs and bars at late hours and also end up being at unknown parts of the community which might be considered ‘unsafe’ by local residents”*.

The economies of this country and the world are not stable so when a certain business has been hit by a crime, that can surely lead to a downfall. One of the interviewees said *“Direct losses due to crime and security costs reduce profits and divert funds that could be invested in business infrastructure”*. It is very clear that the increased costs for security are a serious financial burden to many businesses. Businesses, police together with the communities need to work together to fight crime in the country.

All stakeholders have joined forces in fight against crime and the UIP roadside car-guards were introduced. *“We are dedicated to fighting crime in our community and the roadside car-guards form an integral link between police, security, emergency services and members of the public”* said one of the respondents. The Florida Road UIP Manager in a meeting reported that from January to October 2016, a total of 22 suspects were arrested and handed over to SAPS.

Availability of tourist information centre, installation of surveillance cameras at every corner of the street and integration of Community Policing Forum [CPF] and tourism structures are some of the things they are planning to implement. Florida Road UIP has initiated roadside monitor programme to get rid of vagrants who pose as car guards to carry out criminal activities. The roadside car-guards are seen along the street wearing red and black branded uniform to identify themselves.

The Florida Road UIP also opened up a service kiosk for day time policing. *“With the implementation of the roadside car-guards, we then met with the City officials who were supportive enough to secure the presence of Metro police officers in the area”* said the UIP manager. He further indicated that his vision would be for the kiosk to be multi-purpose use as an information centre and would be approaching Durban Tourism to have a representative in the kiosk to promote tourism in the area.

### Thematic Qualitative Results

The NVivo software package was used to analyse qualitative data to code and finding connections for thematic analysis of the survey, interview and focus group transcripts by generating themes to address research questions. This software helped to organise and analyse non-numerical or unstructured data.

The study revealed that there was a decline in visitor number to Florida Road, however the reason for the decline was not motivated by crime incidents in the area. As indicated below on Figure 3, the cause of the decline was due to negative economic conditions as people are no longer able to afford life of eating out.

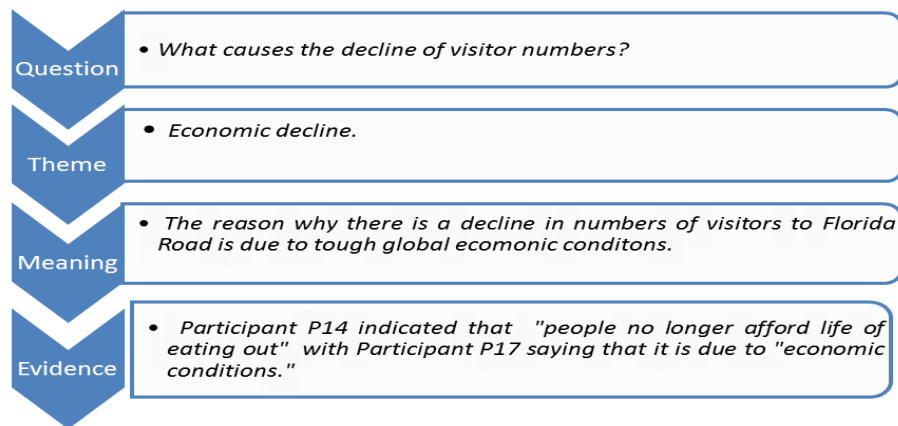


Figure 3. Causes of the decline of visitor numbers

Participant P24's responses on Figure 4 below show that due to crime in the area some businesses are forced to close down. The participant also indicated that there should be more police visibility with quick response and a security cluster involving all stakeholders is required.

### CONCLUSION

The focus of this study has been an investigation in perceptions of crime on tourists eating out at Florida Road in Durban. The perception of crime against tourists shows that crime is controllable and moderate. There is a perception that the number of tourists has decreased in the last three years and the area is currently experiencing high level of theft of motor vehicles and theft out of motor vehicles due to lack of enough police support. The decrease of tourists in the area is believed to have been influenced by the current negative economic conditions as tourists are no longer able to afford eating out at restaurants. The vagrants posing as car guards had criminal records and as a result the UIP roadside car-guards were introduced and the vagrants were chased away. This supports the theories that argue social apathy increases crime, and that more concerted effort by local stakeholders can reduce the risk of crime.

The study did not attempt to interview tourists directly about their fears and experiences because it is difficult to get access to them in the Florida Road restaurants: no hospitality manager would want interviewers disturbing customers with scary questions. However, further research could now be done by more discreet means, such as tracking online reviews of local hospitality offerings, and also, where tourists have gone to the police stations, gaining access to the text of the police reports, if allowed.

Tourists attract criminals by not following basic safety and security measures. They are seen carrying large sums of money and not keeping their valuable items in a safe place. One of the worrying factors is that tourists tend not to report crimes committed against them as

they do not want to come back to attend court proceedings to avoid return trips and testify against criminals. Tourists fail to pay attention to security issues as they engage themselves in activities which may increase the risk of being victims of crime. There is a need for 24/7 CCTVs and roadside monitoring that will help with evidence for convictions. Increased police manpower with regular patrols and the visitor information centre are required in order to improve the safety and security in the study area.

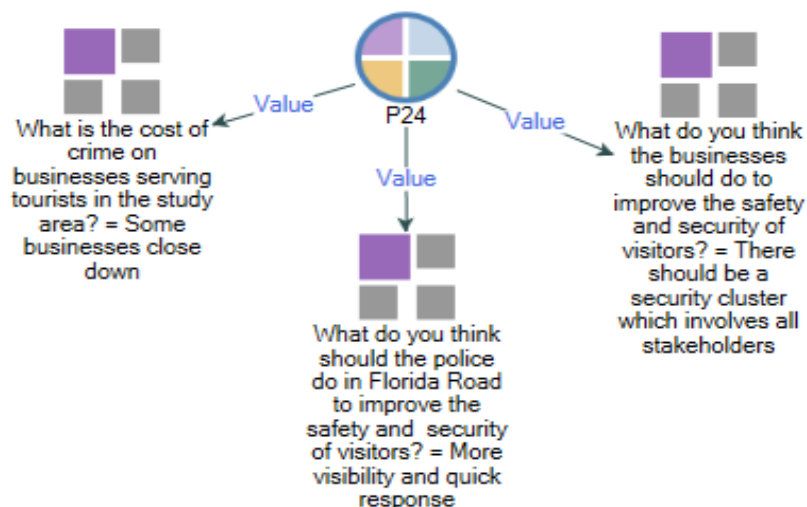


Figure 4. Thematic responses from Participant P24

In Florida Road, there is an improved partnership between public and private investment in security as the UIP through a dedicated security team enables stakeholders such as the police, CPF, private security companies, residents and the business establishments to interact and co-operate in fighting crime against tourists. At the core of Florida Road's success is the ability for the UIP and eThekweni municipality to build and strengthen a mutually beneficial relationship. But realistically the pace at which the proposed security measures can be implemented depends on the financial ability of the business owners and the municipality and SAPS to bear the cost.

Tourism as an industry (worldwide) can choose to make profits and create jobs either by segregated tourism, mostly for rich foreigners, or by enhancing the quality of what is on offer to all, including locals who can afford it. Examples of segregated tourism include, cruise ships, and hotels with private beach fronts and luxury holiday camp brands. In South Africa, it includes safari tours, and luxury trains. These thrive because the way they are managed excludes any intruding locals except those who work there who are carefully screened for criminal records. Recent statistics show the increase of international visitors to South Africa from elsewhere in Africa. Florida Road can be developed into a top tourist destination by investing more resources into some local leisure activities and enhancing security of what is currently on offer in order to attract more locals and increase number of international visitors.

The study concludes that safety and security are important factors to consider for tourism growth as tourists are more likely to choose a destination perceived to be safe. The increase of crime at a tourist destination is related to deeper socio-economic problems. This gives a perception of insecurity that directly or indirectly affects tourist's decision-making process, and the destination choice. In order to ensure crime prevention and tourists are secure at Florida Road, the study recommends that authorities should focus on situational crime prevention measures. The measures which can help tourists' destinations to be safe and risks reduced include physical infrastructures such as police kiosk, as well as surveillance technology at intersections and visible policing. This has been proved to be a successful approach in keeping tourists and major tourist destinations safe during South Africa's hosting of the 2010 FIFA World Cup as security measures were increased significantly.

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## TOURISM DEVELOPMENT IN VIETNAM: NEW STRATEGY FOR A SUSTAINABLE PATHWAY

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**Abstract:** Vietnam has been recognized as an emerging tourism market in recent years. Tourism has brought tremendous benefits reflected through socio-economic indicators in this country. Besides, there are many business opportunities coming from the booming of the Vietnamese tourism market. However, the tourism sector is recently facing some huge challenges to maintain sustainable development in the coming time. In this context, a new development strategy is needed to change Vietnam's tourism forward to a sustainable approach. The SWOT analysis is used to show several key aspects presenting strengths, weaknesses, opportunities, threats of Vietnam's tourism industry. Based on the analysis result, some policy implications are provided to develop the Vietnamese tourism sector forward a sustainable pathway in the future.

**Key words:** tourism, tourism policy, sustainable development, development strategy, policymaker, SWOT

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### INTRODUCTION

Tourism has an important role in economic development in many countries worldwide. Located in the Asia-Pacific region, which has recorded the highest growth in the number of tourists in recent years (UNWTO, 2020), Vietnam has some advantage conditions need for the booming tourism industry. The first is the long history of culture, Vietnam has a long development history over four thousand years with many dynasties. The second is social diversity, this country has a population of nearly one hundred million people in many ethnic communities including many rich and diverse cultural heritage in many different locations. The third is good geography, the climate in Vietnam is a typical tropical one and basically extended with a long coastline having many beautiful beaches and natural islands. The fourth is the globalization, the Vietnamese tourism has some well-known natural tangibles, intangible cultural heritages and heritage sites listed by well-known international organizations (eg. UNESCO). This country also enforced the conservation of its culture by establishing a national list with thousands of domestic heritage sites (VNAT, 2020). Furthermore, Vietnam has a diverse cuisine culture which includes many delicious foods ranked at the top of the Asian tourism field. Finally, the Vietnamese political regime is very stable, the economy is fast-growing, society is safe as well as the friendliness of the people. In the context of strong international volatility in recent years, Vietnam continues to be evaluated as a promising dynamic economy and a potential business environment in Asia (Barker and Üngör, 2019).

In such a favorable context, in recent years, Vietnam's tourism industry has developed by leaps and bounds and always been in a group of countries with the fastest growth worldwide (Tung, 2019a). In 2018, the tourism competitiveness of Vietnam has been improving with new records by the 26<sup>th</sup> position in international tourist arrivals (15.5 million) and 35<sup>th</sup> in tourism receipts (US\$ 10.9 billion) (UNWTO, 2020). The tourism industry of Vietnam was considered as an emerging tourism market as well as a fast-growing example in the Asia-Pacific region. Tourism has really become a key economic sector of Vietnam when the direct contribution rate of the tourism sector reached eight percent of GDP in 2017 (World Bank, 2019). Besides, tourism has a significant effect on reducing poverty for vulnerable people (Truong, 2018). From the achieved results, the policymakers are striving to construct development strategies for the tourism industry in order to help Vietnam become an attractive and prestigious destination in the tourism world.

However, there is a trade-off, the high growth of tourism has been maintained by the destruction of the natural environment for the fast construction of the resort and hospitality system (Bednářová et al., 2018; Strydom et al., 2019). There are social problems such as the rapid urbanization of tourism cities, deforest, destroy the natural landscapes, an increase in income inequality, or the raise of some criminals. Furthermore, although the speed of tourism growth is quite high, the quality of the development process may have problems. Besides, there are some challenges for the long-term growth of tourism in Vietnam such as the weaknesses in marketing and promotion activity, low-skills of employees, poor infrastructure, or the overload of the transportation systems (World Bank, 2019). So policymakers need to discuss to further promote the sustainable development of the tourism sector. The challenges are raising and require some specific and strong solutions for the Vietnamese tourism industry to really speed-up based on three main strategic directions including improving competitiveness, robust growth and sustainable development. Therefore, policymakers need to have a new approach to the development strategy in the coming years. A new development strategy can help the Vietnamese tourism industry increase faster and sustainably in the future.

This paper has three main contributions to tourism development literature. First, our paper collects and provides the newest database of the tourism of Vietnam, an emerging tourism market in the Asia-Pacific region. Based on this database, the statistics will be deeply analyzed to have an overview of tourism development in Vietnam. Second, our paper establishes a SWOT (Strengths, Weaknesses, Opportunities, and Threats) matrix applied to the tourism of Vietnam. Third, based on the qualitative analysis results, the paper also has some implications for the Vietnamese policymakers in the future. The experience of Vietnam is also a good reference source for other countries to build a sustainable growth tourism industry in the future. The purpose of this paper is presented as follows, (1) provide a historical analysis of tourism development in Vietnam in 2000-2019, (2) Analyzed the strengths, weaknesses, opportunities and threats of Vietnam's tourism industry, (3) recommend some policy implications to enhance the Vietnamese tourism forward a sustainable development path in future.

### TOURISM DEVELOPMENT IN VIETNAM: A CURRENT PERSPECTIVE

#### The growth trend of the number of tourists

From the beginning of the Doi Moi economic reforms since thirty years ago, the Vietnamese leaders have considered tourism to be a key

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service sector in the long-term economic development strategy (Jansen-Verbeke and Go, 1995, Truong, 2012). Besides having a fast economic growth rate (Tung, 2019b), Vietnam has been recognized as an emerging tourism market in recent years (Hampton et al., 2018). The tourism industry in Vietnam is gradually becoming more proactive in implementing some tasks which support its tourism development policy such as marketing strategy focusing on destination communications, improve tourism infrastructure, increase quality tourism products, ensure security, fostering human resources, inter-regional transport infrastructure, promoting tourism investment and implementing responsible tourism (Thirumaran et al., 2014; Hampton et al., 2018).

Table 1. The number of tourists in Vietnam (Source: General Statistics Office of Vietnam, 2019)

Year	Domestic tourist		Foreign tourist		Total number of tourist	
	Number (million)	Growth (%)	Number (million)	Growth (%)	Number (million)	Growth (%)
2000	11.2		2.1		13.3	
2001	11.7	4.5	2.3	9.5	14.0	5.3
2002	13.0	11.1	2.6	13.0	15.6	11.4
2003	13.5	3.8	2.4	- 7.7	15.9	1.9
2004	14.5	7.4	2.9	20.8	17.4	9.4
2005	16.1	11.0	3.4	17.2	19.5	12.1
2006	17.5	8.7	3.5	2.9	21.0	7.7
2007	19.2	9.7	4.2	20.0	23.4	11.4
2008	20.5	6.8	4.2	0.0	24.7	5.6
2009	25.0	22.0	3.7	-11.9	28.7	16.2
2010	28.0	12.0	5.0	35.1	33.0	15.0
2011	30.0	7.1	6.0	20.0	36.0	9.1
2012	32.5	8.3	6.8	13.3	39.3	9.2
2013	35.0	7.7	7.5	10.3	42.5	8.1
2014	38.5	10.0	7.8	4.0	46.3	8.9
2015	57.0	48.1	7.9	1.3	64.9	40.2
2016	62.0	8.8	10.0	26.6	72.0	10.9
2017	73.0	17.7	12.9	29.0	85.9	19.3
2018	80.0	9.6	15.6	20.9	95.6	11.3
2019	85.0	6.3	18.0	15.4	103.0	7.7

Tourism is supported strongly by the government because this service sector provides many job opportunities for people, thus producing income for society and became an important financial source of the national budget. So Vietnam's government is attempting to synchronously implement many solutions to put tourism into a leading service sector of the economy. After many multi-dimensional efforts, in 2019, the Vietnamese tourism industry was ranked 63/140 countries worldwide and had an increase at seventeen steps compared to 2011 (WEF, 2019). Besides, Vietnam has been continuously put in the list of ten most-improved countries (UNWTO, 2019). Based on internal strengths, the tourism sector has developed strongly over the past two decades and has an important role in socio-economic developing strategy in Vietnam. According to the statistics of the General Statistics Office of Vietnam, there has been a fast-growing trend of tourists in Vietnam for 2000-2019. For the past twenty years, both foreign tourists and domestic tourists have increased by a double-digit rate (see Table 1) and brought tremendous benefits in improving the socio-economic indicators of Vietnam. The statistics have clearly demonstrated a strong increase in the number of foreign and domestic tourists over time and have been particularly prone to a sharp rise over the past ten years. Besides, the growth expands in the number of both domestic and foreign tourists. In the detail, in the past twenty years, Vietnam has totally welcomed 812 million tourists including 683.2 million domestic arrivals (account by 84.1%) and 128.8 million foreign arrivals (account by 15.9%). Particularly, the increasing speed was higher and higher, which could be proved by the number of visitors in the period 2010-2019 (at 618.5 million people) was higher 3.2 times than the number of visitors in the previous ten years from 2000-2009 (at 193.2 million people). In the previous twenty years, the annual average growth rate of tourists in Vietnam is 10.7% per year, however, the annual growth rate of foreign arrivals was 11.3% per year and higher than the domestic arrivals (by 10.6% per year) in the same periods.

Table 2. Comparative analysis of the growth of tourists in Vietnam, 2000-2019 (Source: General Statistics Office of Vietnam, 2019)

Period	Domestic tourist		Foreign tourist		Total tourist	
	Number (Million)	Growth (%)	Number (Million)	Growth (%)	Number (Million)	Growth (%)
2000-2009	162.2	8.3	31.3	5.8	193.5	7.9
2010-2019	521.0	11.7	97.5	13.6	618.5	12.0
2000-2019	683.2	10.6	128.8	11.3	812.0	10.7

The number of foreign visitors and domestic visitors also has reached a new record in Vietnam. In detail, the foreign tourists crossed 18.01 million people and the number of domestic arrivals met 85 million (VNAT, 2020) in 2019. Furthermore, the number of foreign tourists in 2019 was 8.5 times higher than the number in 2000, while the domestic arrivals this year were 7.5 times higher than the volume in 2000 (Figure 1). Some robust solutions have been developed in Vietnam since 2015 so there were breaking points in the trend of tourists. The Vietnamese leaders have been deciding to prioritize tourism as a strategic sector and driver of socio-economic development in the future (World Bank, 2019). Obviously, the Vietnamese tourism industry had a successful breaking point in attracting the number of tourists in 2015. The statistics also indicate a robust growth trend of tourists in the future.

The current statistics also point out that Vietnam's tourism industry has grown faster than the government's expectations. The achievements of Vietnam's tourism industry is very unbelievable in the past five years when they reached the finish line about eleven years earlier than the national targets. Tourism development is also a good opportunity to strongly promote Vietnam's image to the international community. The fast growth in the number of foreign tourists helps to show the attractiveness of Vietnam's tourism increasingly spread on the world tourism map and the quality of Vietnam's brand destinations also increasingly asserted. Many tourism promotion programs and exchange activities between Vietnam and other tourism markets worldwide also highly contribute to improving images of the Vietnamese tourism industry. The historical analysis results show that the tourism industry affirmed its role and position as a major service sector in Vietnam in the future. However, due to a huge increase in tourists, tourism has been causing negative outcomes

for the sustainable development path of Vietnam such as damages to the natural environment, deforms the landscapes, fast urbanization, overload in infrastructure, the cultural degradation. Besides, booming waste and pollution of the living environment are gradually becoming risks for the sustainable development of the Vietnamese tourism industry in the future.

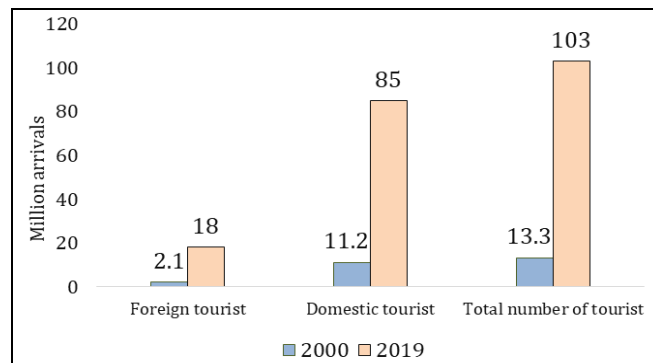


Figure 1. Comparative analysis between 2000 and 2019 (Source: General Statistics Office of Vietnam, 2019)

### The demand of foreign tourists

Although tourism growth is quite high, there is an unbalance in foreign market share in Vietnam. The increase of income per capita helps expand the domestic tourism demand, the growth of Vietnam's tourism industry mainly depended on international tourists from neighboring countries such as China, South Korea, Japan and other markets including the US, Russia, Australia, and Western Europe. In 2019, the two largest markets for Vietnam's tourism are China and South Korea, calculated as 55 percent of the foreign visitors. Besides, Asia still accounted for the highest market share with nearly eighty percent of the total number of foreign visitors to Vietnam (VNAT, 2020).

Based on the statistics, it can be said that tourists from Asia are very important for tourism development in Vietnam, however, there has been a rapid increase in the number of visitors from America and Europe to Vietnam in recent years. The diversity of foreign tourists is a good signal for the growth of the tourism industry in Vietnam in the future. The efforts to develop tourism of Vietnam are recognized, for example, the Air-Transport-Infrastructure indicator is ranked as the most improved country (WEF, 2019). The tourism in this country proves the attraction from tourism resources, infrastructure and service facilities for various demands of tourists. However, the statistics show that most of the foreign tourists come to Vietnam from the Asia-Pacific region, therefore, it is necessary to implement some specific promotion activities in order to create appropriate tourism products into potential guests and expand the source of visitors from other regions.

### The revenue from the tourism sector

Tourism revenue has been increasing fast for previous years. In the year 2019, Vietnam welcomed 18 million international visitors (raise 16% compared to 2018), serving 85 million domestic visitors (raise over 6% compared to the previous year). Related to the number of tourists, the tourism revenue has reached a new record when estimated at over VND 726 trillion (as nearly USD 31.5 billion), accounting for nearly 11.5% of the national GDP. According to the statistics of GSO, in 2000, the Vietnamese tourism revenue was only VND 17 trillion (approximately USD 0.8 billion), it increased to VND 68 trillion (approximately USD 2.95 billion) in 2009 and then reached VND 726 trillion (approximately USD 31.5 billion) in 2019. During the period of 2000-2019 (20 years), the tourism revenue of Vietnam was 42.5 times higher as compared to the 2000 level (Figure 2).

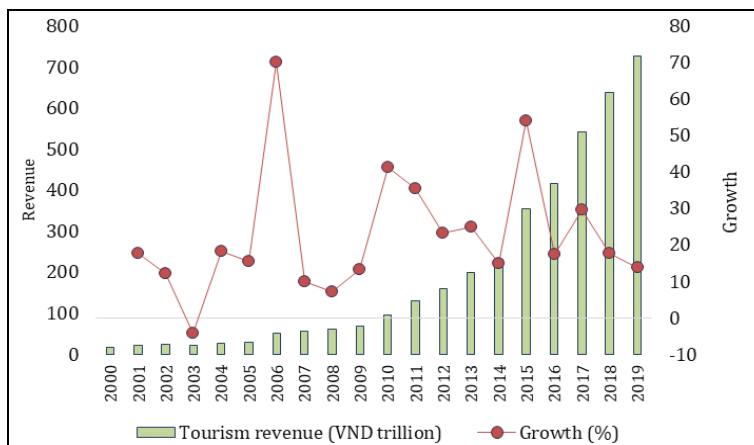


Figure 2. The tourism revenue of Vietnam, 2000-2019 (Source: General Statistics Office of Vietnam, 2019)

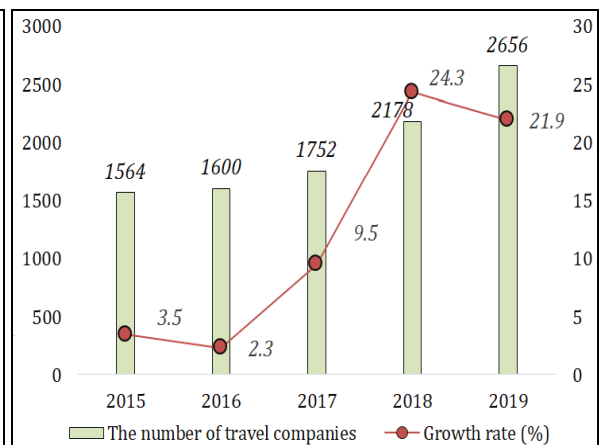


Figure 3. The number of tourism companies in Vietnam, 2015-2019 (Source: Vietnam National Administration of Tourism, 2020)

The average tourism growth rate of 10 consecutive years of the tourism industry has reached 22.4% per year in the ten nearest years (2010-2019). The tourism management agencies also predict that the tourism industry will welcome about 20.5 million international visitors and the total revenue from tourism activities will reach over VND 830 thousand billion by 2020. Because of the rapid rise in international visitors, the tourism sector is bringing a significant net inflow of foreign income into the economy. The tourism sector gradually socializes and diverse forms of investment both domestic and foreign investors. Tourism companies are focused on both the number of tourists and the quality of services. The tourism revenue of Vietnam also will be predicted to grow fast in the next years (Tung, 2018). Because, according to the statistics of VNAT in 2018, a foreign visitor spent USD 900 on average on a trip to Vietnam, this spending level was lower when compared to the spending value at USD 1105 in Singapore, USD 1109 in Indonesia, and USD 1565

Thailand, respectively. Besides, the multiplier effect of tourism spending on the total economy is lower in Vietnam compared to other countries in Southeast Asia (World Bank, 2019). Vietnam has invested more and more in the infrastructure linking between the destinations, this solution can help the tourism industry have a rapid growth in its revenue in the near future. Furthermore, there are some solutions helping to increase the diversity and attractiveness of tourism products and services, which meet the entertainment and shopping needs of visitors. Besides, the number of domestic companies has risen fast in the tourism industry (especially in 2018-2019), there are 2656 travel businesses operating and developing tourism products and ensuring revenue of this service sector. However, the number of tourism companies in Vietnam is still much smaller than in other countries in Southeast-Asia.

### **The development of the tourism business system**

Due to the robust demand of both domestic and foreign tourists, the number of accommodations has significantly grown in recent years. In detail, by the end of 2018, the country had about 15.6 thousand accommodation establishments with 353.2 thousand standard rooms (an increase of 56.7% of the number of establishments and 61.6% of the number of standard rooms compared to 2013). Besides, many large-scale accommodation facilities with high standards have been put into operation throughout the country.

There are 965 hotels ranked in three stars and above class with more than 126.7 thousand rooms (an increase of 62.1% in facilities and 97.1% in a number of rooms compared to 2013). In 2018, the total number of hotel rooms is around 41 times that of 1990, reflecting huge investments channeled into tourism infrastructure in Vietnam (Tuan et al., 2018). The efforts to improve technical ability promote the hotel system to expand business space and time, develop markets, reduce operating costs and help to facilitate tour, route and destination development, linking businesses and developing new tourism products, improving the service quality of the tourism industry in Vietnam. However, many hotels in Vietnam are ranked on the low standard levels and most of these hotels in domestic private ownership (Tuan et al., 2018). The poor status of tourism service infrastructure can be seen in the below figure when this indicator is quite low in the competitiveness matrix of the Vietnam tourism sector (Figure 3).

The tourism sector also provides a huge number of employments for the Vietnamese economy. In detail, in 2018, the employees of Vietnam's tourism industry are calculated as about 2752.6 thousand people, accounting for about 5.1% of the national labour force. The number of employees in 2018 is higher 3.3 times than the number of employees in 2005 (at 824.5 thousand people). Furthermore, there are some million people joining as indirect workers in the tourism sector (GSO, 2019). More than 40% of employees are trained, whether at schools or on-job-training at businesses (Gregg and Vinh, 2016). In the future, Vietnamese tourism is predicted to have a huge demand for employees and offer a higher income level compared to other service sectors. However, there are a lot of tourism businesses that are family-based companies, so their management skills are quite limiting. Besides, the labour productivity in Vietnam's tourism sector is quite lower than other sectors in the economy as well as regional competitors (World Bank, 2019).

Overview, in recent years, the fast development of the tourism industry has really helped to form a "tourism economy" in Vietnam with the spread of momentum quickly, thereby, supporting economic growth, helping to solve employment issues, promote culture exchanges, reduce poverty, ensure social security, preserve and promote cultural values, protect the environment in local communities in Vietnam. However, there are some social failures and challenges that need to be considered in order to help tourism go to a new development strategy in the future.

### **A SWOT ANALYSIS FOR THE VIETNAMESE TOURISM**

The SWOT analysis matrix is a helpful tool to help evaluate and develop an operating strategy in an existing economic sector. This matrix has four factors including Strengths, Weaknesses, Opportunities, and Threats. In order to analyze Vietnamese tourism, we apply this method to re-identify the resources and capabilities of the tourism industry in Vietnam. Based on the analysis result, policy implications will be provided to support the tourism forwarding to a sustainable development pathway in the future.

#### **Strengths**

- Vietnam has a good geographical position including a long coastline with many beautiful landscapes and beaches, islands and archipelagos (Nguyen and Cheung, 2013; Huong and Lee, 2018; Mai and Smith, 2018; Pham-Do and Pham, 2020). Besides, the climate is in a tropical region. This is a huge strength for Vietnam's tourism industry because the good geography is one of the most attractive reasons that foreign tourists come to Vietnam.
- Has a long history for over 4000 years, with a diversity and abundance in cultural traditions, culinary elite, the religious life of an Eastern nation. Vietnam has 54 ethnic communities, it is diverse and rich with many traditional festivals, culture, and cuisine across the country (Trinh and Ryan, 2015). Each ethnic community has a unique culture and cuisine that contributes to the rich and diverse Vietnamese culture and cuisine as a colorful picture, highlighting the unique identity of each ethnic group and region (Michaud and Turner, 2017).
- This country owns a stable political security background, which is also a favorable factor for tourism development. Besides, along with the image of a high openness, a dynamic and fast-growing economy with the participation of free trade agreements with many countries and regions around the world, Vietnam has proved to be a country with an increasing influence on the world economy. Economic policies are supporting the growth of tourism. This is also an advantage for the tourism industry to continue developing strongly on the basis of economic growth.
- Owned a fast-growing economy, the Vietnamese government invests more and more in infrastructure, planning large-scale resorts and high-class hotel systems. Many projects of transport infrastructure, telecommunications infrastructure and synchronous service infrastructure for tourism have been built and upgraded in recent years. In general, the national infrastructure system can well support the development of the tourism sector. Besides, located in the Asia-Pacific region, Vietnam has benefited from the rapidly growing middle class in this region and relies on a high balance of nature and the cultural resources to generate tourism demand.
- This country has a quite large population and a huge young labour force. Besides, the young dynamic population and the hospitable nature of the people are also strong points for the development of tourism. Besides, fast economic growth leads to an increase in income per capita that can help the Vietnamese people go travel more in the future.
- A huge community of overseas Vietnamese people, it is calculated as 5 million people now residing in many developed countries. The overseas Vietnamese people is a strength of Vietnam's tourism because they have a huge demand to travel their homelands.

#### **Weaknesses**

- The diversity of tourism products is still limited. Tourism businesses have not got enough creative and innovative to exploit the available tourism resources of the country. Lack of a night-time economic strategy that could not provide activity taking place in the evening including

cuisine, entertainment, culture at night. The poor status of services leads to tourist spending being quite lower compared to other countries in the Southeast Asia region. Besides, the loyalty of foreign tourists has been very low because of a small rate of visitors return in recent years.

- Although the infrastructure system has been invested in, however, it still does not meet tourism development demand. The overcrowding and overload in airports, urban areas, and the lack of highways to connect provinces, have limited the "booming trend" of the Vietnamese tourism sector for recent years. The problem of traffic congestion due to a large number of passengers, the lack of connecting infrastructure also creates challenges that can decrease the competitiveness of Vietnamese tourism.

- Environmental pollution is a problem of the tourism business system and also a highlighted weakness of the Vietnamese tourism industry. Pollution leads to food unsafety and increases the costs to ensure cuisine safety inspections to attract tourists.

- Despite having abundant labour force, however, there is a shortage of professional and high-class human resources. In general, the management skills of businesses have not yet met the competitive requirement and integration trend. Besides, communication skills are one of the most significant weaknesses among Vietnamese employees in the tourism sector. There is still a lack of guides fluent in foreign languages and the current human resource only meets about 70% of the labour demand.

### Opportunities

- The high openness policy of the economy can help to attract more and more international resources coming to Vietnam. Connected to economic exchange activities and investment relationships, tourism also has the opportunity to have more international capital sources to develop the tourism business system and accommodation infrastructure (Kolosinska et al., 2018).

- Have huge benefits from the fast growth of the Asia-Pacific region. Southeast Asia is receiving more interest from global tourists, it can make a positive and significant impact on the Vietnamese tourism industry. Increase interest in Southeast Asian countries can bring great opportunities to take advantage of this to exploit the available tourism resources in Vietnam.

- The increasing security instability in many important territories and tourism markets worldwide is also a good opportunity for Vietnam to take advantage of the stability of its society to increase international tourists visiting in the near future.

- The development of information technology on the Internet platform in the context of the Industrial revolution 4.0, it has created great opportunities for developing countries (such as Vietnam) to strongly and effectively promote images and tourism services promote tourism development.

### Threats

- The competitive level is raising from other countries in the Asia-Pacific region. Vietnam's tourism industry is still in the beginning development process with low management skills, which has forced the tourism industry to improve its competitiveness in order to catch-up with the development of leading countries in the Asia-Pacific region.

- Destroyed landscapes, deforestation, natural disasters, and epidemics in Vietnam have been complicated over the years. There are many restaurants, hotels, and resorts that elude to invest in waste treatment systems as one of the causes leading to the pollution of the marine and tourism environment. Besides, the rapid urbanization of the provinces also creates great challenges for the development of a Vietnamese tourism industry imbued with an Eastern identity. Finally, climate change has brought many risks for tourism development in some tourism sector in the lowland areas such as the Mekong Delta of Vietnam (Huynh and Piracha, 2019).

- Tourism development can increase income inequality among regions. If the government has not got inclusive economic development policies, tourism growth may be a factor creating instability in society because of the conflict between rich and poor people.

- The instability of the global economy. There was some financial and economic crisis with cycles as ten years per time. In the context of a high level in globalization, Vietnam's tourism will get easily stuck in the international economic crises. Besides, the much depending on a specific region is also a threat to Vietnam's tourism when the vast majority of international visitors to Vietnam originate from Northeast Asia, by 60% in 2018 (VNAT, 2020).

- The risks for community health. There are some infectious disease outbreaks that have increased significantly in recent decades, and when tourism and travel activities rapidly raise, the global spread of the diseases will be expected to grow fast.

### CONCLUSION

Along with the high openness policy promoting economic integration, the Vietnamese tourism industry has been gradually becoming a key economic sector contributing to economic growth in recent years. The achievements of tourism in Vietnam are outstanding with fast growth in many main aspects. The target in the coming years of Vietnam's tourism industry is quite challenging when continuing to maintain a high growth rate. Our paper maybe is the first study in the context of Vietnam's booming tourism industry. The statistical analysis results have described an inclusively increase in the number of domestic tourists, foreign tourists, and tourism revenue. The statistics also show a breakthrough growth in the tourism industry in Vietnam. Besides, this country is also expected to successfully maintain a high growth rate in the tourism sector in the near future. The collected information is based on a comprehensive assessment and analysis of the previous period that is applied to the SWOT approach for Vietnam's tourism industry. Based on statistical analysis and SWOT results, we have some policy implications for tourism development forward a sustainable pathway.

First, increase marketing and introduce the image of the country, people, culture and landscapes of Vietnam to traditional and potential tourism markets. Thoroughly use websites and international television channels to advertise and take advantage of regional conferences and seminars to introduce and promote Vietnam tourism. Emphasize and promote the landscapes ranked by international organizations in order to make differences for Vietnam tourism compared to others. Build representative tourism offices in potential markets. Promote more extensive advertisement to the overseas Vietnamese communities.

Second, attract foreign investment to develop tourism and focus on well-known tourism investors that have successfully done business worldwide, thereby forming a series of tourist destinations closely connected between Vietnam and other markets. The development of the value chain model. Note to the fast economic growth and the growing income in attracting investment flows to the Vietnamese tourism industry because economic development is always a necessary condition to successfully develop different types of tourism. Thoroughly use foreign capital, foreign management skills, and prestigious brands to increase world-class tourist hotels and resorts in Vietnam. In the future, the hotels and resorts in Vietnam will provide facilities to host world-class events such as Miss Universe or global summits.

Third, encourage domestic private companies to join in the tourism sector. Inheriting and expanding the achievements of the innovation economic policy in Vietnam in promoting private resources in various economic fields. This solution will strongly increase

the competitiveness of Vietnam's tourism because of the high efficiency of the private sector. Besides, replicating some successful private cases in the tourism area in recent years. In addition, promoting the privatization of state-owned companies operating in tourism to mobilize economic resources from socialization.

Fourth, improve the quality of human resources in tourism businesses thereby increasing the competitiveness of the tourism industry. The quality of tourism human resources is a decisive factor for improving the quality of products and services, contributing to turning tourism to become a key economic sector in Vietnam in the future. Human resources must be systematically developed in both quantity and quality by investing in upgrading facilities of a system of vocational training schools managed by the tourism industry to meet the requirements of high-quality manpower in the future. It is necessary to have training programs for tourism managers in the provinces to keep up with the development trends of the tourism industry worldwide.

Fifth, create comprehensive links among the provinces in Vietnam to develop various types of tourism, diverse and abundant tourist destinations. It is necessary to promote the formation of regional links in tourism development among provinces to maximize the advantages of the provinces in a large region.

Sixth, focus on investment in infrastructure, which harmoniously combines industrial development goals with services. Incorporate infrastructure for industrial development in the overall planning for tourism development. Promote public-private partnerships to develop the infrastructure of the economy in general and the tourism industry in particular.

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## BRIEF GEOGRAPHICAL AND HISTORIC OVERVIEW OF TOURISM TRANSNATIONALIZATION

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**Abstract:** Multimodality of the world tourism development stimulates rather asynchronous dynamics of transnationalization in the regions worldwide. It has also contributed to the formation of rather complex system in global production of tourism services. The aim of the article is to study the peculiarities of transnationalization processes in various countries of the world during different historical periods. The main research method was empirical, with the help to analyze the generations of transnational corporations. It was concluded that the current stage in transnationalization of tourism business demonstrates that the leading role already belongs to the tour operators which are financially most stable.

**Key words:** International market, scale effect, direct foreign investments, transnational corporations, synergy

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### INTRODUCTION

Transnationalization of tourism business started in the 1960s, that is, with a nearly 50-year delay from the similar processes in industrial production and agriculture. The causes for this delayed inclusion of world tourism in transnationalization processes are quite obvious: the tourism sector as such started to form in the late 19th century, and only after two world wars it finally became a attractive and profitable as a separate type of commercial activity and business. Thus, only much later after that its growing volumes became motivational enough to move enterprises to the transnational level of management.

One of the reasons why the tourism sector was belated in terms of transnationalization processes by at least fifty years was its low investment attractiveness and its resource base's inability to diversify. Relaxed management is hardly possible in the tourism business. Here logically arise the questions: what forms the foreign material & technical basis in the tourism business? In what facilities abroad would transnational tourism business be interested to invest? Today the most common objects for international investments in tourism are tourist brands and associations of tourist agencies. Back in the middle of the 20th century even the most economically developed countries with a lot of interested investors hardly had any strong tourist brand or even a big tourist company with a more or less stable client base, while for developing economies the very phenomenon of tourism was still rather unusual. Thus, tourist companies of the mid 20th century were mostly investing in hotels and transport companies, which were logical and nearly the only option for them.

Transport companies of those days were often stronger (economically and in terms of marketing too) than majority of tourist firms. The former were concentrating their efforts on transportation of passengers and cargo delivery and thus had the minimum dependence upon tourist enterprises. Moreover, buying a hotel often meant certain limitation of activities for a new owner and thus narrower specialization, since a hotel enterprise, due to specificity of its material base, is hard to redesign or restructure.

Of course, a hotel can be rebuilt into an office center or into a standard residential unit, however, only in case it is situated in a convenient location (in downtown or near important crossroads, etc.). Resort hotels or hotels located near highways have very little chances for successful redesigning of activities. This is especially the case with rural resort areas, with their low numbers of local population and absence of industrial production. At the same time, hotel business always has rather high level of investment risks, especially when it comes to resort areas due to very limited opportunities for diversification and dangerously tight correlation between the efficiency of local assets' use and regional development in a certain area overall.

For all of these reasons, transnationalization processes in tourism sector overall and hospitality sector especially were always lagging behind similar processes in other economic sectors (Rudyk, 2000). Any tourist company, willing to move forward to the transnational level in its development and management, must be aware of high entry costs (including large investment volumes so that to purchase objects abroad, their modernization and upgrade so that to comply with the world standards of servicing). Moreover, significant spending would be needed not only for purchases and upgrade but also for further promotion campaigns at own, national tourist markets so that to guarantee itself the sufficient volumes of sales (Andreeva and Ushakov, 2016). On the other hand, a tourist company, already involved in

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transnationalization, bears the local risks quite intentionally and is able to develop alternative scenarios of sales (for example, a local hotel in some cases can rent out its spaces to local businesses, if the volume of tourists is not sufficient enough) (Karmanovskaya et al., 2020).

The latter partially explains why foreign investors prefer, in most cases, urban hotels first of all and are less interested in resorts or highways motels (the latter become an interesting option for international investors once tourist sector in a country is developed enough to guarantee high volumes of national and international tourists' circulation). Even a very tenuous analysis of foreign investments in hospitality industries worldwide clearly demonstrates that the initial interest of investors entering countries always concerns downtowns (in the capital city first of all) (Tulbayeva et al., 2017). Even though such entry is always very expensive for investors (real estate in a capital city is always much more expensive than real estate on a resort line), the overall level of foreign investment risk is significantly lower. First of all, the room occupancy rate in a capital city (or other big cities) is not subject to seasonality since such hotels are mostly business-oriented, thus hospitality sector in big cities is more dependent on the state of business development overall, rather on the rate of local tourism development. Secondly, in case of a business failure, any hotel downtown can easily become an office center or can be redesigned to become a fashionable housing unit, thus selling/renting out luxury apartments instead of rooms. Only after successful implementation of real estate project in a capital city or other large cities of a country foreign investors start considering the option of entering the real estate markets on the resort lines in the same country (Sayabaev et al., 2016).

## MATERIALS AND METHODS

The historical method was used to study the main stages of the transnationalization of the tourism sector. The authors analyzed the characteristics and features of the functioning of tourist TNCs from their occurrence to the present. The transnationalization of tourism production has fundamentally changed the functioning mechanisms of leading industry institutions, which required the development of a scientific concept that would determine the reserves of the global competitiveness of tourism multinationals, which would determine the directions of economic expansion of transnational capital and form a methodological basis for predicting the interconnected processes of globalization and transnationalization of world tourism, as well as develop models response to them by private business and the state.

A transnational tourism business can be defined as a socio-economic phenomenon that depends not on national, but on external factors, the content and quantity of which are determined by the world community, whose members are related to each other in all spheres of public life, including economics, politics, ideology, culture, social sphere, ecology, safety. Under the conditions of transnationalization, environmental factors of the tourism market are conventionally classified as global and local, and the role of the former as determinants of the development of inbound tourism in the receptive region is more significant and significant.

The main components of the transnationalization of international tourism include expanding international economic ties in tourism production, increasing the internationalization of tourism production factors (by increasing direct and portfolio foreign investment, sharing knowledge and technologies, removing migration restrictions, popularizing distance education, etc.) the spread of transnational corporations in the tourism business, the characteristic features of which are interchangeability and interdependence of the organizational structure, orientation to information resources, and markets with a high level of consumption. An additional factor in the actualization of the search for a scientific definition of transnationalization of the tourism production process is the increasing criticism of the activities of transnational corporations (TNCs) by the host states.

## RESULTS AND DISCUSSION

### Business Motivation of Transnationalization Waves in Tourism and Hospitality Sectors

Taking into account rather narrow specialization of resort hotels, their limited opportunities to switch business and also instability of tourist demand (for example, in case of income level fall or changing tourist preferences, etc.), it would be logical to assume transnational level of hospitality business can be economically feasible and profitable only in case TNC buys out not one hotel, but several hotels in different locations. This obviously means creation of a corporate hotel chain inside the TNC. Hotel chain is a joint business which is carried out and managed using common standards of servicing and under the same trademark. In most cases hotel chain is much more efficient in its management than separate hotel businesses, again, predominantly due to scale effect. Merging several hotels into a chain allows cutting the spending manifold, especially in terms of advertising and promotion, HR preparation and management, own standards' development and unique technologies' use. Hotel chains are also much more attractive from the investors' standpoint since chains are able to offer more tempting and more efficient schemes of cooperation for both investors themselves and their wide client base too (Kala et al., 2017; Dunets et al., 2019).

Establishment of an own hotel chain always requires high volumes of expenditures on the side of a founding corporation, while efficiency of local assets' use still depends more on the state of regional tourism development rather than on the capacities of a particular TNC (Savchuk, 2002). For this very reason, foreign investments come into hotel business only at a certain point of international tourism development in a country, once tourists' inflows become more or less stable and predictable.

First transnational deals in hotel business, interestingly, were not between a developed country and a developing one (for example, as it was often the case in transnational agricultural business) but between two developed economies. This was because international tourism of the previous century was developing primarily between already mature economies, often geographically close to each other. There were quite many reasons for this trend: transportation and communications were not developed enough yet, people still feared cultural differences and overall, the world was developing under the conditions of geopolitical bipolarity which did not contribute to tourism development at all. European countries which were the initiators and the pioneers of integration processes in tourism, themselves fitted all necessary criteria: they were geographically close to each other, their rates of economic development were rather similar, and they were functioning under conditions of trade liberalization and cultural homogeneity.

Thus, intra-European tourism provoked the emergence of European transnational companies in the sectors of tourism and hospitality. Another stimulus for hotel businesses' transnationalization was quick popularization and spread of franchising schemes. With the emergence of franchising, entry barriers for already large European hotel chains became nearly ground level when it came to other regions worldwide. Franchising means that there is no need for own significant investments. Moreover, risks of project failure are fully on the shoulders of a local franchisee, the owner of a local hotel. At the same time, franchising brings stable incomes for a hotel chain overall and strengthens its brand both regionally and worldwide. In the majority of cases we can observe a certain regularity: hotel chains, airline companies and large tourist enterprises from the countries which are traditional tourist donors (such as the UK, Germany, Nordic countries and also Belgium, Holland and France) were investing directly and heavily into hotel businesses located in popular destinations of European tourism – Italy, Spain, South of France, Greece and the like (Movsesyan, 2001). Within the tourism sector in its wider meaning, the leaders in transnationalization were hotels and airlines. First European airlines were quite strictly following the theory of related diversification, they were investing in other types of tourism activities (agent sales of air tickets, cargo deliveries and

later – in networks of direct sales of tourist services). Thus, they were also interested to invest in European chains of hotels (such chains were first quite active being built near big airports and later – also at popular European resorts).

Progress in transportation and telecommunications expanded the borders of international tourist development, since it turned dozens of geographically faraway countries into popular destination points for European and American tourists. Starting from the mid-1960s European tourism market has been experiencing active interference from the side of the US hotel chains (on the territories of the United States themselves such chains were actively developing as early as the last two decades of the 19th century, thus, by the 1960s in the USA this market segment was already quite saturated) (Ushakov, 2016). The key American feature of hotel chains' development is standardization of servicing quality, absence of specific target audience and same pricing at all venues. These trends were quickly adopted by their European young competitors. The key differences of American hotel chains from the European model of hotel business were larger size of American hotels and their orientation on maximum presence in all the regions of expansion (Espenbetov et al., 2017).

In parallel to American hotels' expansion in Europe (which also meant much larger number of American tourists coming to Europe, actually), European tourism market started to experience also the expansion on the side of airlines, banks, insurance companies, etc. European hotel chains were also trying to expand in the opposite direction, however, their success on the other side of the Atlantic Ocean was much more modest: only several European hotel networks managed to open their hotels on the East Coast, in such large cities as New York, Boston, Philadelphia, and New Orleans. On the other hand, European hotels and other tourist businesses started to expand more actively in the direction of developing countries, mostly because vacations in these countries became more accessible during the 1980s (Bradley et al., 1998). Therefore, European hotels started to be present in many locations around the Middle East, North Africa, and later also in South-East Asia and Eastern Europe, gradually reaching post-Soviet countries too. On this direction of geographical expansion, American hotels were usually the ones to follow European chains (Mukanov et al., 2018).

Tour operating and agent sectors of tourism businesses became subject to active transnationalization only in the middle of the 1980s. During the same period of time transport and communications became developed enough and services became internationalized enough so that to turn international tourism into a truly global phenomenon of massive nature. By incomes and profits, international tourism has finally outstripped the automobile sector, textiles and even oil and gas. Tour operators thus became quite attractive objects for international investments. In many cases tour operators were merged with financial institutions to form holders and thus getting better access to financial resources of developed economies. The largest brands were becoming stronger at regional tourist markets. While franchising schemes were getting more and more popular, especially in the context of agents' and tour operators' work. Clients became more loyal to a particular grand, and this was actually the major reward from transnationalization of tourist business.

Early 1990s witnessed the unification of strategic management over hotel chains, airlines, tour operators and agent networks. Thus, a new network structure of tourist transnational corporations (TNCs) was gradually formed. This newer structure was already able to manage much more efficiently multiple popular brands within the common tourist market with its truly enormous material and technical base. Moreover, many tourist TNCs switched from the strategy of related diversification to the strategy of non-related diversification: they started to intrude and invest quite actively into ship-building, agriculture, aviation, high-tech sectors, retail trade, media and cinema businesses, etc. On the background of the ongoing internal restructuring of large tourist businesses which was taking place mostly through mergers and acquisitions, corporations were almost forced to impose their presence throughout the world and all economic sectors, thus expanding their network structures on newer and newer tourist destinations and other spheres of doing business. Traditionally, the strongest positions in terms of M&As belong to the tourist transnational corporations of the USA, and the EU. Japan, despite its quite impressive economic growth overall, is not on the list due to this country's very late inclusion into the world tourist production processes (Kulakhmetova et al., 2018a).

Due to geographical remoteness and specificity of Japanese mentality and lifestyle, this nation began to travel with tourist purposes relatively recently. At the same time, Japan itself, as a tourist destination, is not that popular, as compared to many other destinations in Asia, due to expensive prices and also because tourist infrastructure in this country is not that developed and adapted for international visitors (Savchuk, 2002). More active outbound tourism from Japan attracted more attention to the internal tourist market of this country, especially among American and European tourism-related corporations. Their quick expansion onto Japanese market was another factor contributing to slow formation and development of Japanese tourist TNCs. Intensive processes of mergers and acquisitions at the world tourist market today confirms that contemporary tourism sector, despite its 50-year delay in transnationalization participation, has already caught up with most of industrial and technological sectors by all vital economic indicators. Therefore, world tourism today is no less attractive for large investors and international investment projects (Kulakhmetova et al., 2018b).

### Previous Generations of Tourist TNCs: Their CVs and Obituaries

Outlining comprehensively the full history of tourism business transnationalization we can determine the key historic stages in tourist TNCs' development, or their generations. These generations differ between each other by several significant features, such as the key production activity, the sources of financing, directions in the course of integration, the structure of the sector and its role at world markets. Activities of the first generation of tourist TNCs was primarily related to transnationalization of the hotel businesses and the emergence of first international chains of hotels. This was followed by transnationalization of transportation which started in the subsectors of railway and air transport (Wilkins, 1992). In some cases, both hotel and transport businesses managed to move to the transnational level of management rather independently, without any financial inflows from outside, that is, from more developed types of activities (Hilton hotels' chain is a good example in this regard). In other cases, both hotels and airlines reached transnational level only within vertically integrated business structures. In this case, both hotels and international transport companies were additional, non-core type of activity, e.g., for large banks, automobile holdings, retail networks, etc. Historically speaking, the first generation of tourist TNCs covered the period between 1950s and 1970s. The key features of this period were small share of international tourist exchanges and insufficient economic liberalization on the global scale. First tourist TNCs had rather limited geographical presence, and the zones of this presence were quite strictly either European, or American (the latter included both US and Canada). Geographical expansion on the markets of third countries was rather limited since international tourists flows during those days were concentrated on a few popular destinations only, and international tourism overall was hardly ever intercontinental. Besides, tourism development in third countries was an enormously expensive business since many countries had barely any tourist infrastructure (hotels, roads, transport schedule, etc). Moreover, international (and especially intercontinental) tourism was often hindered by enormous differences between the nations – cultural, economic, social, religious, etc.

At the regional markets of Europe and North American first hotel chains and international transport companies were struggling in quite severe competitive fight, often trying to use the transnationalization factor to increase their overall sales' volume and thus reach monopoly. The choice of a direction for further expansion was predetermined not as much by the volume of expected costs (which was nearly always the case with first TNCs in agriculture or industrial production) but by the potential opportunities to sell services, and the latter was often dependent on tourism idea development and popularity and also on population mobility in general.

Hotel chains of the first generation were forced to overcome quite high entry barriers in new countries of their expansion due to the necessity, first of all, to build brand new hotel enterprises on literary empty grounds, moreover, they had to provide all necessary infrastructure for themselves. Since this first-generation transnationalization was so expensive, hotel chains soon became the frequent clients of all possible financial structures, since they were forced to initiate new investment projects one after another (Ushakov et al., 2017). For the same reasons, those hotel chains which were belonging to automobile concerns or retails networks, found themselves in a much more convenient and easy situation since their “parents” (for example, as in the cases of “Le Meridien”, or “Sheraton”) were establishing own hotel chains to reach synergy effect due to the fact that both core business and auxiliary one often had a lot of same clients (thus, their client platform became only stronger). Additional synergy was reached in these cases also due to common methods of management, similar technologies in use, etc. Many industrial and especially trade corporations today are stating that during those times they somehow managed to anticipate the future tourism boom, thus, they foresaw how tourist business development could strengthen their overall stability. This was especially the case for retail trade companies since both trade and tourist services belong to the same servicing sector, thus, synergy from merging activities is higher. However, within this first-generation TNCs tour operating business and tourist agency were present only as a minor, additional component, aimed to take care of clients visiting hotels or using the services of an inside transport company. For example, many hotel chains of those times were offering their own booking services, which covered not only hotels inside the same chain but also transport tickets. Airlines were offering additionally their rooms in certain hotels (mostly inside or nearby the largest airports of Europe and the US). Since in the middle of the 20th century mass tourism was yet to emerge – there were no all-inclusive tours, or the so-called packages. Moreover, destinations for this mass tourism appeared on the geographical map of the world much later.

The key feature of the tourist corporations of the second type is much stronger role of tour operating and tour agents. The “glory hour” of operators and agents started in the early 1970s (and lasted actually not an hour, but 15-20 years) (Ushakov et al., 2017). The key precondition for the emergence and quick development of these second-generation tourism TNCs was rapid development of mass tourism as well as expansion of geographical borders in tourism. Due to significant improvements in transportation means (especially in the subsector of aircraft) as well as progress in communications, many once exotic destinations have become easily accessible for a mass tourist. First of all, these were the countries of the Middle East and Northern Africa (for the Europeans), and also the Caribbean area and South-East Asia (for tourists from the US and Canada). The tourist product from the third-world countries was much cheaper than European or American one. Also, getting to such a faraway destination point became much cheaper since aviation was developing quite intensively in terms of technologies used and in parallel to this technological competition was also developing quite successfully, thus contributing to prices’ gradual fall. All these factors provoked truly colossal growth of tourist demand for these destinations in developed countries.

Still, these newer destinations had their problems: information on vacationing and conditions in these countries was very limited and not always trustworthy; tourists demanded certain guarantees for services’ provision in full and their quality level, etc. Therefore, this newer market had a truly urgent demand for tour operating and tourist agents’ intrusion. Tourist firms working with these new destinations began to emerge in nearly all regions of Europe and America. With fairly equal rate they were accumulating both experience in organization of such trips and financial funds from these trips. Stable market demand stimulates wider spread of risky schemes in relations between tour operators and suppliers of tourist services (this is especially relevant in relations with airlines and hotel chains). In the middle of the 1980s tour operators and tourist agents were already not some sort of invisible intermediaries but the most valuable clients for many suppliers of tourist services. Active sales in the segments of tour operators and agents soon became an indirect, but still very trustworthy guarantee for the financial wellbeing of transnational hotel and transport companies. Changed conditions require from all tourist TNCs to have own and recognizable enough brand as well as well-developed agent network. Development of both requires quite significant investments which go even higher than investments in hotel and transport networks’ development.

This trend has been also stimulated by active distribution of franchising schemes in hotel business. Third countries – especially Turkey, Cyprus, Tunisia, Thailand, some of the Caribbean – have invested quite heavily (though via their private investors mostly) in the development of tourist infrastructure, construction of hotels, also building roads and providing all sorts of leisure for future tourists – from catering to entertainment (Andreeva and Ushakov, 2016). For many developing countries these were the times when international tourism became an economic priority of the state level. Expansion of hotel chains at the markets of third countries was not restrained anymore by the necessity to invest heavily, again, thanks to franchising schemes: it was enough to find an eager franchisee among the newly built hotels and make sure their internal standards comply with corporate standards of tourists’ servicing.

From those times the geographical difference has been forming between brand popularity and the presence of hotels in a particular country. Already in 1985, the number of the hotels which were nominal members of a certain hotel chain on the franchising conditions was 6,7 times higher than the number of the hotels in fact owned by the same hotel chain. Franchising also contributed to further globalization of large hotel chains: today you can book choosing between nearly identical set of hotels in all countries of the world where European and American tourists are travelling. Typical for the first generation of tourist TNCs conditions of expansion which assumed buying a hotel directly or building it from the ground level became not typical anymore: starting from late 1970s already this scheme was used only in relation to the poorest countries of the world which did not have enough own funds to construct these hotels and comply to a certain level and standards of quality. Therefore, hotel chains were now freed from previously mandatory investments into the hotel industry. Freed financial funds became to be spent to increase the performance efficiency of tour operating companies and agent networks, both being managed by hotel chains and transport TNCs. These processes have their internal logic, at least from the standpoint of consumer demand and market nature of enterprises’ functioning (Ushakov et al., 2017). Tourist TNCs started developing in the direction of tourists’ interests, since the latter were their end consumers. Taking into account the growing demand for tourist product as a complex of coordinated (in time, location and order) tourist services, emergence and further rapid growth of tour operators as well as their quick transition to being the core business of tourist TNCs seem to be quite understandable.

Besides restructuring of interrelations inside corporations, tourist TNCs of the second generation turned to the production of various additional services for their clients – tourists using the services within their vertically integrated businesses. Thus, tourist TNCs got their first car rentals, specialized media, own productions of tourist-related commodities (suitcases and travel bags, photocamera accessories, etc.). Logically enough, as the continuation of the same trend, with time, tourist TNCs also started providing their own insurance and other financial services (including travel loans, travel checks, etc.).

### **The Third and the Fourth Generations of TNCs as Macrofactors of the Tourism Sector**

Tourist TNCs of the third generations were already the corporations with quite explicitly dominating role of tour operating and agents’ network. Moreover, large enough tour operators, which previously were present at the transnational level of business thanks to their inclusion into international hotel and transport business, became now capable enough for independent transnationalization. Transition to this new form

of tourist TNCs became possible not only due to better financial condition of many tourist enterprises worldwide, but more due to the increased interest to this business from the side of both private and institutional investors. Early 1990s already witnessed the increased attention to the intangible resources of tour operators, including their brands, availability of constant client base, well-developed agent network. These factors guaranteed success for nearly any investment project within international tourism.

During the same 1990s tour operating became independently transnational sort of business, almost fully independent from hotel chains and transport enterprises. Now tour operators were able to set new directions and destinations and use their own tools of transnationalization to conquer hotel markets. Intensive development of information technologies in the same period made it possible to set sufficient connections between numerous offices worldwide along with numerous suppliers. In parallel to that, economic globalization was gradually turning to be a cultural phenomenon too, thus increasing the international cost of tourist brands manifold. Cultural globalization was also one of the major reasons for another boom in demand for mass, standardized tours, now in both developed and developing countries. These mass tours made tour operators the key player in tourism TNCs' functioning (Provalova et al., 2019).

Since late 1980s transnational tourism business stretched its expansionary tentacles also on suppliers. Motivation to increase own competitiveness on the global scale, basing on lower prices and guaranteeing good quality at the same time, stimulates larger tour operators to acquire hotel and transport companies. This means tour operators tend to demonstrate top-down (or downstream, in other words) growth. Same trend, interestingly, has been also peculiar for many transnational industrial enterprises (Movsesyan, 2001). This sort of expansion allows tour operators have minimum expenses on tourist services' production thanks to numerous extra opportunities provided by transnationalization, including transfer pricing, more efficient tax planning, business processes' optimization, etc. Moreover, exclusion of independent intermediaries (mostly suppliers) means more guarantees that tourist services will be provided timely and at the needed level of quality. Also, transnational tour operator gets additional advantages from stability growth under the conditions of multifactor dynamics of the tourist market development. To some extent, transnational tour operators could be even treated as truly independent economic agents of the global level. Tourist TNCs of the third generation had the following key distinctive features:

- they viewed the market and own competitive position on the planetary level;
- they did their research and had profound knowledge on the key competitors and the possible methods to be used in the global competitive fight;
- they were operating either on the global scale, or at least on the level of truly large regions;
- they were using a significant share from their profits on research, first of all technological one, and also on HR development and supply for all their activities;
- all their branches and representative offices were coordinated using the most advanced information technologies;
- each production within a TNC was organized in the most flexible way, its structure and methods being easily adapted to the constantly changing conditions of international production;
- all enterprises and branches are closely united within the common international network of management;
- there are integration agreements with other TNCs, also operating in the sector of tourist services' production.

Therefore, tourist TNCs of the third generation should be described, first of all, through the prism of the leading role belonging to tour operators and tour agents. Also, tour operators' expansion into the hotel businesses and transport sector should be taken into account (and this should be understood as related diversification of business activities).

Transition to yet another generation of tourist TNCs was connected with the spread of non-related diversification, which gradually became one of the key strategies of transnational companies operating in the sector in question. This non-related diversification usually meant that a parent company was buying some totally different types of businesses, with hardly any connection to tourism (Mikhailushkin and Shimko, 2005). This expansion of tourist TNCs on other types of economic activities was caused, on the one hand, by their stronger economic stand overall and their enormous financial capacities (putting it simply, they were able to sign nearly any M&A deal, regardless the sector). On the other hand, expansion was caused by the growing independence of tourist TNCs from the world markets' fluctuations which indirectly determined the state of tourism in regions and also globally. The prominent role in all business activities of the TNCs' fourth generation belongs to banks and other financial institutions. The latter have become a mandatory element within the structure of any TNC which has international transactions, especially if this TNC plans to perform M&A, engage in leasing, crediting or investment activities.

Become the norm when a mandatory element in the tourist TNCs are financial institutions that carry out international operations to absorb other companies or merge with them, leasing, lending and investing. In the fourth generation, tourist TNCs become active participants in numerous mergers and acquisitions, but not of the role of the object, but of the buyer. Having become global, tourist TNCs are consistently pursuing a strategy for the formation of large groups impoverishing production, trading and financial companies. But in addition to the economic alliances of large TNCs with each other, transnational global companies are strengthening cooperation with small and medium enterprises.

Tourism TNCs which have already become global are engaged in implementation of the strategy of large groups' formation. These groups unite production, trade/retail, and financial companies. Apart from having strategic economic alliances between themselves, TNCs also strive to strengthen their cooperation with small and medium-sized business, both at home and abroad. In particular, they tend to widen their networks of suppliers and providers by means of adding small firms which are quite successful when it comes to new technologies' introduction in tourism services' production. These smaller firms are often able to develop independently new types of tourist product and perform their promotion. These firms are also strong enough to maintain their own material and technical basis, etc. This multibranch network of subcontracts enables tourist TNCs free themselves from many minor (or not really financially meaningful) operations and functions, and thus – concentrate on the most prospective directions which often require significant volumes of investment too.

According to P. Drucker (1966), the leading American specialist in efficient management, the future belongs to the enterprises of medium size (from 200 to 400 employees). Such enterprises are small enough to remain flexible, and at the same time they are large enough for serious investments in own innovations and their implementation. Following roughly the same logic, tourism TNCs, in parallel to ongoing enlargement and diversification of activities, reject the idea of gigantomania in their productions. Thus, we can observe that the size of production units within a corporation tends to reduce, while specialization of these production units is getting narrower. In the opinions of Mikhailushkin and Shimko (2005), TNCs are "losing their weight", that is, they are becoming less cumbersome, at the same time, they are "developing muscles" – that is, they are becoming much stronger due to higher flexibility and better maneuverability.

This fourth generation of tourist TNCs also become active participants of numerous deals on mergers and acquisitions, noteworthy, not as objects of these deals, but as immediate buyers. These M&As also get a new direction – not traditional downstream, as it used to be when TNCs got the right to manage their key suppliers. Now after a M&A deal the TNC gets the right to manage new types of businesses, with their direct and immediate effect on the suppliers' performance. Consequently, TNCs themselves became the macrofactors within the external environment of the tourism sector.

## CONCLUSIONS

In the middle of the 20th century transnationalization of tourism business was caused, first of all, by the imperfections of the still forming international tourism market. Large enterprises, driven by the growth of demand for international tourist trips and functioning under the conditions of already tight competition at national markets, were forced to move to the transnational level of management with the aim to overcome the influence of such market bottlenecks as national barriers for free international trade in tourist services due to significant differences in economic, social, political, cultural, religious conditions of people's lives in different countries. Another bottleneck was related to differences between various national taxation and currency exchange regimes as well as differences in costs behind the attraction of various factors into tourist service production. Thus, the scale effect from tourist service production was seen as the means to achieve additional competitive advantages. Moreover:

- Transnationalization of tourism business started in the middle of the 20th century, thus already then with about a 50-year delay from industrial and agricultural productions.
- Among the causes for this delay we need to mention, first of all, later (than in other sectors) development of the world market, later transition of tourism into an international, then also global and mass phenomenon as well as lower investment attractiveness of foreign tourism objects due to significant potential costs of such investment projects and their narrow specialization on provision of tourist services only.
- Transnationalization of international tourism started with the emergence of hotel chains and transport companies due to the fact that these companies had (and still have) high-cost material and technical base which could have been easily resold in case of any risk.
- Foreign direct investments in the hotel business and transportation was limited for a long time, first of all, by limited opportunities for switching the specialization of tangible assets in case of an investment project's failure and its following resale.
- For the hotel and transportation sectors themselves international tourism later became an additional stimulus for further transnationalization, since tourism sector, in the middle of the 1980s, became a truly mass phenomenon, mainly due to wide spread of franchising mechanisms in it, which managed to lower the entry barriers at international tourism markets and also to minimize many risks related to transnational activities.
- Transnationalization of tourism business was covering primarily the most developed countries of the Western world. Inclusion of developing economies into these transnational processes took place slightly later, with more rapid development of transport and communications, and also due to the fact that intercontinental tourism became much more real for the many.
- The subsector of tour operators and agents entered the stage of transnationalization much later. This is because key assets of both operators and agents are mostly of intangible nature, while investors, including big international investors, started paying attention to intangible assets (such as brand or new advanced technologies, for example) quite later, mostly in the last two decades of the previous century.
- The current stage in transnationalization of tourism business demonstrates that the leading role already belongs to the tour operators which are financially most stable. Moreover, they have quite easy access to financial resources of the largest banks since the latter are often also very much interested in further enlargement of both tourist and hotel TNCs which often happens through mergers and acquisitions. As of today, the leading role at the world tourism market belongs to American and European tourism TNCs.

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