

## TOURISM IN EAST JAVA, AS A USUAL BUSINESS

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**Abstract:** Covid-19 has had many socio-cultural, economic, and psychological impacts on various tourism stakeholders. The study used in this article is a qualitative exploratory study using the phenomenological method. This study's aim is on tourism activities that took place during the covid 19 periods to the new normal was carried out through interviews and observations in 24 Malang tourism managers and 30 residents. The method used to answer the objectives is a case study that focuses on the manager and the tourism community in Malang Raya. Determination of research informants using the snowball design. At the end of the study, several adaptation patterns carried out by tourism managers were refocusing on their market segments. Following the health protocol, the manager captures local tourists to maintain the capital's liquidity; they must ensure post-crisis periods.

**Key words:** new normal, tourism business, covid-19 impact, resilience

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### INTRODUCTION

Tourism is a sector that has been affected during Covid-19 due to travel restrictions policies (Nepal, 2020). The younger generation sees this phenomenon as a period before covid and after covid (Friedman, 2020), and the Indonesian government responded with the New Normal policy (Fajar et al., 2020). Learn from the experiences of China, Hong Kong, Taiwan, and South Korea about the covid pandemic (Nepal, 2020), the condition of the tourism business is critical because many communities are threatened with losing their livelihoods in an unprecedented way (Brouder et al., 2020; Nepal, 2020; Tsao and Ni, 2016). East Java Province is one area with a high level of pandemic vulnerability in Indonesia (BNPB, 2020). On this basis, all activities related to the crowd temporarily stopped. As a result, Malang, which became a tourist barometer in East Java during the covid pandemic, stopped all tourism activities. However, entering the New Normal period, several prominent destination locations in East Java were opened in July 2020, resulting in a surge in tourist arrivals. Previous research has explained that a pandemic will impact areas that depend on the tourism sector for their livelihoods (Ioannides and Gyimóthy, 2020; Nepal, 2020; Tsao and Ni, 2016). Referring to the fact that now tourism is back and adjusted to health protocols, they make adjustments by shortening the product chain and narrowing the market coverage (Brouder et al., 2020). To fill the research gap in the tourism sector during crisis period, this research is based on the tourist experience (Cohen, 1972; Graburn, 1983; Hall-Lew and Lew, 2009). This paper aims to analyze tourism activities on the tourism barometer of East Java, Indonesia, in the New Normal Era. This approach can broaden the understanding of tourism managers' adaptation patterns during the covid 19 periods and help determine development opportunities and appropriate implementation strategies to prepare managers better.

### LITERATURE REVIEW

The Covid-19 outbreak triggered unprecedented mobility restrictions on local, regional, and global scales. The closure of many communities and the imposition of restrictions on the economy's rotation worldwide (Ioannides and Gyimóthy, 2020). If a few months before March 2020, some places get many visits (Sharma, 2020), now the place is tranquil (Kimmelman, 2020). Museums, hotels and restaurants, beaches, hiking trails, and significant events such as concerts, matches of all sizes have been postponed or canceled. Undoubtedly, the economic impact, especially on localities or even countries heavily dependent on tourism arrivals, has been catastrophic. The impact of this crisis has also affected the economies of millions of households around the world. Due to the disruption to the economy, it will be a long time before travel patterns return to pre-crisis levels. Trip cancellations also cost the transportation business a considerable cost (Ioannides and Gyimóthy, 2020). One form of business travel also affects the tourism industry. To comply with health protocols, several meetings have shifted into virtual forums and are a new norm for many businesspeople.

With the emergence of Covid-19 and the imposition of restrictions to combat the virus's spread, people are starting to think that we are entering a new era. This era built the perception that prevention efforts were more important in an economic growth plan. Others develop the perception that they will not leave their comfort zone until the crisis has passed. This situation leads us to think that there is a possibility of a post-crisis era in which tourist mobility will experience significant and long-

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term changes. For example, destinations with high population density will be avoided and areas will be preferred to areas that are relatively quiet to minimize risks (Ioannides and Gyimóthy, 2020). This new pattern will re-strengthen domestic tourist destinations as the leading destination they believe. Tourism is an activity related to travel between regions. In the Covid-19 pandemic, this character will impact the acceleration of the spread of the virus. The preliminary study states that tourism studies during this time of crisis are not only limited to how to deal with it and resume it but should also consider refocusing (Sigala, 2020). The tourism recovery and refocusing strategy during this crisis period were carried out in three stages, namely (1) response, (2) recovery, and (3) restart (Sigala, 2020). The response stage describes how the assessment falls within the scope of tourist motives, security, and system stability. While at the recovery stage, the study focuses on the scope of segment refocusing, system digitization, and increasing the government's role in regulating regulations. The final stage in restarting the study focuses on the scope of new tourism standards, promotions, and digital systems implementation.

During the Covid-19 emergency, tourists have experienced themselves, stories from people they know about health risks on their way. This experience had a significant impact on their attitudes, intentions, and future travel behavior. Preliminary studies show that traumatic experiences will impact behavior (Baxter and Diehl, 1998). This study provides a view of understanding the behavior and attitudes of tourists. Trauma to the risk of exposure to covid-19 can be reflected in preliminary studies examining the pandemic's impact on tourism motives. Travelers perceive trauma as the risk of being exposed to a pandemic that will impact decision-making processes, future intentions, and segmentation profiles (Aliperti and Cruz, 2019; Araña and León, 2008; Dolnicar, 2005). Another study also interpreted the impact of tourists' perceptions of local managers' readiness in times of crisis on their travel intentions (Pennington-Gray et al., 2014).

The preliminary study is an essential consideration for predicting future tourism demand and developing an appropriate recovery strategy (Rittichainuwat, 2013). These considerations can differ based on tourists' characteristics, which include factors of origin, destination, age, gender, and different travel typologies (Rittichainuwat, 2013).

However, crisis information communication, and social media, which are essential variables in this digital era, seem to have wholly neglected the impact (Sigala, 2020). Tourists have the right to know about the factual crisis conditions for their consideration in planning a trip. Information about vaccine developments can also provide a sense of security and benefit the tourism business (Sigala, 2020). The implementation of large-scale social restrictions aims to reduce the risk of spreading Covid-19. These restrictions include reducing social contact, avoiding crowds, or minimizing travel. During the restriction, people looked for the antidote to travel longings and became accustomed to virtual services. This pattern reflects the increasing digital consumption as a sign of resetting values in their lives (Pieters, 2013). In order to meet the demands of a new value reorientation in society, tourism managers are competing to ensure the safety of employees and customers, brand image, and the sustainability of their capital. To start over, tour operators are redesigning travel experiences to orientate towards smaller tourist groups, outdoor activities, and personal experiences according to distance restrictions and social gatherings, and tourist expectations (Sigala, 2020). They raise hygiene standards by adopting new standards. To fulfill this, some of them have collaborated with local health offices to ensure the multiplication of new operating standards. On this basis, many tour operators promote the hygiene standards of their tours.

Restaurants, hotels, airports, public spaces re-engineer their operations to make them contact-free or contactless or more e-transaction-oriented (Sigala, 2020). The new operating standards that are enforced refer to health protocols, such as the availability of disinfectants, hand sanitizing equipment, and front officer standards. The government also participated in tourism management during this time of crisis. The government feels responsible for the restrictions imposed and impacts tourism activities (Sigala, 2020). Provision of stimulus and intervention packages (e.g., tax breaks, subsidies, deferred payments) to ensure the continuity and continuity of tourism managers and their workers.

## METHODOLOGY

The study used in this article is a qualitative exploratory study using the case study method. The study's focus on tourism activities during the covid 19 periods to the new normal period was carried out through interviews and observations in 24 Malang tourism managers and 30 residents. These methods are suitable for explaining how tourists experience an impact on tourism managers' responses in crisis periods (Ioannides and Gyimóthy, 2020; Nepal, 2020; Tsao and Ni, 2016). The interactive analysis model is used for continuous data collection, starting from the data collection stage, data presentation, data reduction, and concluding (Neuman, 2013). This model enables iterative data mining that aims for in-

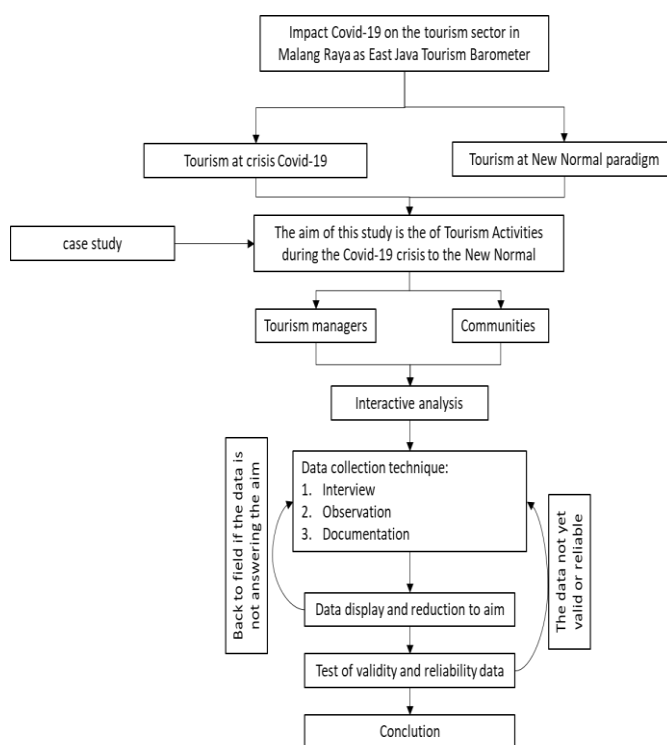


Figure 1. Research flowchart diagram

depth and accurate data interpretation (Figure 1). The background of the research location covers the area of Malang Raya (Malang City, Batu City, and Malang Regency). The first research is focused on the Batu City, a tourist reference for residents in industrial areas such as Surabaya Raya, Pasuruan, Probolinggo, and western areas of Malang, such as Kediri and Blitar. The next research area's focus is the southern Malang area, with marine tourism as its main attraction.

Determining the subject uses a snowball design, which begins with interviews with tourist visitors in Batu City. Interview data scrolls to other destinations to capture different points of view on several types of tourism.

## **RESULT AND DISCUSSION**

### **Impact Covid 19 to Tourism and Regional Economic**

Tourism has an essential role in several countries in the world. Tourism has great economic potential; this encourages many tourist destination countries to develop the tourism sector into a more comprehensive (international) market to attract more tourist visits to their countries. Tourism is believed to be able to encourage local economic growth. The impact of tourism on economic growth can occur in several ways. Tourism increases regional income, which can be used to provide essential community facilities (Croes, 2014). Increasing tourism will encourage the development of other industries in the economy through linkages between sectors, increase employment and income, and encourage technology spread (Haryanto, 2020). Travel for recreation or recreation is the leading destination for tourists in all regions of the world. Then, visit friends and relatives for health and religious, and business and professional purposes. Europe, Asia - Pacific, and America are the reference points for international tourism arrivals (UNWTO, 2020a). The arrival of international tourists has a significant direct & indirect economic impact on the economy in great numbers (WTTC, 2013). However, Covid-19 was caused by acute respiratory syndrome coronavirus 2 (SARS-CoV-2) and first identified in Wuhan, China, in December 2019 to have a global impact, especially in the tourism sector. To reduce the spread of this pandemic, several countries have imposed large-scale social restrictions limiting international travel, banning all foreign visits; travel restrictions to places with confirmed cases (Haryanto, 2020). Other restrictions, such as suspending all commercial international flights, all travelers subject to a 14-day quarantine, and all visa operations suspended (Bloomberg, 2020), even Europe has closed 93% of its borders for international tourism (UNWTO, 2020b). It is estimated that this pandemic's impact on the world economy will result in a decline of 3% (IMF, 2020). The global economic decline is due to the decline in economic turnover in the tourism sector. The suspension of international flights caused international flights to fall by more than half (Haryanto, 2020). Many airlines have implemented a seat distance policy between passengers to reduce passenger capacity (IATA, 2020).

The covid 19 pandemics has caused a 22% drop in international tourist arrivals during the first quarter of 2020 and could decline by 60% -80% throughout 2020 (UNWTO, 2020b). The latest data from the UNWTO show that tourist arrivals in March fell 57% after restrictions were implemented more broadly; this translates to a loss of 67 million international arrivals and an estimated US \$ 80 billion in revenue (exports from tourism). If this decline continues to 80% compared to 2019, it is estimated that foreign tourists will fall by 850 million to 1.1 billion, loss of export revenue of US \$ 910 billion to the US \$ 1.2 trillion, risky jobs of 100 to 120 million (Haryanto, 2020). This condition was also found in Malang Raya; the Association of Indonesian Hotels and Restaurants (PHRI) Malang City stated a significant decrease in the number of tourists from March to June and a sluggish market during entry to New Normal (Cahyono, 2020).

### **Learn Economy Resilience in Tourism Industry in Other Sites**

The consequences of the global scale limitation caused by the COVID-19 crisis have baffled many practitioners, policymakers, and researchers (Miles and Shipway, 2020). Hall (2015) predicts that there is a possibility of a global pandemic that will have interrelated social, cultural, psychological, and economic impacts and lead us on unexpected paths. While there is growing speculation mainly in the mass media that a global pandemic could trigger radical changes in market behavior, studies show that the tourism industry is usually on a comeback (Ioannides and Gyimóthy, 2020). The study shows that the sector has extraordinary resilience to mitigate sudden disruptions in demand or supply (Novelli et al., 2018).

The case of the SARS epidemic in the early 2000s in China caused a drastic drop in tourist visits, but the destination quickly recovered (Zeng et al., 2005). Other examples include Thailand and Sri Lanka, which were devastated by the massive tsunami in the Indian Ocean in 2004; the government used the disaster as an opportunity to reorganize its territory, leading to new large-scale developments that quickly attracted international visitors to return (Cohen, 2011). If a tour is suddenly delayed due to something, such as a volcanic eruption or a terrorist attack, the travel agent will usually compensate by changing to another destination that offers similar attractions and facilities (Ioannides and Gyimóthy, 2020).

The impact of these mobility restrictions affects the sustainability of sectors related to transportation, such as tourism. Tourism sustainability is related to actors' resilience and adaptive capacity who can offer recovery options (Engle, 2011; Keskitalo, 2008; Tsao and Ni, 2016). In this case, the Covid-19 crisis could trigger the emergence of new business models and revenue strategies. Innovative and adaptive capabilities play a crucial role in post-crisis recovery (Engle, 2011); however, many tourism businesses suffer from a lack of innovation (Hjalager, 2002; Sundbo et al., 2007).

Small-scale tourism operators who are considered to be a vulnerable part have been shown to respond to the crisis with a more flexible way of supporting their communities (Domenico et al., 2010). Previous research has shown that rural tourism has better recovery prospects than urban tourism (Johannisson and Olaison, 2007). Tourism in rural areas can have a better recovery than in cities due to differences in their production chains. Rural tourism tends to have a shorter supply chain in its tourism activity component, so that it needs less cost. This condition contrasts with tourism in cities with longer supply chains, resulting in higher economic needs. In the case of Covid-19, cities with densely populated conditions are considered to have a greater risk of being selected as tourist destinations. Tourists choose villages that have a lower population density. This condition increases its competitiveness as a tourist destination. Learn from the experience of

epidemics that have occurred and how they are handled; for example, SARS was in the last case. Generally, this recovery is assisted through government intervention in making their environment attractive to investors through a series of incentives (Brouder, 2020). The Indonesian government prepares an aid package rolled out in stages to ensure economic sustainability, including the tourism sector (Trevell News, 2020). An example is a case in the Mediterranean region; because tourism is a strategic economic sector, the European Union devotes about a fifth of the COVID-19 funds for tourism (Nicolas, 2020). On a global scale, interventions like these aim to keep the capitalist market's logic alive (Fletcher, 2011).

**New Tourism Paradigm in Malang as East Java Tourism Barometer**

Malang became one of the destinations for foreign and local tourists before Covid 19. The variety of destinations and experiences this region offers is a factor for a tourist attraction (Purnomo et al., 2018; Rahmawati et al., 2020). The pattern of visits varies from short visits to long-term visits (Table 1) because apart from being a tourist area, Malang is also a reference for higher education in Indonesia. Most of the characters of tourists who come to Malang are those who are interested in the cultural form and natural beauty of the mountains, with the peak of the visit in the middle of the year (Figure 1). Those who have a taste and try character stay in Malang City and get offers from the inn manager to make a short one-day visit to Bromo-Tengger-Semeru National Park or Batu City. Some tourists also consider visiting the beauty of the south coast along the Malang Southern Crossing Route to become natural tourism.

Table 1. Tourism Typology in Malang (Source: Purnomo et al., 2018)

International Tourists: the majority come from Malaysia, and the rest from Singapore, Taiwan, Australia, and several European countries			
No.	Psychographics	Segmentation	Trends
1	Focus on enjoying the local culture	Retirement, Cocoon Travelers, Family Trip	<ul style="list-style-type: none"> <li>• Online booking</li> <li>• Travel agents facilitate the provision of accommodation</li> <li>• The natural beauty and culture of the people as the main attraction</li> <li>• Excavation of destination information through magazines, websites, or newspapers and completed with reviews of tourist destinations</li> <li>• Time and experience-oriented travelers</li> </ul>
2	Focus on natural beauty	Single, Young travelers	
3	Those who travel based on specific and detailed information	Cocoon Travelers, Retirement	
4	Those who want to explore	Taste and Try	
5	Group trip	Field study, Family, Retirement, Honey Mooners	
6	Focus on documenting the natural beauty of local culture	Single, Young travelers	
Local Tourists: the majority are students who are currently studying in Malang City, and the rest are from Java (Jakarta), Bali, Kalimantan, and Sumatra			
No.	Psychographics	Segmentation	Trends
1	Focus on enjoying the local culture	Single, Young travelers, Family Trip	<ul style="list-style-type: none"> <li>• Online booking</li> <li>• facilitated by a travel agent</li> <li>• The natural beauty and culture of the people as the main attraction</li> </ul>
2	Focus on natural beauty	Single, Young travelers	
3	Those who travel based on specific and detailed information	Cocoon Travelers, Retirement	
4	Focus on documenting the natural beauty of local culture	Young travelers, Single, Honey Mooners	

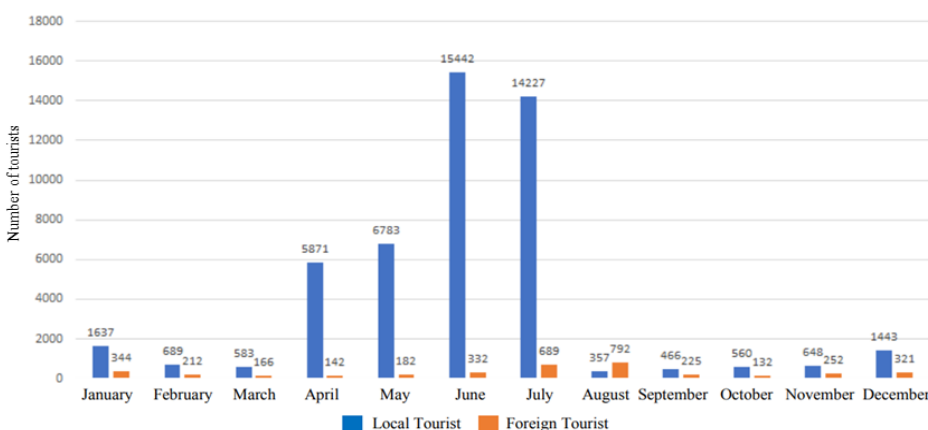


Figure 2. Number of tourists visiting Malang (in thousands) in 2019 (Source: Purnomo et al., 2018)

Large-scale social restrictions imposed from March to July 2020 paralyzed the tourism sector and affected tourism workers. However, amid this sluggishness, a bottom-line approach will provide opportunities for tourism sustainability through strengthening a more resilient and sustainable local economy (Cooper and Alderman, 2020). Redeveloping the focus of tourism on the pattern of short visits will accelerate economic regeneration (Milne and Ateljevic, 2001). The strategy used by Malang as a tourist destination is to focus on

attracting local tourists to restore and secure an economic safety net (Figure 3). At this stage, the manager applies a policy to refocus the market segment by adjusting the main attraction of the tour. The aim is to consider how to adapt to the new tourism pattern to accelerate and ensure its sustainability (Nepal Decree, 2020); therefore, they focus more on quality tourists (Nepal and Karst, 2017). For local tourists, this new normal policy is considered a cure for their burnout during the quarantine period. In the study of the sociology of tourism, the need for individuals to pursue their fantasies through personal travel is the basis for explaining how to motivate travel (Maslow, 1954) their needs are built from a taste for new experiences outside the familiar environment. Beard and Ragheb (1983) explains the components of motivation including (1) intelligence (to explore information and design trips, (2) social (including individual networks to gain influence or

information), (3) competence (ability to manifest), and (4) ability to avoid (the desire to get away from the routine.) Simplify, Pearce and Butler (1993), are linking the hierarchy of needs with tourism categories (Figure 4)

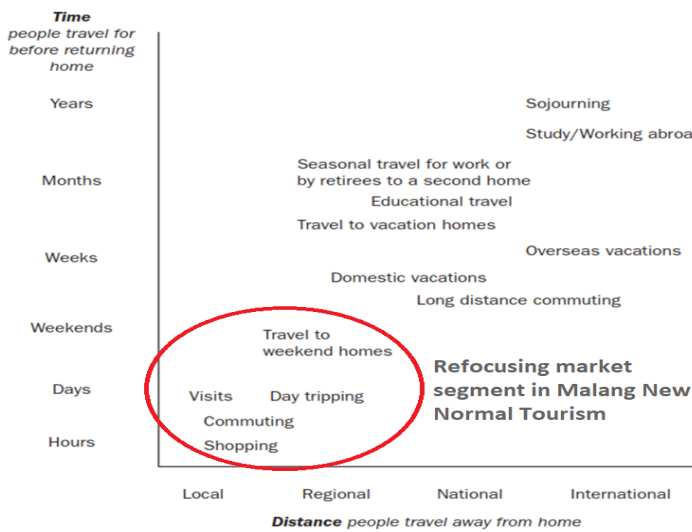


Figure 3. Tourism Typology of New Normal Tourism in Malang (base on Hall-Lew and Lew, 2009 Tourism Typology)

Maslow's Hierarchy of Needs		Travel career ladder (types of holidays)
5. Self-actualisation	Creativity, personal fulfillment, spontaneity	Lifelong dream vacations, meditation retreats
4. Self-esteem	Confidence, respect of others, satisfaction	Special interest tours, volunteer tourism, hard adventure travel
3. Affection and belonging	Social membership, avoiding alienation	Reunions and re-connections, roots and genealogy tours
2. Personal safety	Protection from elements, disease, fear	Guided soft adventure tours, ecotours, slum tours
1. Basic physiology	Oxygen, food, water for basic survival	Relaxation, spas, beach holidays

Figure 4. Basic human needs and the travel career ladder (adapted from Maslow, 1954; Pearce and Butler, 1993)

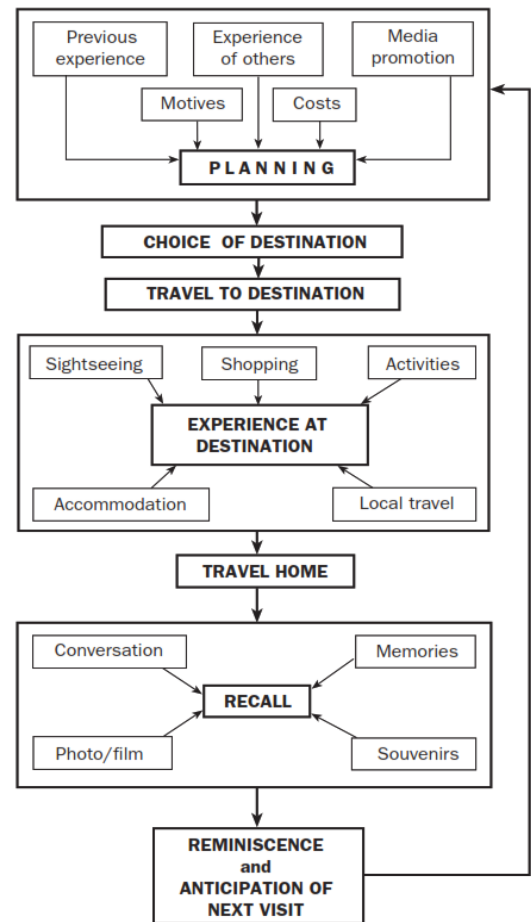


Figure 5. Structure of the tourist experience (Adaptation from Cohen, 1972; Graburn, 1983; Hall-Lew and Lew, 2009)

Although Malang has reopened its tourism, several restrictions still apply to the tourism access component. Restrictions are still being applied to public transportation such as planes, buses, and trains. Therefore, in the New Normal phase, there is a tourism gap, which was initially accessible by all parties to be exclusive to those who have private vehicles (Brouder et al., 2020). However, on the other hand, this limitation becomes an opportunity for the physical environment of the tourist destination to recover the pressure from the number of tourist visits (Nepal, 2020). On the side of tourism workers during the covid quarantine period, 19 experiences of solidarity emerged for those affected. Support for businesses developed to survive the quarantine period strengthens local economies (Brouder et al., 2020). This pattern is essential for the resilience of the tourism business when difficult times return (Brouder et al., 2020; Nepal, 2020). During a pandemic, the meaning of tourism increases from merely carrying out other routines to becoming experience-seeking trips. Cohen and MacCannell (1973) discusses travel motives for getting new experiences which define the phase in which tourists build their tourism experience which consists of five stages, namely (1) Planning, (2) Travel, (3) Experience at the destination, (4) Returning trips, and (5) Experience withdrawal (Figure 5). This stage explains the surge in tourists in Malang during the New Normal covid 19 period.

During the quarantine period, they are busy surfing in cyberspace, so it is possible to open up memorabilia such as photos or just chat with friends to fantasize about traveling. When the quarantine period ends, the enthusiasm to travel as a form of revisiting travel experiences or seeking new travel experiences is high. This factor has led to an increase in the number of local tourists visiting the area where they live. However, politically, the government is still reluctant to support the recovery in this sector fully. The government still categorizes tourism as one of the sectors with a high risk for the spread of covid 19. This condition illustrates the irony of the position of tourists as a driver of the local economy. Tourists are in a great position when it brings positive benefits but throw it away when there are negative issues (Pung et al., 2020). Some countries even carry out policies based on geopolitics, such as European countries that temporarily limit travel to China (Brouder et al., 2020).

Covid 19 provides an opportunity for the tourism industry to stop for a moment and consider what it wants from post-covid 19 tourism. This condition provides an opportunity to not only focus on the economy but also the socio-cultural and environmental aspects of the industry (Ateljevic, 2000). For example, the industry needs to act actively in protecting the environment (Crossley, 2020). In this context, we may ask how in post-lockdown world tourism will be rebuilt in a crippled global economy? Two problems come to mind: first, the economic imbalance between developed and developing countries; and second, each policyholder has its tourism agenda. However, in developing countries, the government may still expect foreign tourist visits from developed countries to benefit the economy (Brouder, 2020). In Malang, the new normal concept in

the tourism sector carries the theme of regenerative tourism development. Local tourists are getting to know the tourism potential within their reach and are starting to consider taking part in promoting it on social media. This effort will assist tourism managers in regional economic development. This development is generated from economic benefits channeled towards the fulfillment of necessary facilities such as road networks, basic sanitation, and increased local economic income (Lee and Jan, 2019; Purnomo et al., 2020). From a spatial study, the distribution of covid 19 is not evenly distributed throughout the East Java region. Growth centers that have a more dense interaction intensity, such as in Surabaya Raya, which includes Surabaya, Sidoarjo, Gresik, and Mojokerto, have developed a new type of tourism (staycation) for them to isolate themselves from environmental pollution. This tour is more exclusive to those who can access lodging and can do work online. This tour dates back to the 19th century when aristocrats fled the polluted city to recuperate in a spa or resort run by the kingdom (Lapointe, 2020). While they left the city, nature would naturally restore themselves to their original state (Crossley, 2020). During a staycation, tourists will interact more with the local community and build a more immersive experience (Brouder, 2020). This experience will build thoughts about how they view the balance between industry and the environment in their home environment. The reduced intensity and number of tourists will provide temporary rest periods in tourist activities, indicating the possibility of innovation for good on a larger scale (Brouder, 2020). The process is not a new normal, but normalization (Ateljevic, 2020). This effort will take root and become a new value after the critical period (Crossley, 2020).

At this moment, Covid-19 has given the tourism industry a chance to reset it. The travel sector, as a complement to tourism, has an opportunity to shift its attention from random development to development that positions itself as a significant partner in contributing to sustainability (Nepal and Karst, 2017); this requires several essential steps such as:

1. Reorienting the travel service segment, which is a note in this crisis, is that people will tend to avoid crowds in confined spaces and tend to choose outdoor tours that are considered safer. Improvement of infrastructure and services, especially in the aspects of hygiene, sanitation, access to health services, and clear and transparent health information.

2. Learn from the calm period during covid, which can provide opportunities for nature to recover. We are increasingly aware that tourism puts significant pressure on the environment; therefore, we are obliged to zoning a limited area that is not converted into a tourist area as a buffer zone. Therefore, we need to build sustainable tourism practices.

## CONCLUSION

Covid-19 has had many socio-cultural, economic, and psychological impacts on various tourism stakeholders. The impact also differs for each manager based on segment, accommodation, attractions, the scale of services, location, and management. Likewise, the impact on the demand for tourism is very heterogeneous, for example, those with recreational, business, group, independent, and particular interest purposes such as religion.

At the end of the study, several adaptation patterns carried out by tourism managers were refocusing on their market segments. Following the health protocol, the manager captures local tourists to maintain the capital; they have to ensure post-crisis periods. Through this crisis period, they know how to make a more sustainable management strategy in order to guarantee their industry in the future. Covid-19 tourism research should reveal the impact of covid-19 and provide enriched explanatory power about the roots of these differences with the scope to examine suggestions on how to deal with the negative impacts it has on various managers. Assessment of affected groups such as tourism officials, local communities, tourism entrepreneurs, and tourism education (academics, students, and similar institutions) is also needed.

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