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Gdansk University of Physical Education and Sport, Poland
Faculty of Tourism and Recreation
ul. Kazimierza Górskiego 1, 80-336 Gdańsk, Poland

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410087, Oradea, Romania, Phone/fax: +40 259 408 475 e-mail: gtg.uoradea@yahoo.com

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THE COMMUNITY-BASED TOURISM AT THE TOURIST VILLAGE IN THE LOCAL PEOPLE'S PERSPECTIVE

I Made Darma OKA*
State Polytechnic of Bali, Tourism Department, Bukit Jimbaran, Bali, 80361, Indonesia, e-mail: madedarmaoka@pnb.ac.id

Ni Gst Nym Suci MURNI
State Polytechnic of Bali, Tourism Department, Bukit Jimbaran, Bali, 80361, Indonesia, e-mail: gustinymsucimurni@pnb.ac.id

I Putu Sudhyana MECHA
State Polytechnic of Banyuwangi, Tourism Department, Banyuwangi, East Java, Indonesia, e-mail: sudhyanamecha@poliwangi.ac.id

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Abstract: This study aims to analyze the implementation of community-based tourism (CBT) at the tourist village in the local people's perspective. The data were collected through observation, interview and library research. The key informant was local community who understands implementation of CBT at tourist village, with total 200 respondents. The result shows that the CBT has been well implemented at tourist village. The community perceives that, among the 20 statements mentioned in questionnaire, 2 items show that the local people's perception is very good and 18 is good, meaning that CBT have economically, socially, culturally, environmentally, and politically contributed to them. The test result of the CFA shows that 5 factors have significantly contributed to the implementation of the CBT at tourist village. The result of each variable shows that 19 variables have contributed significantly, only one has not significantly contributed.

Key words: implementation, community-based tourism, tourist village, local people, perspective

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INTRODUCTION

The existence of the tourist village in Bali cannot be separated from the high motivation of the local community to contribute to the village development. The higher motivation of the local people, the greater of their participation to the management of the tourist village will be. Their motivation to get involved in the village activities contribute to the success that they will achieve (Meyliani and Rizky, 2018; Putra, 2019). Therefore, their motivation is the main factor contributing to the development of the tourist village. The local people's motivation to manage the tourist village highly contributes to the image of the tourist village, which is then the basic capital for making it a sustainable destination in the future and determines its continuity. Every tourist village attempts to develop the positive image and minimize the negative image (Labato et al., 2006; Putra and Pitana, 2010; Oka and Darmayanti, 2020). The image and sustainability of the tourist village does not only depend on the human resources but also on the extent to which the management can make use of the strengths and opportunities it has and minimize the weaknesses and challenges it faces. In the development of the sustainable tourism, the main thing to which attention should be paid is the local people's participation. It is absolutely needed as the local community is the owner. The community is obliged to control the management and to receive significant proportion generated by the touristic activities (Trejos and Chiang, 2009). However, the local community is less empowered and tends to be the object of the development of the tourist village (Budiasa and Ambarawati, 2014).

The intrinsic obstacle of the CBT is the dependence on the government's top-down political system and limited formal education-related knowledge. The local people expect that they are prioritized in the development of the tourist village to make them more motivated to be responsible for maintaining and perpetuating every potential they have. The local people can be empowered by optimizing three strategies, they are: educating them; accompanying and giving them with the skill of hospitality; and implementing sustainable marketing involving the stakeholders (Junaid, 2021; Astawa et al., 2019). The role played by the related stakeholders is highly needed in the development of the tourist village. Principally, the goal of changing a village into a tourist one is developing it uniqueness which can be developed into a tourist attraction that can empower the local people. Therefore, the elements of the natural and cultural strengths should be optimized in order to develop the tourist village sustainable economically, socially, and environmentally. On the one hand, the development of the rural tourism is intended to develop the natural, social and cultural potentials which can give economic contribution to the local people; on the other hand, the skills that the local people have to develop the tourist village are limited (Sadia and Oka, 2012; Oka et al., 2019; Winia et al., 2019; Darmayanti et al., 2020). This is one of their weaknesses and a challenge which has to be anticipated in the development of the sustainable tourist village. The researchers who have investigated the CBT developed

* Corresponding author

in the rural areas from the view of the stakeholders state that the development of tourism has improved the local people's awareness of conserving their culture and environment, and their economy (Kayat, 2008; Hidayah et al., 2019; Utama and Trimurti, 2019). But, not all of the stakeholders play important roles in the development of the rural tourism (Putra, 2019). Those who are academicians and social entrepreneurs play fewer roles in the development of the rural tourism. The strategy of collaborating the stakeholders are needed to effectively empower the local people to make them feel the benefit of the development of the tourist village (Ansell and Gash, 2008; Utomo and Satriawan, 2017). The development of the CBT is an alternative focused on the attempt made to help the economically weak local people (Saayman and Giampiccoli, 2016).

The development of the CBT in the tourist destination can be viewed from 5 factors; they are economic, social, cultural and environmental factors (Suansri and Yeejaw-haw, 2013). The economic motivation and the desire of improving the social status have inspired the local people to get involved in the touristic activities (Sutrisna, 2011). The internal factors (education, family economy) and external factors (social environment, social status) have inspired the local people to get involved in the touristic activities (Winia et al., 2019; Darmayanti and Oka, 2020). The local people's dependence on the government's politics has hampered the implementation of the CBT. However, their strong motivation to change the paradigm they have using the strengths they have to achieve what they want through the management of tourism can anticipate this. Based on what is described above, this article is intended to analyze the implementation of the CBT in the development of the tourist village in the local people's perspective. In addition, this article is also intended to analyze the factors affecting the local people's perception of the implementation of the CBT in the tourist village. This research is important to explore the perception of the local people about the implementation of the CBT. It is expected that the related stakeholders can issue a policy siding with the local people based on what their perception of the implementation of the CBT.

LITERATURE REVIEW

CBT is closely related to sustainable tourism development. Community participation in tourism planning is more emphasized than tourism products or industry. Several authors have tried to define the term and inevitably create confusion about the true meaning of the term (Saarinen, 2006). Widely accepted definition of sustainable tourism development, stating that it provides guidelines and principles used in all types and forms of tourism including CBT (Ndlovu et al., 2011). This makes CBT an integral component of sustainable development because it requires that the economic, social and cultural benefits for the community are continuously enhanced and their impacts assessed for the benefit of present and future generations. However, the conceptualization of sustainable tourism development has failed to address the problem of rural tourism development (Halstead, 2003). This term has been redefined to suit individual needs which has lost its meaning and is used as a marketing tool to promote market growth rather than incorporating sustainability principles into tourism development. Competitiveness and sustainability are the basis for the successful performance of CBT. Competitiveness is demonstrated by CBT's ability to attract and retain customers through proper marketing and providing quality services and experiences. Sustainability, on the other hand, is the ability of the CBT to ensure that its resources are conserved through demand management, resource management and equitable development. Therefore, CBT must generate individual and collective benefits for community members (Simpson, 2008; Utama and Trimurti, 2019) which must exceed the costs for all involved and offset the resulting tourism impacts (Novelli and Gebhardt, 2007).

The concept of CBT first appeared in (Murphy, 1985) work dealing with the relationship between tourism and its management by local communities in developing countries, a question that was answered again by the same author in 2004 (Murphy and Murphy, 2004). Apart from these two studies, there have been several research investigations analyzing the relationship between tourism and local communities (Richards and Hall, 2000). The CBT concept puts forward new research paths and opportunities for tourism development that integrate with other existing research avenues. It means the local communities need to be involved in tourism planning and management for three basic reasons: enabling people to adapt to change, and ultimately opening up the community mentality because communities are part of the tourism product. The scientific literature documents CBT projects in Asia (Harrison and Schipani, 2007; Manyara and Jones, 2007; Okazaki, 2008; Kibicho, 2008; Trejos and Chiang, 2009). CBT is characterized by the fact that the communities have control over tourism management and receive most of the benefits generated by these activities (Trejos and Chiang, 2009). Thus, this kind of tourism has emerged as a possible solution to overcome the negative impacts of mass tourism in developing countries, thus at the same time becoming a social organization strategy for local communities. The main theme of CBT is integrating food and accommodation services, ancillary services, and tourism management through the community itself. Further basic characteristics should be subsystems that are interconnected with other subsystems (such as education, health, infrastructure and environment), presentation of sustainable development projects managed by communities and linkages between local communities and tourists (Cioce et al., 2007; Oka et al., 2021).

MATERIALS AND METHODS

The qualitative and quantitative data are used in the current study, which was conducted at four tourist villages in Bali; they are (1) Serangan tourist village, (2) Kaba-kaba tourist village, (3) Tista tourist village, and (4) Bongan tourist village. The data were collected through observation, interview, and library research. The study was conducted from 2019 to 2020. The informants from whom the data were obtained were those who understand the implementation of the CBT in each tourist village. The key informant was determined using the purposive sampling method. The informants (the community's leaders, management and employees) were deeply interviewed. The data were compared to the local people's perception of the implementation of the CBT. 16 informants (4 from each village) were interviewed. A number of questionnaires were distributed to the local people to obtain the local people's perception of the implementation of the CBT. The questionnaires were spread using the stratified random sampling method. The number of samples was determined by referring to what is proposed by Solimun (2002) that the appropriate number of samples to explore at least 5-10 times the number of variables. The study involves 20 variables; however, the samples include 200 respondents (50 from each village) coming from the working age population in order to be more representative. The descriptive quantitative method adopted from the *Likert* scale was used. The research design is restricted to the qualitative explanation of the implementation of the CBT at the village using the qualitative and quantitative analysis of the assessment made by the local people.

The respondents were requested to fill out the questionnaires, through which their perceptions of the five factors of the CBT was assessed using the score ranging from 1 to 5 which was then analyzed using the *Likert* scale (Suansri and Yeejaw-haw, 2013). Kusmayadi and Sugiarto (2000) state that the *Likert* scale is an instrument used to measure people's opinion ranging from highly positive to highly negative to show the extent to which they agree or disagree with the statements written in the questionnaire. The results of the measurement were analyzed using the scale 4.20-5.00 (very good), 3.40-4.19 (good), 2.60-3.39 (fair), 1.80-2.59 (poor), 1.00-1.79 (very poor). It is expected that the results of the measurement can reveal the people's perception of the implementation of the CBT at the tourist village comprehensively. Then, the Confirmatory Factor Analysis (CFA) was used to prove whether the local people's perception of the implementation of the CBT was significantly influential or not (Timothy, 2015). The local people's perception of the implementation of the CBT at the tourist village was made in the form of variable X_1 to X_{20} derived from the five factors already determined. The 5 common factors, namely the economic factor (F_1), the social factor (F_2), the cultural factor (F_3), the environmental factor (F_4), and the political factor (F_5), which had been already determined led to several results of confirmation test. The factors and variables contributing to the local people's perception of the implementation of the CBT at the tourist village could be identified through this factor analysis.

RESULTS AND DISCUSSION

Talking about tourism cannot be separated from both the indirect and direct positive and negative impacts on the local people's life. This study is intended to analyze the implementation of the CBT at the tourist village in the local people's perspective. In the analysis of the implementation of the CBT at the tourist village, five factors are classified based on what is proposed. The characteristics of the respondents are discussed as follows (Suansri and Yeejaw-Haw, 2013):

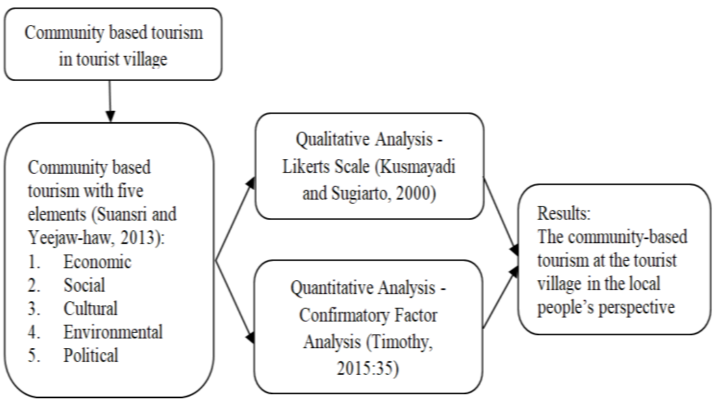

Figure 1. Methodology design

Table 1. The Respondents' Characteristics
(Source: Result of the study)

No	Criteria		Frequency	Percentage
1	Age-based Group	18-26 years	57	28.50
		27-35 years	47	23.50
		36-44 years	45	22.50
		45-53 years	33	16.50
		≥ 54 years	18	9.00
	Total		200	100.00
2	Sex	Male	117	58.50
		Female	83	41.50
		Total	200	100.00
3	Marital Status	Married	131	65.50
		Single	69	34.50
	Total		200	100.00
4	Occupa-tion	Civil Servants	22	11.00
		Private Employees	42	21.00
		Farmers/Fishermen	66	33.00
		Laborers	43	21.50
		Housewives	27	13.50
	Total		200	100.00
5	Education	Elementary School	0	0.00
		Junior High School	31	15.50
		Senior High School	77	38.50
		Diploma 1, 2, 3	65	32.50
		BA, MA, Ph.D	27	13.50
	Total		200	100.00

The results and discussion about this study used the concept of CBT which is mentioned 5 factors that must be applied in the development of tourist villages (Suansri and Yeejaw-haw, 2013). The five factors are: the economic, social, cultural, environmental, and political factors. Furthermore, data analysis is carried out by combine both qualitative analysis (likert scale) and quantitative analysis (CFA) so the local people's perception of CBT implementation in tourist villages are obtained. The steps in data analysis can be presented, as follows:

1. The Respondents' Characteristics

The existence of the respondents' characteristics is viewed from 5 criteria; they are: age, sex, marital status, occupation, and education (Table 1). Based on the age-based group, those who assessed the implementation of the CBT at the tourist village dominantly ranged from 18 to 26 years of age (28.50%), followed by those ranging from 27 to 35 years of age (23.50%) and those ranging from 46-44 years of age (22.50%). This indicates that the young people at the tourist village seriously pay attention to the development of tourism at their villages. They are aware that they are the next generation of the tourism developed at their respective village. Viewed from the sex-based group, 58.50% are male and 41.50% are female. Viewed from the marital status-based group 65.50% are married and 34.50% are single. Seen from the occupation-based group, 33.00% are farmers/fishermen, 21.00% are private employees, 21.50% are laborers, 13.50% are housewives, and 11.00% are government civil servants. Based on the level of their education, 38.50% are senior high school graduates, 32.50% are diploma graduates, 13.50% have completed undergraduate program, and 15.50% are junior high school graduates.

2. Validity Test and Reliability Test

It is expected that the results of the validity and reliability tests can be statistically used to measure the validity and reliability of the variables. In the initial stage the questionnaires were distributed to 30 respondents and the external validity test the samples tested total more or less 30 (Sugiyono, 2014). The result of the validity test conducted in the current study shows that the 20 questions of every variable indicator used in the questionnaire can be stated to be valid as the value of count r is >0.30. Apart from that, it is stated that if the correlation of every indicator is positive and is over 0.30, then such a factor will become a strong construct or an instrument with a good construction validity. In this current study the validity test was conducted using SPSS 17 for windows for every item of statement in the questionnaire classified into five factors; they are the economic, social, cultural, environmental and political factors.

The reliability test shows the extent to which a measurement can lead to the result which is not different from that obtained from the re-measurement of the same subject. The reliability test is used once when the data is taken and is used to analyze the questionnaire. The scale ranging from 0 to 1 is used with the alpha cronbach formula in which it is stated that an instrument will be reliable if the value of alpha cronbach is >0.6 which is significant (Simamora, 2001).

The test was conducted for the 5 factors, namely the economic, social, cultural, environmental and political factors. The economic factor consists of 4 items of statements; namely, the development of tourism in the rural area economically benefits the local people (x_1), the development of tourism at the tourist village can improve the local people's income (x_2), the development of tourism can create new job opportunities for the local people (x_3), the development of tourism can give contribution in the form of funds to the local people (x_4). The social factor includes: the development of the tourist village can improve the local people's social status (x_5), the local people are proud of developing the tourist village (x_6), the local people play an active role in supporting the touristic activities at their village (x_7), the local people work together to organize the touristic activities at their village (x_8). The cultural factor includes: the touristic activities at the village involve the nature and culture (x_9), the touristic activities are in accordance with the local culture (x_{10}), the impact of the western culture can enrich the local culture (x_{11}), the development of tourism at the village causes the local people to be affected by the western culture (x_{12}). The environmental factor includes: the local people are actively involved in the conservation of the rural nature (x_{13}), the local people actively maintain the environmental cleanliness (x_{14}), the conservation of the nature is a positive step taken to conserve the environmental ecosystem (x_{15}), and the existence of the tourist village can apply the principle of the environmental sustainability (x_{16}). The political factor includes: the development of the tourist village can increase the local people's participation (x_{17}), increasing the power of the local people as the management of the touristic activities (x_{18}), the development of the tourist village still guarantees the local people's rights to manage the natural resources (x_{19}), the local people are actively involved in the rural touristic activities starting from the phase in which they are planned, the phase in which they are carried out, the phase in which they are controlled, to the phase in which they are evaluated (x20).

Each factor represented by 4 items of statements above leads to the degree of significance, that is, 0.908, meaning that the questionnaire is reliable enough to be used as a research instrument. Based on the results of the validity and reliability tests, it can be concluded that the research instrument used is valid and it can produce a good moment product and is reliable as its value is relatively consistent, namely >0.60. Having fulfilled the results of validity and reliability, the current study keeps using questionnaire as an instrument. The answers given by the respondents to the statements in the questionnaire depend on their own perceptions. The result of all the data on frequency and the result of the analysis of all items are narratively and verbally described as the interpretation of each dimension as follows:

Table 2. The Local People's Perception of the Implementation of CBT at the Tourist Village (Source: Data Processed, 2020)

Factor	Variable	Option					Σ	Average	Criteria
		5	4	3	2	1			
Economic	Economic advantage (x_1)	485	244	93	14	4	840	4.20	Very Good
	Increasing income (x_2)	230	416	141	2	2	791	3.96	Good
	Opening new job opportunities (x_3)	295	360	129	2	7	793	3.97	Good
	Giving contribution in the form funds (x_4)	360	312	117	6	8	803	4.02	Good
Social	Improving social status (x_5)	315	344	114	12	7	792	3.96	Good
	Increasing pride (x_6)	280	340	111	28	8	767	3.84	Good
	Increasing role (x_7)	330	304	123	28	3	788	3.94	Good
	Improving cooperation (x_8)	300	328	156	8	2	794	3.97	Good
Cultural	Involving the nature, culture, tourism with special interest (x_9)	405	308	120	2	8	843	4.22	Very Good
	Being relevant to the local culture (x_{10})	350	324	117	4	8	803	4.02	Good
	Strengthening the local culure (x_{11})	315	368	99	8	8	798	3.99	Good
	Getting affected by the western culture (x12)	180	276	189	64	0	709	3.55	Good
Environment	Conserving the nature (x_{13})	270	276	162	34	6	748	3.74	Good
	Keeping the natural environment clean (x_{14})	195	384	138	38	0	755	3.78	Good
	Conserving the environmental ecosystem (x_{15})	305	344	120	26	0	795	3.98	Good
	Keeping the environment sustainable (x_{16})	315	280	159	28	0	782	3.91	Good
Politic	Improving the local people's participation (x_{17})	175	256	192	68	3	694	3.47	Good
	Strengthening the local people's power (x_{18})	250	276	180	34	4	744	3.72	Good
	Guaranteeing the local people's rights (x_{19})	370	320	99	18	4	811	4.06	Good
	Motivating the local people to be active in the touristic activities (x_{20})	165	320	165	50	7	707	3.54	Good

In the initial step, the scores are converted as follows: highly agree = 5, agree = 4, hesitate = 3, less agree = 2, and disagree = 1. The rating of the evaluation made by the local people of the implementation of the CBT at the tourist village is shown in Table 2.

3. Rating of the Local People's Perception

The local people's perception of the implementation of the CBT at the tourist village classified into 5 factors; they are: the economic, social, cultural, environmental, and political factors (Suansri and Yeejaw-haw, 2013). The *Likert* scale is used to measure the perception.

4. Analysis of the Factors

The result of the test of the local people's perception of the implementation of the CBT at the tourist village can be seen in Table 3, the five factors (the economic, social, cultural, environmental and political factors) used to measure the local people's perception of the implementation of the CBT at the tourist village are presented in the form of research variables, totaling 20 indicators. They are all measurable indicators and are used to measure the local people's perception of the implementation of the CBT at the tourist village. Several tests were conducted to see whether there is a correlation or not. Two of them are (a) the Kaiser Meyer Olkin Test (KMO), which is conducted to identify the appropriateness of the samples. The factor analysis is regarded as appropriate if KMO is >0.05; and (b) Barlett's test of Spericity, which is used to identify that the variables in the samples vary.

Table 3. KMO dan Barlett's test of the Local People's Perception of the Implementation of CBT at the Tourist Village (Sources: SPSS Data Processed, 2020)

No	Types of Measurement		Factors				
			Eco-nomic	Social	Cultural	Environ-ment	Politic
1	Kaiser-Meyer Olkin Measure of Sampling Adequacy		.772	.747	.619	.646	.643
2	Bartlett's Test of Sphericity	Approx. Chi-Square	255.472	199.689	123.416	199.370	236.258
		Df	6	6	6	6	6
		Sig.	.000	000	.000	.000	.000

Tabel 4. Total Variance Explaining the Local People's Perception of the CBT at the Tourist Village (Sources: SPSS Data Processed, 2020)

No	Factor	Intial Egienvalues		
		Total	% of Variance	Cumulative %
1	Economic	2.547	63.684	63.684
2	Social	2.340	58.502	58.502
3	Cultural	1.959	48.976	48.976
4	Environmental	2.213	55.317	55.317
5	Political	2.273	56.813	56.813

From the correlational matrix, the interrelation among the factors (the economic, social, cultural, environmental, and political factors) and among the variables can be identified through the appropriateness test model using the KMO test and Barlett test. Simultaneously, the appropriateness of the model used to obtain the result of 0.851 using the Bartlett test leads to the value of significance, namely 0,000. Then, the appropriateness of the model used for each factor is partially tested. The economic factor forming variable tested using the KMO test leads to the result 0.772, and that tested using the Barlett test leads to the value of significance, namely 0.000. The result of the cultural forming variable using the KMO test is 0.619 with 0,000 as the value of significance. The result of the environmental factor forming variable tested using the KMO test is 0.646 with 0.000 as the value of significance.

Table 5. The Analysis Factor of the Local People's Perception of the Implementation of CBT (Source: SPSS Data Processed, 2020)

Factor	Variable	Coefisien Corelation	Determined	Remark
Economic	Economic advantage (x_1)	0.806	>0.60	Significant
	Increasing income (x_2)	0.806	>0.60	Significant
	Opening new job opportunities (x_3)	0.800	>0.60	Significant
	Giving contribution in the form funds (x_4)	0.779	>0.60	Significant
Social	Improving social status (x_5)	0.835	>0.60	Significant
	Increasing pride (x_6)	0.798	>0.60	Significant
	Increasing role (x_7)	0.754	>0.60	Significant
	Improving cooperation (x_8)	0.661	>0.60	Significant
Cultural	Involving the nature, culture, tourism with special interest (x_9)	0.844	>0.60	Significant
	Being relevant to the local culture (x_{10})	0.669	>0.60	Significant
	Strengthening the local culure (x_{11})	0.661	>0.60	Significant
	Getting affected by the western culture (x12)	0.603	>0.60	Significant
Environment	Conserving the nature (x_{13})	0.865	>0.60	Significant
	Keeping the natural environment clean (x_{14})	0.782	>0.60	Significant
	Conserving the environmental ecosystem (x_{15})	0.773	>0.60	Significant
	Keeping the environment sustainable (x_{16})	0.506	>0.60	Not Significant
Politic	Improving the local people's participation (x_{17})	0.869	>0.60	Significant
	Strengthening the local people's power (x_{18})	0.835	>0.60	Significant
	Guaranteeing the local people's rights (x_{19})	0.659	>0.60	Significant
	Motivating the local people to be active in the touristic activities (x_{20})	0.621	>0.60	Significant

Then, the result of the political forming variable tested using the KMO test is 0.643 with 0.000 as the value of significance. The value of each factor forming variable shows that the result is >0.05, meaning that the model of analysis used for each factor forming variable is appropriate and that each contributes to the local people's perception of the implementation of the CBT at the tourist village. After that, the results of the tests are interpreted based on the values appearing from the results of analyses after the factors explored are regarded as reasonable enough to go to the model of appropriateness test. The other types of information obtained from the qualitative data source such as the information given by the informants interviewed are also included in the interpretation.

The results of all the statistical analyses and the data on frequency from all the variables are narratively and verbally described in what is interpreted from each shown in Table 5.

a. The Economic Factor

From the result of the analysis of the four variables ($x_{1,...X4}$) of the economic factor, it can be seen that each variable significantly contributes to the local people's perception of the implementation of the CBT at the tourist village. Cumulatively, the contribution of all the variables in the economic factor is 63.684 (Table 4). This shows that the *eigen* value of each variable indicated by the contribution of the value of each component of the economic factor cumulatively and significantly affect the local people's perception of the implementation of the CBT at the tourist village.

Then, the correlational coefficient value of each variable indicator of the economic factor is >0.60 (Table 5), meaning that the contribution of all of the indicators of the variables of the economic factor to the local people's perception of the implementation of the CBT at the tourist village is real.

This is supported by the tabulation analysis of the local people's opinions (Table 2) that the degree of the local people's perception of the indicator variable that the development of tourism at the tourist village economically benefit them is 4.20 (very good); the contribution in the form of funds to the local people generated from the development of tourism is 4.02 (good); and the new job opportunities created from the development of rural tourism for the local people is 3.97 (good). This means that the local people perceive and feel that the implementation of the CBT at the tourist village is useful to their life, as justified by the local community's leaders. According to them, the implementation of the CBT at the tourist village economically benefits the local people and increases the sales of the local products. This condition proves that the implementation of the CBT at the tourist village greatly contributes to the local people's life as it can improve their economy. This result of the study supports the results of the previous studies which it is stated that the development of the tourist village can improve and increase the local people's economy and welfare (Ishii, 2012**;** Agarwal, 2012; Cole, 2012**;** Suasapha and Paturusi, 2015**;** Priatmoko et al., 2021)

b. The Social Factor

The result of the test of the social factor is 0.747, higher than the value determined by the model of analysis used, namely 0.05, meaning that statistically the social factor has the model appropriate to the degree of significance, that is, 0.000. Then, the result of the factor analysis of variables $x_{5} ... x_{8}$ shows one component of the social factor (F_2) with the *eigen* value that can explain diversity, that is, 58.502% (Table 4). This means that the *eigen* value of each variable indicated by the contribution of the value of each component cumulatively significantly contributes to the local people's perception of the implementation of the CBT at the tourist village. The correlational coefficient value of each variable indicator of the social factor is >0.60 (Table 5), meaning that the contribution of all the variable indicators of the social factor is real. This is supported by what is stated by the local people (Table 2) that the degree of the local people's perception of the variable indicator that the development of the tourist village can increase the social status is 3.96 (good); the local people's pride of the development of the rural tourism is 3.84 (good); the local people's ability to play an active role in the development of the rural tourism is 3.94 (good); and the local people's mutual cooperation in organizing the touristic activities at the village is 3.97 (good). However, in the studies conducted by Scott (2012) and Mahfud et al., (2015) it is stated that the development of new tourist areas need to determine that the social benefit is higher than the economic benefit to make them sustainable for the next generation.

c. The Cultural Factor

The value of the cultural factor is >0.05, that is, 0.619. This shows that statistically the model of the component of the cultural factor is appropriate to the factor analysis with the value of significance 0,000. From the result of the factor analysis of the four variables ($x_{9,} ... x_{12}$), it is found that the *eigen* value of one factor component determining the variables included in the cultural factor that can explain total diversity is 48.976% (Table 4). Based on the contribution of the variables of the cultural factor, it can be stated that they all significantly contribute to the local people's perception of the implementation of the CBT at the tourist village, meaning that it is very important to pay attention to the cultural factor to make the tourist village sustainable. Further, it is found that the correlational value of each variable indicator in the cultural factor is >0.60 (Table 5), meaning that the contribution of all the variable indicators of the cultural factor is real. This is supported by the tabulation of local people's opinions (Table 2) that the value of their perception of the variable indicator of the touristic activities at the rural area involving the nature and culture is 4.02 (good); that the value of the touristic activities at the tourist village which do not contradict the local culture is 3.00 (good), and that the value of the development of rural tourism causing the local people to be affected by the western culture is 3.55 (good).

The informants, Made Sedana who is from Serangan village, Made Rata who is from Kaba-Kaba village, Wayan Nadi who is from Bongan village, and Made Citra Dewi who is from Tista village state that they feel that the implementation of the CBT at the tourist village can make the local people more aware that the cultural tradition they have should be conserved and can also anticipate the negative impact of the western culture. They understand that the aim of the tourists to visit the tourist village is to watch the diversification of the local people's culture. This supports the results of the previous studies which is stated that serious attention should be paid to the cultural elements in the development of tourism as culture is one of the distinctive features which needs conserving in the development of sustainable tourism (Gelbman and Timothy, 2011**;** Oka et al., 2017).

d. The Environmental Factor

The value of the environmental factor is >0.05, that is, 0.649. This shows that statistically the model of the component of the environmental factor appropriate to the factor analysis with the value of significance 0.000. The result of the factor analysis of the four variables ($x_{13...}$ x_{16}) shows that the *eigen* value of one of the factor components determining the variables in the environmental factor that can explain the total diversity is 55.317% (Table 4). Based on the extent to which the variables of the environment contribute to the local people's perception of the implementation of the CBT at the tourist village, it can be stated that, as a whole, they significantly contribute, meaning that the environmental factor plays an important role in the development of the tourist village.

Then, the correlational coefficient value of each variable indicator of the environmental factor shows that the value of one variable is <0.60 (Table 5), namely the variable of the existence of the tourist village can implement the principle of the environmental sustainability, meaning that this is the only this variable which does not contribute significantly and that the other variables do. The result of the tabulation analysis of what is stated by the local people (Table 2) shows that the extent to which they perceive the environmental factor is positive. This is supported by the value of the opinion that the local people are actively involved in conserving the rural nature is 3.74 (good); the value of the extent to which they actively keep the natural environment clean is 3.78 (good); the value of the natural conservation as a positive step taken to conserve the environmental ecosystem is 3.98 (good), meaning that the natural conservation is regarded as highly significant to attract tourists to come, inspired by the distinctive feature of the rural nature for the tourists who love environment. The development of tourist destinations requires the real balanced development of economic benefit and natural environment and the maximum empowerment of the local people (Alavalapati et al., 2000). Serious attention needs to be paid to the elements of the cultural, social and physical environments in the development of sustainable tourism for the next generation to enjoy (Gelbman and Timothy, 2011)

e. The Political Factor

The value of the political factor obtained is >0.05, that is, 0.643. This shows that statistically the model of analysis of the component of the political factor is appropriate to the factor analysis with the value of significance 0.000. The *eigen* value of the result of the factor analysis of the four variables investigated ($x_{17,\ ...}x_{20}$) that can explain total diversity is 56.813% (Table 4). Based on the extent to which the variables of the political factors contribute to the local perception to the implementation of the CBT at the tourist village, it can be stated that they, as a whole, significantly contribute, meaning that the political factor also plays an important role in the sustainable development of the tourist village. Then, the correlational coefficient value of each variable indicator of political factors is found to be >0.60 (Table 5), meaning that the contribution of the variable indicators of political factor to the local people's perception of the implementation of the CBT at the tourist village is real. The result of the tabulation analysis (Table 2) shows that the extent to which the local people's perception of the political factor is positive enough.

This is supported by the value of the opinion of the local people that the development of rural tourism can improve their participation is 3.47 (good), the value of the development of rural tourism that can increase the power of the local people as the management of the touristic activities at the village is 3.72 (good), the value of the development of rural tourism that keeps guaranteeing the local people's rights in the management of the natural resources the village has is 4.06 (good), and the value of the local people actively involved in the touristic activities at the village starting from when they are planned, implemented, supervised to when they are evaluated is 3.54 (good).

That is justified by the informants (Wayan Karma, who is from Serangan village; Ni Made Sulatri, who is from Kaba-Kaba village; Wayan Wirya, who is from Bongan village; and Nyoman Sangka, who is from Tista village). They state that the development of rural tourism prioritizes, for example, the recruitment of the local people in its management, meaning that they have felt the benefit of the implementation of CBT. The reason is that they are maximally empowered by the management of the tourist village. This supports the results of the previous studies which state that the local people are the important agents of the development of the tourist village starting from when it is planned, when it is implemented to when it is evaluated (Reid et al., 2004; Trejos and Chiang, 2009; Dewi et al., 2013). The attention should be paid to the attitude of the local government and the local people's view when developing sustainable tourism (Nunkoo et al., 2012). CBT-related activities in Indonesia are not only dependent on the community's solidarity as stated in the results of the studies previously conducted but also on the community's formal and informal leaders (Setiawina et al., 2020).

CONCLUSIONS

Based on what is described above, it can be concluded that the CBT at the tourist villages has been well implemented. The local people's perceptions of the 20 items of statements in the questionnaire are very good and good, meaning that it is recognized that the implementation of the CBT at the tourist villages has positively contributed to the local people's life. The statistical tests show that the 5 factors, namely the economic, social, cultural, environmental and political factors have significantly contributed to the implementation of the CBT at the tourist villages. Apart from that, the result of the test of each variable shows that almost all of the variables tested in the current study have significantly contributed, except the variable of the existence of the tourist village that can apply the principle of the environmental sustainability. This indicates that the benefit of the implementation of the CBT at the tourist village has been really felt by the local people. This condition proves that the village developed into a tourist one has been able to benefit the local people economically, socially, culturally, environmentally and politically.

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THE EFFECTS OF SOCIAL MEDIA ADVERTISING AMONG ECO-TOURISTS IN MALAYSIA: AN EMPIRICAL STUDY ON MALAYSIAN ECOTOURISM

Mohammad Arije ULFY
International Islamic University Malaysia, Department of Business Administration, Kuala Lumpur, Malaysia, e-mail: md.arije@hotmail.com

Md Suliman HOSSIN*
University Kuala Lumpur, 4School of Business, Malaysia, e-mail: md.suliman@s.unikl.edu.my

Md Wasiul KARIM
International Islamic University Malaysia, Department of Business Administration, Kuala Lumpur, Malaysia, e-mail: wasiul45@gmail.com

Zohurul ANIS
University of Rajshahi, Department of Management Studies, Rajshahi, Bangladesh, e-mail: zohurul.anis@gmail.com

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Abstract: The focus of the study is to achieve the maximum advertising value on ecotourists using social media. In this area, the main objective of the "Technology Acceptance Model (TAM)" is to increase the present awareness of social media marketing. This topic is primarily concerned with exploring the context of social media advertisement with knowledge, service, and its behavioural intent to use social media ads within the unique environment of ecotourism in Malaysia. The approach of the study is to analyse a survey of 395 local Malaysian tourists in Klang Valley to test the "Technology Acceptance Model (TAM)". The empirical findings denote that social media advertisement in ecotourism has positive effects on "Perceived ease of use" and "Perceived usefulness," in terms of its 'Informativeness' and "Service Functionality." That, in effect, contributes to the behavioural purpose of using social media ecotourism advertisements. The discipline's findings indicate that advertising in social media in ecotourism needs to be utilized to provide a quick understanding. Also, the advertising is updated continuously to ensure reliable and appropriate sources to meet ecotourists' information requirements and the support of tourist product ratings. These traits should satisfy travellers, making them likely to re-visit different ecotourism sights. These appearances should satisfy tourists and allow them to re-visit various ecotourist attractions.

Key words: ecotourism, Malaysia, PLS-SEM, social media advertising, TAM

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INTRODUCTION

Ecotourism is a normative estimate of well-defined and obsessed by widespread head value concerning resident livings and tribute of natural and traditional environment (Thompson et al., 2018). Ecotourism is Malaysia's fastest-growing tourism subsector, as noted by the national government (Lian Chan and Baum, 2007). Marketers use social media platform from the client's maintenance to commercial advertising. Social media advertising, therefore use the social media platforms, frequency, and software to generate, interconnect, distribute, and trade services which are valuable to an organization and its sponsors (Tuten and Mintu-Wimsatt, 2018). In the past decade, the accelerating upswing of the Internet blessing with ICT has enhanced the reach of advertising sites (El-Haddadeh et al., 2012). As a result, the conventional digital marketing network used by corporations has now been transferred to social media (Lee and Hong, 2016).

Tourism is steadily advancing in ads in social media through substantial share capital in advertisement expenditures (Duffett, 2015). Ecotourism is shifting its interest to the global south, primarily due to the increasing comprehensive understanding of sustainable tourism and the number of environmental activists (Yusof et al., 2014). In the context of the related contemporary setting, ecotourism is usually interpreted as a form of tourism that promotes learning and appreciation of the natural environment in a way that promotes cultural and natural heritage (Weaver, 2001). Social media also plays a significant role in both the travel and leisure industries (Chung and Buhalis, 2008). Leung et al. (2013) propose the use of social media ads in ecotourism with its three-phase view (before, during, and after the trip) of the rational cycle of travelling layout. Publicity on social media also plays a vital role as a coordination tool in ecotourism activity and direction. Social networking ads will also allow ecotourism companies to analyse business-to-client interactions by offering consumer input on the company's potential offerings (Jonassen et al., 2003). Moreover, social media is regarded as cost-efficient when it comes to promoting and encouraging tour packages in comparison to traditional publicity (Roult et al., 2016). In addition, social media provides consistent data and helps deal and meet customers' demands at the same time (Leung et al., 2013). While literature examined social sites, advertising is increasingly becoming reliable; though some shortcomings could be identified. Firstly, sufficient advertising work in social media remains at an incremental level with several distinct events and incomplete results (Taylor et al., 2011; Duffett, 2015). Secondly, social networking is an "ever-

* Corresponding author

evolving area," as described in the case of the on-line advertising sector for operations, which is in constant development (Zhang and Mao, 2016). This indicates that the imperialised awareness of advertisements in social media tends to evolve with the rise and expansion of the use of social media. Thirdly, the majority of research in social media advertising are not specifically focused on a hypothesis or relate to a certain model for testing (Hammock, 2015). Furthermore, explorations are indeed required depending on such discussions (Bolton et al., 2013), particularly with an increasing use of social media networks in various enterprise segments such as ecotourism (Odoom et al., 2017).

The initial objective of this research is to demonstrate how social media advertisements truly affect ecotourists in Malaysia. Although several pieces of research concentrated on recognising various components that affect social media user acceptance behaviour (Saxena and Khanna, 2013; Roult et al., 2016; Dao et al., 2014), researchers often use contextual methods depending on personal interests to build social media advertisement technologies. Some of them greatly emphasize the theoretical framework and other conceptual models that were suggested but are yet to be verified. Consequently, though particular researches have made an approximate investigation of social media advertising on ecotourists, they might not participate efficiently and conduct direct assessment through measuring tourists' intellectual processes. Thus, this paper employs the Technology Acceptance Model (TAM) (Davis et al., 1989) to analyse social media advertising effects on Malaysian ecotourists based on the features of informativeness and service functionality. The outcomes of this work can deliver the ecotourism sector with a hypothetical study framework with the help of statistics that may also assist authorities to use social media advertising on suitable ecotourists more significantly.

LITERATURE REVIEW

Ecotourism is one of the sustainable forms of tourism enabling guests to experience and comprehend the region's ecology and biodiversity (Amanda, 2021). Duffy (2002), described ecotourism as a kind of enjoyment in the wildlife environment, whereas Ryan et al. (2000) differentiated it from being a systematic understanding of the inherent ecological cycle by adding that it is a focused view of nature and habitats. Thus, correlating with the natural world, recreational activities including community festivals are evaluated by ecotourism (Wight, 1996); though others define it as changing inputs and having a new pursuit (Weiler, 1993). Indeed, it is a travelling adventure that allows tourists to learn about the distinctive natural and societal atmosphere as well as preserving a better surrounding environment. Ecotourists are travellers who enjoy goods and activities relevant to ecotourism (Page and Dowling, 2002). Ryan et al. (2000) emphasized the concentration of communication with nature, while Wight (1997) notes that eco-travellers search for "uncrowded, remote, wilderness, learning about wildlife, nature, local cultures, and residential area welfare and physical challenge." Different experimental studies (Eagles, 1992; Fennell and Malloy, 1999) accomplish that ecotourists are keen to perceive skills as much as possible in a given period and demand moderate-quality packages and appropriate service execution. Hence, eco-travellers generally remark ecotourism related packages and travels based on their existing knowledge and also the influence of social media advertisements (Chen and Tsai, 2019).

Social networking also enables travel companies to develop and establish customer relationships, and thus boost their company and marketing strategy (Mir, 2012). Moreover, social networking also enables travel companies to develop and establish customer relationships, and thus boost their company marketing strategy through social media advertising (Mangold and Faulds, 2009). In this context, conventional advertisement platforms like "Television and Newspapers" become less useful compared with social networks advertising (Duffett, 2015). Businesses have increasingly capitalised in social media advertisements such as Twitter and Facebook to market their offerings (Barnes and Mattson, 2009). As described by eMarketer (2019), all-inclusive business in 2019 invested $333.25 billion on social media advertisement for targeting customers globally, and by 2023, $517.51 billion is expected to hit 60.5 percent of global advertising expenditures. In the tourism sector, social media advertisement has greater importance as it notifies visitors about additional offers, tour packages, and other details easily and effortlessly (Ogucha et al., 2015)

Davis and his associates integrated the technology acceptance model (TAM) (Davis, 1989; Davis et al., 1989). TAM has been widely regarded as a comprehensive but influential framework in which scholars and informational experts can accurately describe usage intentions or acceptance behaviour (Yi and Hwang, 2003). TAM is probably the best-recognized enhancement in scholarly research to study the use and purpose of technological innovation (Karim et al., 2020). In order to extend this, the study of Venkatesh et al. (2003), the "Unified theory of acceptance of and use of technology" (UTAUT), includes eight constructs of technology acceptance framework. However, across many, the latest technological acceptability meta-analyses, perceive usefulness and perceive ease of use factors linger the two most reliable aspects of the technology acceptance model, which consist of UTAUT (King and He, 2006; Schepers and Wetzels, 2007; Yousafzai et al., 2007). The aim of using the framework is facilitating the effective execution of core elements. Over the last two decades, a considerable number of researches have concentrated mostly on the identification of frequent advertising media that affect the perceived user behaviour of technologies in tourism (Saxena and Khanna, 2013; Roult et al., 2016; Dao et al., 2014). This research explores external variables that influence perceived usefulness and perceived ease of use of social medial advertisement on ecotourism in Malaysia. The analysis examines that the effect of external factors on structures not only significantly contributes to the theoretical models but also makes a significant contribution to developing proper characteristics, such as informativeness of promotional content that may refer to upgraded user acceptance. At the social media, promotion execution in ecotourism has certainly become relevant (Odoom et al., 2017). The framework established on the technology acceptance model (TAM) (Davis et al., 1989) is shown in Figure 1 below, theories, and assumed relationships (encircled in the boxes). The figure illustrates these two external factors– informativeness and service functionality of social media advertisement in Malaysian ecotourism, which influence "perceived usefulness" and "perceived ease of use" and affect "behavioural intention to use" social media advertising.

Informativeness

The function of ads to inform users of alternatives and specific content is known as the advertisement informativeness (Ducoffe, 1996). It helps users make "high value" product decisions (Rotzoll et al., 1996). One of the key reasons for utilizing social media ads is searching and swapping information (Muntinga et al., 2011). In this respect, ecotourists willingly search social media ads because its content is an appropriate means of making such a decision which offers comprehensive contacts display and additional product details that are displayed along with images and video presentation (Dao et al., 2014). In fact, advertisement knowledge is viral in nature (Saxena and Khanna, 2013). Indeed, details of service providers may be scanned, exchanged, or any interest of other visitors and followers of certain goods and services and feedback are displayed below the ads. Thus, social media advertising, which contains particularly ecotourism interrelated info, will affect "perceived ease of use" and "perceived usefulness" for ecotourists. Major tourism service providers now a days have integrated ecotourism with the internet to disseminate information related to ecotourism destinations (Das and Hussain, 2016; Sadiq and Adil, 2020). Tourists exhibit information-seeking behaviour, which enables service providers to tailor social media advertisement according to the needs of information seekers (Zhang et al., 2012; Ashraf et al., 2020). A number of clusters are formed on the social media to advertise when different sources of information bear importance to the tourists (Ahmad and Khan, 2017). Websites related to eco-tourism and social networking sites have been frequently used by the service providers to provide information related to the service packages (Sadiq and Adil, 2020). The present study, which focuses on the literature review, suggests the subsequent hypotheses:

H_1: Informativeness will have a positive effect on the perceived ease use of social media advertisement.
H_2: Informativeness content will have a positive effect on the perceived usefulness of social media advertisement.

Service Functionality

Potential tourists typically visit social media ads for at least two reasons, to seek information about a product or service or to buy a product or service (Odoom et al., 2017). Moreover, DeLone and McLean (2003), in the mid-1980s, service functionality itself acted two roles, as an information provider and a service provider. Therefore, this study describes service functionality as per the social media advertisements ability to provide relevant service when tourists need it. The service can be a transaction in which offerings assist ecotourism service or products such as adequate package details and buying facilities through social media (Armstrong and Hagel, 1996). The service might even help the accumulation and peruse of information to encourage and select the right option, provide modified connections or even resources as well as encourage search engine interaction with appropriate tour planning mechanism (Roult et al., 2016). As functionality supports to active site operation, there is a positive link between perceived ease of use and perceived usefulness level (Baloglu and Pekcan, 2006). Ho and Lee (2007) found that the service functionality has a significant potential impact on tourists "behavioural intention" towards social media advertisements. In the context of service functionality of social media advertisement in ecotourism refers to the availability of reliable, verified and high-quality information which has positive effect on perceived usefulness (Hernández et al., 2011, Sadiq and Adil, 2020). Ecotourism is a part of an experiential product (Oviedo-García et al., 2017), therefore, the quality of social media advertisement has an important role in influencing an individual's overall decision-making process. Researchers like Scherer et al. (2019) and Kim (2016) have extensively studied the link between service functionality and perceive ease of use on social media advertisement in ecotourism. They found that service providers prefer only those social media advertisements that offer quality service and information. Furthermore, Ashraf et al. (2020) and Mohammadi (2015) observed that service functionality has a has a positive influence on perceived usefulness and perceived ease of use. Cautious reflection on results described in the literature review led to the following hypotheses: The preceding hypotheses were given due to diligent consideration of the outcomes reported in the existing literature:

H_3: Functionality will have a positive effect on the perceived ease of use of social media advertisement.
H_4: Functionality will have a positive effect on the perceived usefulness of social media advertisement.

Perceived Ease of Use

The TAM proposal demonstrates that the behavioural intention to use (BITU) is a factor for the applied use of technology arrangements, and two precedent principles decide this behavioural intention to use (BITU): perceived usefulness (PU) and perceived ease of use (PEU) (Davis, 1989; Davis et al., 1989). Therefore, PEU is a determining factor of PU, as users find a technological procedure more useful if it has no annoyance and excessive exertion. In addition, other variables are considered as similar. Even though several scientists have indicated that perceived ease of use has to direct connection to perceived usefulness, the results of Ndubisi et al. (2001) initiate that "perceived ease of use" had no effect on "perceived usefulness" of technology. The term 'advertisement' is a finite source, which an individual allocates to utilize it while performing a number of activities, for instance, acceptance of new technology (Nuryyev et al., 2020) or exploring information over the social media (Cheng, 2012; Mohammadi, 2015). Previous studies reveal that perceived ease of use has a positive effect on individual's intention to use social media as their source of desired information hub (Mohammadi, 2015; Sadiq and Adil, 2020). Moreover, individuals also believe that use of technology reduces their effort (Filimonau and Naumova, 2020) and in turn leads them to adopt the latest technology (Sadiq and Adil, 2020). Further, the relationship between perceived ease of use and perceived usefulness has previously been established a number of times (Chen and Tsai, 2019; Islam, 2013; Mohammadi, 2015; Scherer et al., 2019) and it has been found that perceived ease of use positively influences perceived usefulness (Chen and Tseng, 2012; Cheng, 2012; Kwok and Koh, 2019). In addition, perceived ease of use is also found to have indirect effect on intention to use through perceived usefulness in eco-tourism context (Sadiq and Adil, 2020). Therefore, their research was performed on a consortium of female entrepreneurs in 2000 who were unaware or were not exposed to technology as they ran small businesses. They did business on a daily basis instead of using technology to improve their performance. They also did not have to work with their daily initiatives to improve their efficiency using technology. The critical operator can typically be seen as perceived ease of use when technology is relatively new (Saxena and Khanna, 2013; Roult et al., 2016; Dao et al., 2014). Components used to measure PU, PEU, and BITU are shown in Figure 1. Proceeding the TAM framework. This research approved component interactions in the sense of social media ads further with the subsequent hypotheses:

H_5: Perceived ease of use will have a positive effect on the behavioural intention to use social media advertisement.
H_6: Perceived ease of use will have a positive effect on the perceived usefulness of social media advertisements.

Perceived Usefulness

Perceived usefulness articulates the depth to which eco-travellers feel that utilising social media ads can assist them in their tourism involvement. Perceived usefulness is described as a step to which an entity believes that applying an intelligence system will prolong their output (Davis, 1989). In the TAM model, perceived usefulness hypothesises to foresee the direct relationship along with behavioural intention to use information systems (Park et al., 2014). Ecotourists focus on reducing the threat involved in travelling and because of that, they explore all available opportunities. They choose to use social media advertising only if they perceive it more beneficial. A study conducted by Muntinga et al., (2011) found "perceived usefulness" to have a significant and positive relationship with "behavioural intention to use" social media advertising as an electronic source of information. Dao et al. (2014) found perceived usefulness to have a major impact on "behavioural intention" to use social media advertisements. According to Mackenzie and Lutz (1989), in an extended TAM model, "perceived usefulness" is found to have the substantial and strongest effect on ecotourist. Mun and Hwang (2003) found a positive and significant relationship associated with perceived usefulness and behavioural intention. Davis (1989) defines perceived usefulness as 'the degree to which a person believes that using a specific system would be improving overall working performance'. This led eco- tourists to embrace the social media advertisement (Chen and Tsai, 2019; Sadiq and Adil, 2020; Ashraf et al., 2020). Extant literature suggests that perceived usefulness is a key predictor of intention to use social media advertisement, which motivates eco tourists to adopt user-friendly technology (Kim, 2016). Moreover, tourists' willingness to adopt technology depends upon their perception about its usage (Ashraf et al., 2020). Previous researchers have also found a positive influence of perceived usefulness on intention to use towards technology acceptance (Kim, 2016; Mohammadi, 2015; Kwok and Koh, 2019). Therefore, this highlights that if tourists have high perceived usefulness of the technology, the likelihood of having the intention to adopt technology to search information would be high (Nuryyev et al., 2020). Based on the above literature, the following hypothesis is proposed:

H_7: Perceived usefulness will have a positive effect on the behavioural intention to use.

Conceptual Framework for this study

Based on the above discussion and past literature, the following conceptual framework (Figure 1) has been developed for further hypothesis testing.

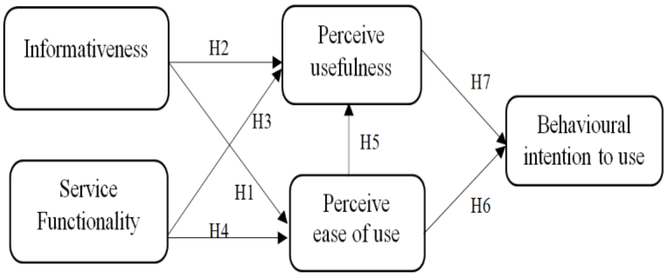

Figure 1 Conceptual framework

METHODOLOGY

Construct Measurement

The current framework of the research comprises five constructs namely, informativeness, service functionality, perceived ease of use, perceived usefulness and behavioural intention to use where, informativeness, service functionality and perceived usefulness were represented by three items, perceived ease of use is illustrated by four items, and behavioural intention to use social media advertising is explained by five items. However, items of each construct were adapted mainly from (Lin, 2010). Items of each construct were then modified slightly to fit the current study. Five-Likert scale was used to measure the degree of agreeableness among the respondents (e.g., 1= strongly disagree to 5= strongly agree). Each item in the questions was prepared using the English language only."Pretesting" also known as pilot testing where this test aims to improve the quality of all the research instruments. Therefore, the functionality of each construct is properly verified (Bryman, 2008). Twenty-five sets of questionnaires (*N*=25) were initially distributed to tourists who have been using social media advertising in order to have their comments and feedback.

DATA COLLECTION

Primary data for this study were collected using two methods. The first method involved using electronic medium (e.g., Google form, WhatsApp, and Facebook), while the second method involved direct interaction where questionnaires were passed in person. The researcher applied digital or on-line surveys mostly because it is easy to administer, lower cost, faster data collection and analysis, and is easy to eliminate missing data in survey responses (Hair et al., 2016). Secondary data for this study was collected from several past papers and previously conducted studies. A total of 466 data were collected from the Klang Valley area in Malaysia based on the total population reported at 1,991,068 tourists at the end of December 2019 *(mytourismdata.tourism.gov.my).* Out of the total population, 395 data were deemed appropriate for analysis. Next, 71 sets of data were discarded after the screening and cleaning processes were completed. However, the sample for the finite population is calculated based on the formula below: Based on formula, the number of samples that were needed for this study is at least 384 respondents, based on the total population reported in tourism data Malaysia, we have taken 395 as our sample size.

$$n = \frac{\frac{Z^2 \times P \times (1-P)}{e^2}}{1 + \frac{Z^2 \times P(1-P)}{e^2 N}} n = \frac{\frac{1.96^2 \times 0.5 \times (1-0.5)}{0.05^2}}{1 + \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2 1991068}} n = 384$$

Note: N denotes the population size, e denotes the margin of error, z indicates the z-score, P indicates Population

DATA ANALYSIS AND RESULT

To analyze the demographic profile, SPSS version 21.0 was hired. To authenticate the dimensional model and structural prototype, this research employed Smart PLS software version 3.0.

Demographic Profile

Demographic data in Table 1 shows that males responded are more than females. 212 (53.67%) of the respondents are males, and 183 (46.33%) are females. The majority age is 26 to 30 years old (41.01%), followed by the age range 18-25 (32.41%). As for occupation, the majority of respondents are students (42.78%), followed by 132 (33.42%) who are in the private service, the government employees are 43 individuals (10.89%), self-employed and others are 35 (8.66%) and 16 (4.05%) respondents respectively. Additionally, the majority of respondents' educational qualification is the bachelor's degree (45.82%), followed by a master's (33.67%). However, respondents are asked about their last time travel history, and it has been found that the majority have travelled six months ago (28.61%), and respondents who travelled twelve months ago are 90 (22.78%).

Table 1 Demographic Profile

Measure	Items	Frequency	Percentage
Gender	Male	212	53.67
	Female	183	46.33
Age	Below 18	27	6.84
	18-25	128	32.41
	26-30	162	41.01
	31 and above	78	19.74
Occupation	Student	169	42.78
	Private service	132	33.42
	Government employee	43	10.89
	Self-employed	35	8.86
	Others	16	4.05
Educational qualification	Diploma	66	16.71
	Bachelor	181	45.82
	Masters	133	33.67
	PhD	15	3.80
Traveled last time	Within one month	81	20.51
	Three months ago,	70	17.72
	Six months ago,	113	28.61
	Twelve months ago,	90	22.78
	One year and above	41	10.38

Tables 2 Construct reliability and convergent validity

	AVE	α	CR	BI	SF	INF	PEU	PU
Behavioral Intention	0.810	0.941	0.955	**0.900**				
Service functionality	0.897	0.942	0.963	0.684	**0.947**			
Informativeness	0.898	0.943	0.963	0.679	0.705	**0.948**		
Perceived ease of use	0.827	0.930	0.950	0.725	0.630	0.653	**0.910**	
Perceived usefulness	0.904	0.947	0.966	0.631	0.683	0.665	0.716	**0.951**

*BI: Behavioural Intention, SF: Service functionality, INF: Informativeness, PEU: Perceived ease of use
PU: Perceived usefulness

Measurement Model

To evaluate the assessment framework convergent and discriminant validity, tests were conducted. For assessing the convergent validity of this study, values of composite reliability and Cronbach's alpha for each construct are suggested to be greater than or equal to 0.70 as per the recommendation of Chin (1998). Additionally, values for the average variance extracted (AVE) are conferred to be higher than 0.5 or equal Hair et al. (2006). The test result in the current study shows good reliability, which confirms that the measurement model maintained sufficient convergent validity. To show discriminating legitimacy, the square root of the AVE of each construct should always be higher than the construct's correlation with other latent variables (Fornell and Larcker, 1981). In Table 2, the results are also reported demonstrating good discriminating validity of the measuring model. Besides, cross-loading of all items has been examined, and the result indicated that the loadings of each construct represent the higher value of each item within the constructs.

The distinctness of the construction is focused on discriminating the validity of the phenomenon taken by a construct that is unique and not the other constructs represented in the framework (Hair et al., 2013). Discriminant validity can be assessed using the Fornel-Larcker and Heterotrait Monotrait Ratio of correlations (HTMT) by assessing the cross-loaded accuracy of constructs. Initially, to accomplish discriminant validity, construction loadings shall be high on themselves and low on other constructs (Vinzi et al., 2010). Table 2 illustrates the decent discriminant validity as it illustrates that the square AVE of every factor is bigger than any of its correlations with the other factors.

Analysis of Structural Model

The structural model signifies the connection between the constructs or the latent variables which were theorized in this study (Matthews et al., 2016). Both path coefficients and R^2 scores were established by the structural model analysis. According to Hair et al. (2017), R^2 values of 0.75, 0.50, and 0.25, which describe substantial, moderate, and weak levels of predictive accuracy. The t-value> 1.96 is significant at p< 0.05 and t-value>2.58 is significant at p< 0.01 (Hair et al., 2017). Figure 2 shows that the R^2 value in this model is 61.8% for PU, 48.3% for PEU, and 55.1% for BI. Figure 1 and Table 3 illustrate the path coefficient (*β*), *t*-statistics, and *p*-value of each hypothesis. Based on the analysis, all the hypotheses are found to be significant, except hypothesis H_2, thus supported. H_1 (β= 0.415, t= 4.165) indicates the path between informativeness and perceived ease of use of social media advertisement, indicating the positive and significant relationship among INF and PEU. H_2 (β= 0.197, t=1.478) shows the path between informativeness and perceived usefulness found no significant and positive relationship between INF and PU of social media advertising. H_3 (β= 0.337, t= 3.357) demonstrates the positive relationship between service functionality and perceived ease of use of social media advertising. H_4 (β= 0.288, t= 2.153) explains that service functionality has a positive and significant influence on perceived usefulness. H_5 (β= 0.405, t= 4.083) prescribed the significant and positive relationship between the perceived ease of use and the perceived usefulness. Furthermore, H_6 and H_7 found to be significant and positive, where H_6 shows the β value 0.560 and t value 6.561, meaning that perceived ease of use has a significant positive influence on behavioral intention to use SMA which also measures the strongest influence on BI. Lastly, H_7 (β= 0.230, t= 2.801) shows that a positive and significant correlation between perceived usefulness and behavioral intention is associated.

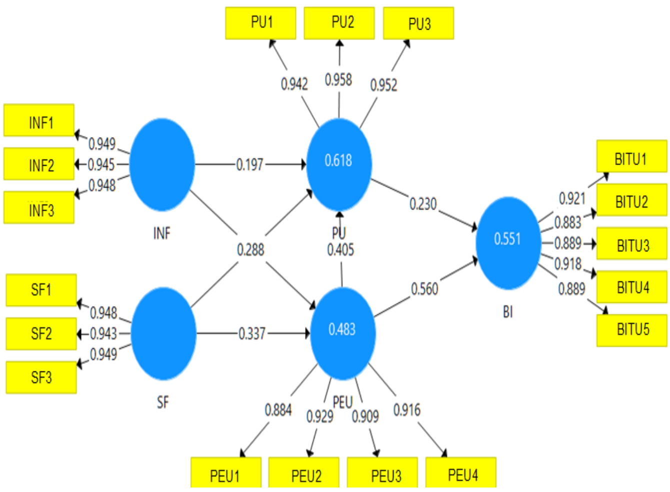

Figure 2 PLS analysis

Table 3 Model Fit

Fit Indices	Estimated Model	Ideal Threshold
SRMR	0.072	<0.08
Chi-Square	466.88	Upper is better
NFI	0.901	>0.9

Table 4 Result of Hypotheses Testing

Hypotheses	Relationship	β	t-Stats	P-Value	Decision
H_1	INF→PEU	0.415	4.165	0.000	Supported
H_2	INF→PU	0.197	1.478	0.140	Not Supported
H_3	SF→PEU	0.337	3.357	0.001	Supported
H_4	SF→PU	0.288	2.153	0.031	Supported
H_5	PEU→PU	0.405	4.083	0.000	Supported
H_6	PEU→BI	0.560	6.561	0.000	Supported
H_7	PU→BI	0.230	2.801	0.005	Supported

FINDINGS

Table 4 shows the outcome of hypothesis testing, which is also the empirical result based on data obtained for this study.

DISCUSSION

This study examined informativeness, service functionality, perceived ease of use, and perceived usefulness to find out whether it had an impact on behavioural intentions when people consider the content of social media ads to be useful. According to the findings, having an informative website greatly helps in a user's perception of how easy it is to use the information thus, (H1 was supported). Based on the analysis, the survey respondents felt that social media is a great source of knowledge to go back to when looking for tours. If this is the case, respondents believe that simple details on travel packages would be easy to find. With regards to whether it was useful or informative, the study concluded that there was no connection between that and usefulness (H2 was not supported). Both service functionality and perceived usefulness were positively correlated with the number of hours a week customer used the current service (H3 and H4 were supported). It is in regard to how useful or relevant each user thinks a social network can be, and then relates this to how they plan to use it (H4 and H5 were supported). PEU was found to be significant for determining perceived usefulness and behavioural intention to use social media advertising (H_4 and H_5 were supported). Among them, PEU signifies the strongest determinant in describing behavioural intention to use social media advertising, followed by PEU and PU (Karim et al., 2020). Lastly, perceived usefulness of social media advertising was found to have a positive influence on behavioural intention to use among ecotourists in Malaysia.

CONCLUSION, LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The intention of the study is to explore the context of publicity informativeness and the value of advertising and service functionality on ecotourism. For social media advertisement in ecotourism, a conceptual framework has been projected and empirically tested as well. The empirical findings indicate that a product or service for tourism is marketable when an informative advertisement on social media is utilized. This will foster an optimistic attitude toward social media advertising, which creates a positive tourists' response. Nonetheless, there are other drawbacks to this study. Firstly, the study was restricted to the Malaysian background, which could affect the widespread use of the data. Secondly, only certain Malaysian social media groups and fan pages on ecotourism and travel were selected as a sample in the questionnaire distribution. The construct validity of outcomes also could be enhanced by the inclusion of a wider range of social media groups or tourism fan pages. Thirdly, the analysis concentrated on the compilation of on-line data, e.g., Google Docs. Future studies may explore the physical aspect of physical data collection. More work can be carried out on other variables, which can also modify the approach in ecotourism to social media advertisements. To extend the proposed model in further studies, it may be necessary to combine some variables that influence the use of advertising in social media such as interactivity (Dao et al., 2014). Finally, studies in other tourism industries may also serve as a possible approach for future analysis for informativeness and service functionality in social media publicity responses.

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CONCEPTUAL FRAMEWORK OF HUMAN RESOURCE MANAGEMENT IN TOURISM EDUCATION OF THE REPUBLIC OF KAZAKHSTAN

Alina PESTOVA*
Kazakh Academy of Sports and Tourism, Department of Tourism and Service, Almaty, Republic of Kazakhstan, e-mail: 1846339@mail.ru

Anastassiya GUBARENKO
Kazakh Academy of Sports and Tourism, Department of Tourism and Service, Almaty, Republic of Kazakhstan, e-mail: gerseda@mail.ru

Tatyana IMANGULOVA
Kazakh Academy of Sports and Tourism, Department of Tourism and Service, Almaty, Republic of Kazakhstan, e-mail: tanya_geo@mail.ru

Saltanat USSUBALIYEVA
Kazakh Ablaikhan University of International Relations and world Languages, Department of International Tourism Management, Almaty, Republic of Kazakhstan, e-mail: salta-74@mail.ru

Amina UAISOVA
Kazakh Ablaikhan University of International Relations and world Languages, Department of International Tourism Management, Almaty, Republic of Kazakhstan, e-mail: amina.uaisova@mail.ru

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Abstract: In the article, the authors present an overview of the historical line of development of the human resource management (HRM) system in the Republic of Kazakhstan, define the conceptual framework of modern sustainable development of HR management in tourism, and form focus area in its development. In the course of the research, a survey has been conducted among the entities of the tourism industry of Kazakhstan, which was attended by representatives of the business environment of the near and far abroad countries. The results of the survey among specialists in the tourism industr y have formed the basis of large-scale research. The strengths and weaknesses of HRM in tourism of the Republic of Kazakhstan have been identified; the analysis of modern trends in HRM of the country reflected in regulatory and legislative documents, state demands, the business and social environment have been carried out. The authors propose a three-stage model of mastering the HR competencies in the tourism education of the Republic of Kazakhstan.

Key words: human resource management, tourism, management, manager, education, tourism education

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INTRODUCTION

Currently, the world tourism industry is undergoing many negative events related to the COVID 19 pandemic. The borders of a large number of countries have been partially or completely closed for more than a year or are still remain closed. On the one hand, the paralyzed world tourism industry has caused great damage to the economy of numerous countries, but on the other hand, the focus has been shifted to domestic tourism, when active research and rational use of the tourist and recreational potential of countries and regions should be organically combined with the professional training of tourism specialists and their competent management within both tourist organizations and the entire industry as a whole. The high quality of trained specialists, the availability of their competencies in the field of professional activity, practice-oriented knowledge, skills in the field of organization management, career-building skills, strategic planning, etc., will allow forming that layer of professionals that is commonly called human capital.

The trends of recent years prove that the human resource management system in tourism of the Republic of Kazakhstan requires transformation. In their Addresses to Kazakhstanis, Elbasy N. A. Nazarbayev and the current President of the Republic Kassym-Jomart Tokayev have repeatedly noted the importance of this issue: "... it is right when professionalism is at the heart of any business… The goal of the national intelligentsia at the new stage is to adopt new national principles, as well as to contribute to improving the quality of the nation" (Tokayev, 2020). In addition, the development of human potential is a global task. The World Bank Group is already implementing the Human Capital Project in which, as of January 2021, 79 countries with different income levels are developing strategic approaches that will allow them to radically improve the results in the field of human capital development. International human resource (HR) management organizations are actively developing, for example, Hill International, that is located in 72 offices in 36 countries, including Kazakhstan, can be called a leader in this field. The goals of these and many other organizations in the field of HRM (human resource management) are to

* Corresponding author

increase human resource efficiency, through their development and the formation of high-quality human potential. The tourism industry is one of the most industrial sectors driving the global economy at the present time (Bazazo and Alananzeh, 2020). Therefore, the issue of training professional tourist personnel with the skills of managing the human resources system in the conditions of modern society is relevant for the entire world tourism community. While the production sector offers well-qualified employees, for example, graduates, with an exciting and dynamic career, international career opportunities, the tourism industry also needs a huge number of operational employees (Karamova, 2014). Qualified and trained human resources are a real asset of a company (Mahmoud et al., 2021). Now, three main stages of the reform of this process have been formed in the republic, suggesting a systematic transition from an exposition-mixed model to a career model based on the priority of the principle of meritocracy, efficiency and accountability to society.

MATERIALS AND METHODS

This research is based on classical and modern works on HR management, which together allowed us to define the term: "HRM is a specialized function in organizations aimed at managing hired labor" (Boxall et al., 2021), and for the first time, it appeared in American management, reflecting the change in the role and place of a person in the labor process. At the same time, the most common approach is that human resource management is "a strategic and logically consistent approach to managing the most valuable asset of an enterprise: employees who collectively and individually contribute to solving the tasks of the enterprise" (Armstrong, 2004). In the process, the materials of specialists analyzing the human resource management system in tourism and service at the international and regional levels have been studied, which show that HRM activities play a vital role in improving the efficiency of businesses, expanding their market share, personal initiatives and innovations in the service sector (Ardito and Messeni, 2017; Anderson et al., 2014; Mahmoud et al., 2021). A retrospective analysis, an analysis that represents the reflection of past trends, allowed us to identify the principal periods in the establishment and development of the human resource management system in the world, allowed drawing an analogy of this process within the framework of the formation of HRM in Kazakhstan, with the isolation of tourism as a separate direction in management activities that has special features. Thus, human resource management in tourism in Kazakhstan was considered in the context of tourism management (Erdavletov, 2000). Today, tourism education is formed on the principles of the international education quality system-UNWTO Ted. Qual, where personnel management is of particular importance (Abdikarimova at al, 2020). Modern research in the field of HRM is aimed at implementing a personnel management system at real sector enterprises (Olimova, 2021), as well as in the educational environment as an independent cycle of disciplines (Armstrong, 2019), which is an integral advantage and competitiveness of any enterprise and organization (Cheglakova and Chislina, 2019). Scientists notes that in modern conditions of globalization of markets and transnationalization of economic relations, as well as a significant level of intellectualization of modern business processes, human capital and education in business and in other spheres is a decisive factor in the competitiveness of national economy on the different levels (Arpentieva et al., 2020). The role of human capital and the human resource management system is increasing, today it is designated as a key one in the development of entire regions (Israilova, 2020), as well as in the management of their innovative potential (Hamdamov, 2020).

The basics of case studies were applied to accurately define the status of the human resource management system in tourism and tourism education of the Republic of Kazakhstan. A case study is an in-depth study of a certain social unit of which results give a broad overview and deep understanding of the social unit under study. The research subjects might be individuals, groups, institutions, or communities (Vasyuchkova et al., 2017). The research has been conducted within the framework of the professional activities of tourism and education entities. Thus, a survey has been prepared, including questions, the answers to which allowed analyzing the state of HRM in tourism and the process of training specialists for the tourism industry. The professional survey was attended by tourism companies and universities that train tourism managers in Kazakhstan, Lithuania, Ukraine, and Russia. Survey is a key method of collecting empirical information in sociological research (Shapiro, 2017). The survey in an interactive form in Google form allows respondents, regardless of their place of residence, to take part in the survey, and the authors-researchers to make an exact choice to whom the questionnaire should be sent. Thus, the main algorithm of actions that contribute to the introduction of a human resource management system in tourism education can be presented in the following steps: 1) Identification of the need for the formation of competencies in the field of human resource management among university graduates according to the educational program (OP) "Tourism" at different levels, by means of analyzing responses to a professional survey among subjects of the tourism industry and employers, requests of the state and society. 2) Determination of the key results of training and the formation of relevant disciplines at different levels of continuing tourism education; 3) Analysis of the results obtained, through actual feedback from actual employers.

RESULTS AND DISCUSSION

The historical line of HRM development represents several basic periods, which are distinguished by an intensive change in the role of a person, a professional in various areas of the economy. So, the period from the end of the XIX to the beginning of the XX century is characterized by the establishment of the conceptual framework of HRM (human resource management) in the works of scientists-economistsand (Rudenko et al., 2015). Further, with each decade of the twentieth century, the role of high-quality human resources has increased and the gradual transformation to the concept of human capital, which in the XXI century has become the most consistent definition. In the route of its historical development, HRM in the Republic of Kazakhstan is a process that has crossed almost all stages at an "accelerated" pace in the last 50 years. If at the beginning of the twentieth century, human resources were quantitative, when the headcount was of supreme importance, then in the period from the 50s to the 80s of the twentieth century, an essential turning point occurs, when qualitative characteristics, if not superior, then become as valuable as quantitative ones. Since the 90s, a crucial period of formation of the national vector of development of the economy, society and management has begun in the republic. Since then, HR management has begun its active development, innovative methods of managing organizations have appeared at all levels, from the state system to entities and professionals in all areas of society, including tourism. At present, the human resource management system has its own industry directions that reflect the unique features of diverse areas of the economy, this of course also applies to tourism, as one of the most communicative areas of professional activity, lying in the "person – person" level, where human resources represent an essential capital that requires continuous investments both at the professional level and at the level of training specialists. The trends of the last 5 years are the introduction of HR management principles into the educational process in a big number of areas, including in the tourism education of the republic. Figure 1 shows the key stages of HRM development in the tourism of the Republic of Kazakhstan, each of which has its own characteristics and creates a modern conceptual framework.

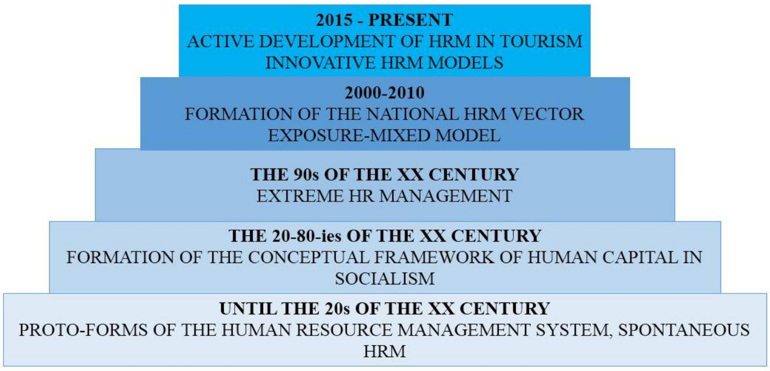

Figure 1. The key stages of the development of the conceptual framework of HRM (human resource management) in tourism of the Republic of Kazakhstan (Source: compiled by the author)

Thus, the key stages of the development of personnel management create a particular logical sequence of interrelated elements and events. Each of the stages of the development of the human resource management system in tourism in the Republic of Kazakhstan has specific features that allowed forming an innovative approach to HRM, as well as to isolate the direction of tourism as a separate one that has distinctive features and requires an integrated approach:

- The first stage: until the 20s of the twentieth century, human resource management in the republic was spontaneous. Nomadic and semi-nomadic lifestyles impacted the quality of people's mobility, when every member of society understood his place, fully owned the required knowledge and skills in a specific activity, craft. The Kazakh society intuitively held and applied the principles of HR management, but did not have a scientific background, we can describe this period as a proto-form.

- The second stage: the period of the 20-80s of the twentieth century, the conceptual framework of HRM was formed in the conditions of socialism. This period was full of numerous concepts, directed by the principle of constant improvement of human resource productivity. It is then that a person from a resource starts transforming into capital. Since the training of a specialist becomes a priority task in the economic development of the whole country, and getting a profession is the obligation of each citizen.

- The third stage: the 90s of the twentieth century, the period of crisis of all economic areas, when the global restructuring affected all spheres of society. There is a redistribution of forces and resources, new sources of knowledge about management, motivation, staff work, etc. are opening up. Scientists in the field of HRM describe this period as extreme, which allowed them to accumulate notable experience in managing extreme situations (Morgunov, 2011).

- The fourth stage: in the 2000s and 2010s, there is an active search for methods of establishment and development of human resources. HRM specialists examine not only the current world concepts but also try creating a unique, national vector of development that would join the theoretical and methodological grounds of human resource management and modern methods that have proven their practical effectiveness. Since then, a large number of research works in HR management have appeared in all spheres of the economy, government bodies, and education.

- The fifth stage: from 2015 to the present, it is characterized by systematic HRM developments in tourism and a career development model. A model of a specialist in the tourism industry has been built, in which the skills of the human resource management system are mandatory. So, in 2017, 2019, Atameken - the National Chamber of Entrepreneurs - developed the Passport of Profession project, including in the tourism industry. The first HR forum took place in 2019. The purpose of the forum is to contribute to the development of the human potential of state bodies by the introduction of the best technologies in the field of strategic management and staff to create a permanent educational platform for the training of highly qualified HR managers. HR award is held annually, which presented the best projects on personnel management in four areas: digital solution – IT projects on the development of business; save–well-being projects - case studies on the improvement of working conditions, reflecting the activities of companies focused on the well-being of workers; level up projects -training and motivating employees; be cool projects focused on work with schoolchildren, students and young professionals (https://wowhr.kz/). Recently, a project for the development of HR management in the Republic of Kazakhstan has been created in collaboration with Hill International, etc.

During the research, we have conducted the survey among specialists in the tourism industry, which was attended by tourism entities of Kazakhstan, Lithuania, Russia, and Ukraine to discover the need to change the approach to training professionals with HR planning and management skills. Today, there is a problem with the quality of the staff produced for the tourism industry. The professional survey consisted of a set of questions that show both the trends of modern HRM (human resource management) in tourism and reveal the basic needs of the entities of the tourism industry in the personnel training. The analysis of the answers unveiled the need for training specialists with personnel management skills, forming a portal for finding qualified employees, and constant professional development within the framework of career - building (Figure 2).

Hence, 46% of respondents, when asked about the higher education among specialists, noted the necessity to master higher education under the educational program in tourism, which shows the need for highly qualified professionals with the skills of an HR manager who meet the standards of the state, society, and specialty (Figure 2). Meanwhile, along with the language skills, there is a need for the ability to work with personnel, manage and organize their activities (Figure 3). Therefore, at present, the entities of the tourism industry define management and HR (human resource) skills as one of the most valuable for a modern specialist.

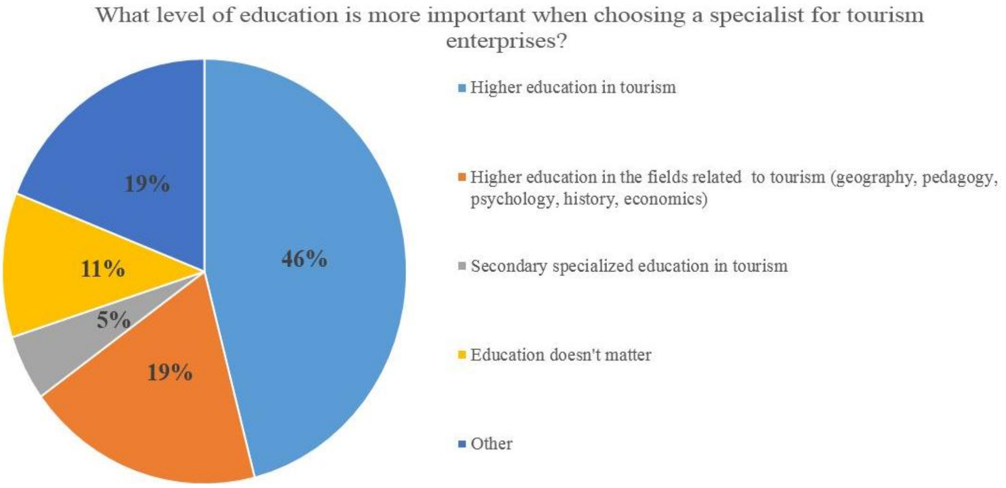

Figure 2. Answers to the question about the education of employees from industry specialists (Source: compiled by the author)

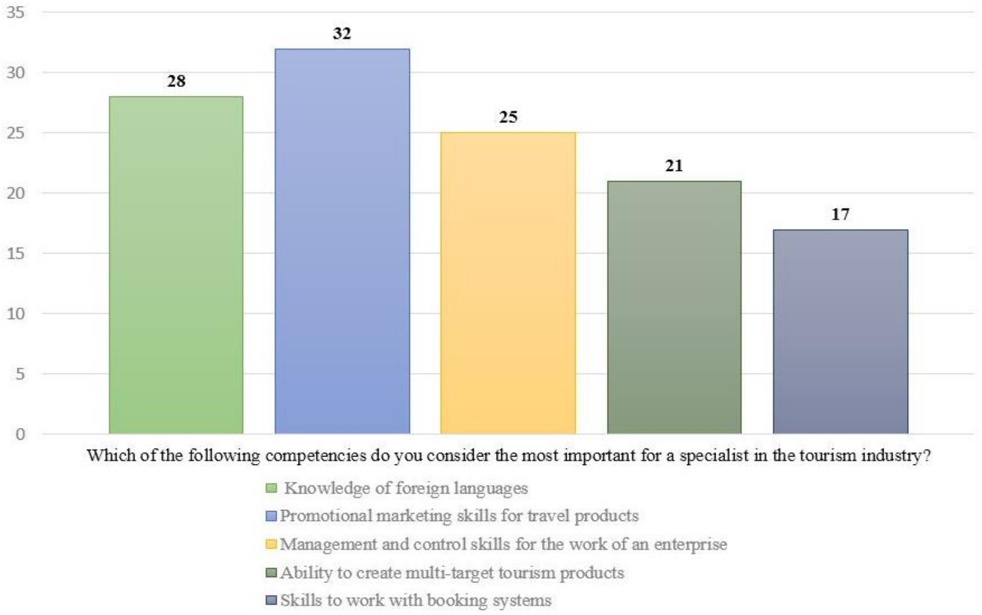

Figure 3. Answers to the question about the most critical competencies of employees from industry specialists. The unit of measure on the axis is the number of responses (Source: compiled by the author)

This refers both to workers who are already working and to graduates who have recently completed the Tourism educational program. This trend unveils the principal criterion for the development of modern HRM in the tourism of the Republic of Kazakhstan it is the training of specialists in the field of tourism with fully mastered skills of human resource management, who are able to regulate their activities, set their own vector of professional development in accordance with the HRM career model. This position is also supported by the government. In Tourism, the state mandatory standard of education for all levels of education (bachelor's, master's, and doctoral studies), the mastery of skills in managing professional processes, personnel, human resources, and professional self-development holds one of the mandatory positions (The order of the Minister of Education and Science of the Republic of Kazakhstan No. 604 dated October 31, 2018 "On the approval of State mandatory standards of education at all levels of education" registered in the Ministry of Justice of the Republic of Kazakhstan on November 1, 2018 No. 17669). Professional standards developed by Atameken National Chamber of Entrepreneurs in 2017 and in 2019, designed for the creation of educational programs, including for training personnel at enterprises, for certification of employees and graduates of educational institutions, for solving a deep range of duties in the field of personnel management. The entities of the tourism industry, educational organizations that prepare specialists for the tourism industry can develop corporate documents, professional standards for employees with clarification of the professional education level, the list of labor duties, knowledge, skills, taking into account the characteristics of the organization of production, labor and management, their obligations (Appendix No. 1 to the order of the Chairman of the Board of Atameken National Chamber of Entrepreneurs of the Republic of Kazakhstan No. 3 dated January 17, 2017 "Tourism Professional Standard"). The trends of contemporary HRM in tourism and tourism education are directed by the demands of the labor market, the entities of the tourism industry, and the order of the government for the training of professional personnel. The principles of permanent training and lifelong learning have left their mark on all areas of the professional development of experts. Implementing this principle in the training of tourist personnel with HRM skills, the authors have developed a model for the organization, formation, and development of competencies necessary for planning, managing and improving the efficiency of human resources in the companies of the tourism industry (Figure 4).

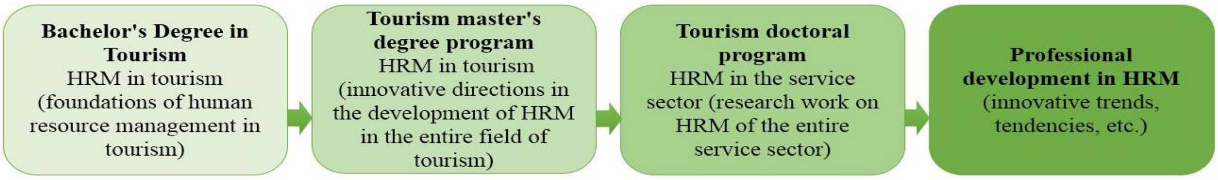

Figure 4. The process of mastering human resource management competencies in the system of constant tourism education (Source: compiled by the author)

The process of mastering professional competencies in the field of HRM for specialists in the tourism industry should be constant in the system of higher and postgraduate education. Therefore, at the Kazakh Academy of Sports and Tourism, the authors have developed a three-stage model for the Tourism educational program, which is awarded by UNWTO TedQual, the international quality certificate (https://www.unwto.org/institutions-unwtotedqual-certified-programmes):

- Tourism educational program, bachelor's degree level. It includes the discipline of personnel management, human resource management in the field of tourism. Students study the theoretical framework of HRM, analyze the evolutionary path of development of the human resource management system, basic concepts, and specific features in the tourism industry. The discipline shows the basics of a sufficient approach in the search, selection, training, professional activity, development, and evaluation of personnel. The course covers theoretical and practical basics of personnel management, development of an organizational mechanism and planning of personnel demands, psychological and professional training of personnel, management of their motivation in the conditions of the modern tourism industry for gaining a competitive advantage.
- Tourism educational program, master's degree level. The discipline is aimed at deepening the competencies obtained at the bachelor's level. Students examine modern HRM models: competing values, rational goals of internal processes, human relations, open management systems. The peculiarities of HR management in the tourism industries and at the enterprises of the tourism industry abroad and in Kazakhstan. HRM. The principal directions of work with human resources in the entire tourism sector.
- Tourism educational program, the doctoral studies. The discipline is directed at strengthening and developing the competencies obtained at the bachelor's and master's degrees. It reveals the peculiarities of effective human resource management at all types of service enterprises, taking into account the psychology of managerial activity and the organization of interaction processes between internal departments and departments of a tourist enterprise. The course involves the development of economic, organizational and administrative and socio-psychological methods of selection, distribution and development of human capital, as well as methods of automation of personnel management, coordination and quality control of services provided. Doctoral students take an active part in conducting various-level research in the field of innovative areas of the human resource management system in the service sector, thereby developing the possibilities of applying the results of their research activities in contemporary tourism at the regional and international levels.
- Constant professional improvement of specialists at all levels, allows expanding the skills of human resource management, studying innovative fields, exploring the trends of modern HRM in tourism, as well as being active participants in the development of the country's human capital. This model allows active implementation of a human resource management system in higher education in tourism, thereby preparing specialists, managers who are in demand in the labor market, who have the skills of career building, personnel management, creating innovative methods, and their introduction in the service sector. This position of permanent education or life-long education is also proved by the analysis of the survey results, namely, the answer to the question "Which direction of additional education (courses, training, etc.) of a specialist in the tourism industry is more priority for you?" (Figure 5). Thus, the analysis of the answers to the respondents' question shows that in addition to the main profession of a Travel Manager, specialists of the tourism industry need to have additional qualifications. The most priority answers are: a tour guide - 36%, an HR specialist - 29%, a tourism instructor - 26%, and the remaining 9% are different types of additional qualifications, depending on the specifics of the enterprise in which the respondent works. This analysis proves the trends of modern HR management in tourism and tourism education. Human resource management skills are viewed as one of the most valuable for specialists in the tourism industry. The development of HRM in the Republic of Kazakhstan is taking place at an "accelerated" speed. Currently, specialists in this field are actively exploring multiple development models, based on the data collected, a national model of the unique development of the human resource management system is being built in all areas of professional activity in which a person is involved – as a resource and capital that requires investment and development. Tourism has special importance in the economy of numerous countries and the life of society as a whole, representing a communicative activity; it requires the quality of training of personnel with the knowledge and skills in the human resource management system.

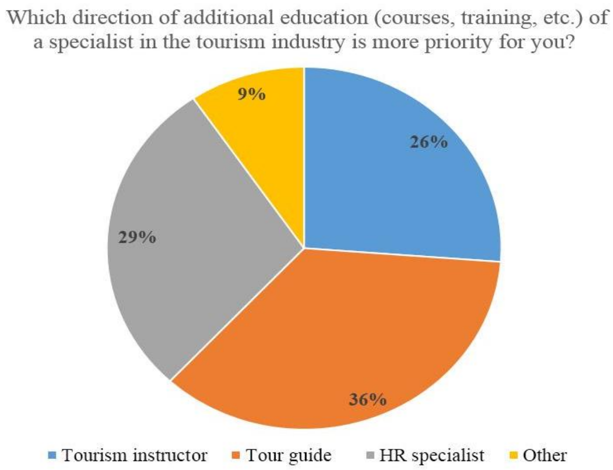

Figure 5. Analysis of the response of professional respondents to the question "Which direction of additional education (courses, training, etc.) of a specialist in the tourism industry is more priority for you?"

CONCLUSIONS

1. In the article, the authors have analyzed the stages of development of the conceptual framework of the human resource management system in tourism of the Republic of Kazakhstan.
2. The authors have conducted the survey among specialists of the tourism industry, which was attended by tourism entities of Kazakhstan, Lithuania, Russia, and Ukraine to discover the need to change the approach to training professionals with HR planning and management skills.
3. The results of the survey have revealed the need for training professionals with HR skills for the tourism industry who are actively involved in the system of innovative tourism development.

During the research and professional activity in the system of higher and postgraduate education, the authors have developed a model of mastering competencies in the human resource management in tourist education.

Acknowledgments

The results of the research and professional activities of the authors, outlined herein, have become a crucial element in the development of the process of forming the concept of constant tourism education, taking into account the conceptual framework of the human resource management system in tourism of the Republic of Kazakhstan. In the course of the research, the authors have conducted the survey that showed the need for training tourist personnel with professional competencies in HR management, career building, and implementation of the principles of human capital development.

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IMPACTS OF PUSHING AND PULL FACTORS ON TOURIST SATISFACTION AND RETURN INTENTION TOWARDS RIVER TOURISM IN CAN THO CITY, VIETNAM

Quoc Nghi NGUYEN*
Can Tho University, School of Economics, Can Tho City, Vietnam, e-mail: quocnghi@ctu.edu.vn

Van Nam MAI
Can Tho University, School of Graduate, Can Tho City, Vietnam, e-mail: mvnam@ctu.edu.vn

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Abstract: This study was conducted to demonstrate the impacts of push and pull factors on tourist satisfaction and behavioural intention of visitors towards Can Tho City river tourism. Structural Equation Modeling (SEM) was used to analyse the data. Research data were collected by direct interviews with 235 visitors who have experienced the river tour in Can Tho City. The research has shown that push and pulls factors positively affect destination satisfaction. Besides, destination satisfaction promotes the return intention, willingness to pay, and positive word of mouth of visitors towards river tourism. The study proposes important implications to effectively use river tourism image of Can Tho City, thereby attracting both domestic and foreign tourists. These solutions may help improve the tourism industry of the city.

Key words: Push factors, pull factors, destination satisfaction, behavioural intention, river tourism

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INTRODUCTION

Tourism is the "smokeless industry" with the most reliable and most sustainable growth rate in the world (Bansal and Eiselt, 2004). Along with the rapid development of the tourism industry, the competition among tourist destinations, especially the river destinations, has become increasingly cruel. To achieve the success which marketing strategies need to be considered based on analyzing the relationships among tourism motivation, destination satisfaction, and behavioural intention of visitors (Yoon and Uysal, 2005). According to Cooper and Prideaux (2009), river tourism is a form of waterway tourism that is exploited and organized based on natural freshwater flows (rivers, canals, etc.). Its attraction comes not only from the natural scenery but also from the culture. It includes activities such as yachting, sightseeing, entertainment, leisure, events taken place on both sides of the rivers.

Can Tho City locates on the banks of Hau Giang River, and it is the central city of the Mekong Delta region. This city has potential resources for tourism development, especially river tourism, as Cai Rang and Phong Dien floating market (in Cai Rang District and Phong Dien District). Son Island (in Binh Thuy District) and Tan Loc Islands (in Thot Not District) are famous places to international travellers. They are destinations for both domestic and foreign tourists and interlace river systems together with luxuriant fruit gardens with beautiful landscapes. Besides, the local culture in "Tay Do" land (another name of Can Tho City) associated with the river has attracted many international tourists so far. However, development strategies on river tourism are still not commensurate with the potentials and advantages of the city. To utilize this advantage, push and pull factors need to be taken into consideration to create attractive tourist products, improve satisfaction and positive behavioural intention of tourists towards river tourism.

THEORETICAL FRAMEWORK AND RESEARCH HYPOTHESES

1. Theoretical framework

Push factor

Push factors are motivational factors, resulting from imbalance or pressure in the motivation system. Analyzing tourism motivation is exciting and essential to researchers in the world including different areas of research such as sociological research, anthropology, and psychology (Dann, 1977; Crompton, 1979; Gnoth, 1997). Researchers have shown that motivation was the deciding factor that affects travel behaviour. Motivation is considered as personal orientation enticing an individual to travel conduct. The behaviour may include visiting for the reasons for escaping from the daily routine, spending time with family or adventure needs (Dann, 1977; Chon, 1989).

Pull factor

The concept of pull factor is defined related to features, attractions or properties of destinations, such as "floating market", "water resource", "beautiful landscape" or "historical and cultural resources" (Fakeye and Crompton, 1991; Hu and Ritchie,

* Corresponding author

1993; Kim et al., 2003). Destination choices come from tourists' reviews about destination properties (Kim et al., 2003). Pull factors are tangible resources, perception, and expectations of tourists about the features, attractions or parks of a particular destination. Therefore, pull factors play an essential role in tourist destination choice (Crompton, 1979; Kim et al., 2003).

Destination satisfaction

Severt et al. (2007) pointed out that tourist satisfaction is expressed through the experiences of a product or service that meets their expectations regarding the trip. Satisfaction is created by comparing what visitors expect to receive and what they received (Kim et al., 2003). Visitors are satisfied when the experience goes far beyond expectations (Chen and Chen, 2009; Reisinger and Turner, 2012). Working on visitor satisfaction is a crucial issue to reach the success in target marketing because it affects the destination choice, product and service consumption as well as return intention (Kozak and Rimmington, 2000).

Behavioural intention

The behavioural intention has been conceptualized and measured according to different criteria. Zeithaml et al. (1996) pointed out five types of customer behavioural intention after experiencing the service, namely: loyalty, willingness to pay, switching purpose, internal, and external feedback. According to Richard (2014), behavioural intention is expressed in the short and long term. In Chen and Tsai's study (2007), tourist behavioural intention is shown by the intention to return to the destination and the willingness to recommend the goal to others. Word of mouth, complaint or compliment, and suggestion are considered short-term behaviour, while loyalty is regarded as long-term behaviour (Chan et al., 2015).

2. Research hypotheses

Push factors affect tourist satisfaction

In a study in 2008, Qiao et al. confirmed that push factors affect the return intention of visitors directly and indirectly through destination satisfaction. Ryan and Deci (2000) have shown that activities with positive motivation will stimulate individual awareness about achievement. The positive relationship between push factors and tourist satisfaction was also found in the research by Zupan and Milfelner (2014). In addition to this, intrinsic motivations or psychological factors positively affect tourist satisfaction as well as their behavioural intention in the future (Fangxuan and Chris, 2015; Pratminingsih et al. (2013). Therefore, the hypothesis H1 is proposed as follow: H1: Push factors positively affect destination satisfaction towards river tourism in Can Tho City.

Pull factors impacts tourist satisfaction

Pull factors are considered as external properties of a destination, significantly affect tourist satisfaction and intention to return (Qiao et al., 2008). Researches by Fangxuan and Chris (2015), Pratminingsih et al. (2013) have demonstrated that the external motives of the destination attribute positively affect tourist satisfaction. In other words, the pleasure and intention to return to a tourist site depend mainly on the level of visitors' awareness about the destination image, instead of their desires and needs (Mai and Huynh, 2014). As a result, the study proposes hypothesis H2 as follow: H2: Pull factors positively affect destination satisfaction towards river tourism in Can Tho City.

Destination satisfaction impacts the return intention

Several studies have pointed out the positive relationship between tourist satisfaction and the plan to return to a destination (Ross and Iso-Ahola, 1991; Pizam, 1994; Hallowell, 1996; Beeho and Prentice, 1997). Visitors are willing to seek alternative destinations for further trips and have harmful word-of-mouth intentions if they are not satisfied with the current goal (Peter and Olson, 1987; Pizam, 1994). Furthermore, satisfaction is considered to be an essential factor affecting visitor behavioural intention (Yoon and Uysal, 2005; Pratminingsih et al., 2013; Hasan et al., 2020; Hossain et al., 2021). This has shown that the more tourists are satisfied with the destination, the higher the intention to return. Base on the above discussion, the hypothesis H3 is stated as follows:

H3: Destination satisfaction positively affects the return intention towards river tourism in Can Tho City.

Destination satisfaction affects the willingness to pay

There have been studies showing the relationship between service satisfaction and the willingness to pay. Zeithaml et al. (1993) argued that if tourists experience high-quality services in the trip, they will be willing to pay more. In another research, Homburg et al. (2005) pointed out that the increase in customer satisfaction leads to the willingness to pay for the service. Tourists' willingness to pay is positively correlated with their destination satisfaction. This means visitors are willing to pay more for services that bring higher comfort (Latiff and Imm, 2013). Hence, the study puts forward the hypothesis H4 as follow:

H4: Destination satisfaction positively affects tourists' willingness to pay towards river tourism in Can Tho City.

Satisfaction with the destination effects word-of-mouth intention

According to Rust et al. (1995), when visitors are satisfied with the destination, they tend to have a positive word of mouth about the destination for relatives and friends. Similarly, Latiff and Imm (2013) showed a dynamic relationship between satisfaction on the service quality and positive word-of-mouth intention. Ivyanno (2013) suggested that if tourists are satisfied with the activities and the service quality of the tourist site, they tend to recommend it to their friends and relatives. Thereby, satisfaction has a positive impact on word-of-mouth intention, which is an essential factor to attract tourists (Carvache-Franco et al., 2020; Hossain et al., 2021). Therefore, the following hypothesis is stated:

H5: Destination satisfaction positively affects the word-of-mouth intention of tourists towards river tourism in Can Tho City.

Based on the literature review mentioned above, the research model about the impacts of push and pull factors on tourist satisfaction and return intention towards river tourism in Can Tho City was proposed as follows:

Figure 1. Proposed research model

Table 1. Interpretation of observed variables in the research model

Factors	Observed variables	Scale	Reference sources
Push factors	PUS1: Look forward to learning new things.	Likert 1-5	Qiao et al. (2008), Ryan and Deci (2000), Zupan and Milfelner (2014), Pratminingsih et al. (2013)
	PUS2: Enjoy meeting new friends.	Likert 1-5	
	PUS3: Enjoy experiencing the beauty of the natural river system.	Likert 1-5	
	PUS4: Enjoy exploring the culture and history of the river systems.	Likert 1-5	
	PUS5: Love to experience the lifestyle on the river.	Likert 1-5	
	PUS6: Love to relax by the river.	Likert 1-5	
Pull factors	PUL1: The natural beauty of the river is attractive.	Likert 1-5	Qiao et al. (2008), Fangxuan and Chris (2015), Pratminingsih et al. (2013)
	PUL2: The Culture and history of the river are exciting.	Likert 1-5	
	PUL3: Dishes are typical, delicious, and unique.	Likert 1-5	
	PUL4: Can Tho people are friendly and hospitable.	Likert 1-5	
	PUL5: Transportation and rest areas are convenient.	Likert 1-5	
	PUL6: Fluvial products are novel and attractive.	Likert 1-5	
Destination satisfaction	DS1: Choosing the river destination in Can Tho City is a worthy decision.	Likert 1-5	Severt et al. (2007), Kim et al. (2003), Chen and Chen (2010), Reisinger and Turner (2012), Kozak and Rimmington, (2000)
	DS2: Satisfied with the culture and history of the river systems in Can Tho City.	Likert 1-5	
	DS3: Satisfied with the fluvial products and cuisine in Can Tho City.	Likert 1-5	
	DS4: Satisfied with the natural landscape and the river environment in Can Tho City.	Likert 1-5	
	DS5: The trip and experiences meet my expectations.	Likert 1-5	
Return intention	RI1: I will use more products and services of the river tour in Can Tho City in the future.	Likert 1-5	Pizam (1994), Hallowell (1996), Beeho and Prentice (1997), Peter and Olson (1987), Yoon and Uysal, (2005)
	RI2: River tour in Can Tho City will be my prior choice.	Likert 1-5	
	RI3: I will keep in touch with the people I knew at Can Tho River tourist sites.	Likert 1-5	
	RI4: I will return to Can Tho City to experience a river tour soon.	Likert 1-5	
Willingness to pay	WTP1: If the travel cost increases, I am still willing to experience river tourism in Can Tho City.	Likert 1-5	Homburg et al. (2005), Latiff and Imm (2013)
	WTP 2: I am willing to pay more than planned to experience Can Tho River tour.	Likert 1-5	
	WTP 3: The cost of the trip deserves what I got.	Likert 1-5	
	WTP 4: I am willing to pay to experience Can Tho River tour again.	Likert 1-5	
Word of mouth	WOM1: I will share the information about Can Tho River tourist sites with my community.	Likert 1-5	Rust et al. (1995), Latiff and Imm (2013), Ivyanno (2013)
	WOM 2: I will recommend Can Tho River tour to my relatives and friends.	Likert 1-5	
	WOM 3: I will give good reviews for Can Tho River tour.	Likert 1-5	
	WOM 4: I will suggest my relatives and friends take Can Tho River tour as a prior choice.	Likert 1-5	

RESEARCH METHODOLOGY

1. Analytical method

In this study, the quantitative analysis is used in the following order: Step 1: Test the reliability of the scales by Cronbach's Alpha. Step 2: Exploratory factor analysis (EFA) to evaluate the convergent and discriminant validity. Step 3: Confirmatory factor analysis (CFA) to assess the relevance of the data to the market. Step 4: Structural equation modeling (SEM) to test the proposed research hypotheses.

2. Data collection method

The SEM method requires a large sample size because it relies on the pattern distribution theory (Raykov and Widaman, 1995). The sample size has to be between 100 and 200 (Hoyle, 1995). According to Hoelter (1983), to ensure the reliability of the SEM method, the limited sample size in SEM is 200. In this study, the quota sampling method and direct interview were used to collect data. Subjects of the study are tourists who have visited and experienced Can Tho River tour. The number of surveyed visitors is 250. After eliminating 15 forms that are not sufficiently adequate, the study reached the final sample size of 235 observations, of which 71 international visitors accounted for 30.21%. During the survey process, demographic factors were focused on the representativeness of the research data.

RESEARCH RESULTS AND DISCUSSIONS

1. Scale reliability test

Cronbach's alpha coefficient was used to assess the reliability of the scales. Based on the test results in Table 1, 6 factors with 29 observed variables have high-reliability coefficients (above 0.79), and all these variables have Corrected item-total Correlation greater than 0.3. This proves all the observed variables and scales ensure reliability (Nunnally, 1978; Peterson, 1994). Therefore, six factors and 29 observed variables can be used for the next Exploratory Factor Analysis (EFA).

2. Exploratory factor analysis (EFA)

EFA analysis was used to determine the convergent validity and discriminant validity of the scales. In this research, EFA analysis was used three times. The first EFA result with Push and Pull factors scales achieved the following values: (1) Reliability of variables (Factor loading > 0.5); (2) Research model's suitability test (0.5 < KMO = 0.930 < 1.0); (3) Bartlett's test for correlation of variables (Sig. = 0.00 < 0.05); (4) Cumulative variance test = 60.652% > 50%. This proves that all observed variables achieved convergent validity and discriminant validity (Hair et al., 1998).

Thereby, two factors were formed from 12 observed variables. There was no disturbance among factors, so the factors' names were retained. Similarly, the second EFA result with the destination satisfaction scale achieved the following indicators: (1) Reliability of variables (Factor loading > 0.5); (2) Research model's suitability test (0.5 < KMO = 0.889 < 1.0); (3) Bartlett's test for correlation of variables (Sig. = 0.00 < 0.05); (4) Cumulative variance test = 59.917% > 50%. Thereby, observed variables achieved convergent validity and discriminant validity (Hair et al., 1998). Hence, the Destination satisfaction scale has five observed variables as the proposed model. Finally, the third EFA result with the Return intention, Willingness to pay, and Word of mouth scales achieved the following values: (1) Reliability of variables (Factor loading > 0.5); (2) Research model's suitability test (0.5 < KMO = 0.903 < 1.0); (3) Bartlett's test for correlation of variables (Sig. = 0.00 < 0.05); (4) Cumulative variance test = 67.281% > 50%. Therefore, observed variables achieved convergent validity and discriminant validity (Hair et al., 1998). As a result, three factors were formed from 12 observed variables; there was no disturbance of factors, so the factors' names were still the same.

Table 2. Result of Cronbach's Alpha analysis (Source: Survey data, 2020)

Scale	Cronbach's Alpha	Corrected Item-Total Correlation	Max Cronbach's Alpha if item deleted
Push factors	0.885	0.635	0.875
Pull factors	0.839	0.559	0.822
Destination satisfaction	0.865	0.572	0.857
Return intention	0.798	0.588	0.758
Willingness to pay	0.839	0.636	0.813
Word of mouth	0.859	0.691	0.826

Table 3. Result of scale reliability (Source: Survey data, 2020)

Scales	Number of variables	Composite Reliability (Pc)	Variance Extracted (Pvc)
Push factors	6	0.88	0.56
Pull factors	6	0.84	0.47
Destination satisfaction	5	0.86	0.55
Return intention	4	0.80	0.50
Willingness to pay	4	0.84	0.57
Word of mouth	4	0.86	0.60

3. Confirmation Factor Analysis (CFA)

Based on the CFA analysis results in Table 3, the following coefficients were guaranteed: Chi-square = 467.444 (P = 0,000), Chi-square/df = 1.291 < 2, with P = 0.000 < 0.05; TLI and CFI are 0.968 and 0.972, respectively and both are higher than 0.9; RMSEA = 0.035 < 0.08 (Bentler and Bonett, 1980). This demonstrates that the model is suitable with the market data. The table above shows that all the standardized regression weights of the scales reach convergent validity. Correlation coefficients between factors are less than 1 with a standard deviation of less than 0.05.

Therefore, the elements achieve discriminant validity. The result of Composite Reliability (Pc), Variance Extracted (Pvc) presented in Table 3 showed that Pc values are eligible. However, Pvc value of the Push factors scale is slightly low (< 0.5), but Pvc could still accept an amount from 0.4 provided that Pc is more significant than 0.6 (Fornell and Larcker, 1981). Thus, all scales are suitable to be used for the SEM analysis step.

4. Theoretical model and research hypotheses test

The Structural Equation Modeling (SEM) was used to test the research hypotheses. The result of examining the relationship between factors are shown in Table 4.

Table 4. Testing the relationship **between factors** (Source: Survey data, 2020)

Relationship			Regression weight			Standardized regression weight	P-value	Hypotheses
			Estimated value	Standard Error S.E.	Critical Ratio C.R.			
DS	<---	PUS	0.644	0.078	8.299	0.662	***	**H1**
DS	<---	PUL	0.656	0.079	8.267	0.764	***	**H2**
RI	<---	DS	0.756	0.112	6.777	0.637	***	**H3**
WTP	<---	DS	0.886	0.113	7.837	0.825	***	**H4**
WOM	<---	DS	0.711	0.116	6.113	0.512	***	**H5**

Table 4 shows the main findings of the study as follows:

- Hypothesis H1: Hypothesis H1 was accepted at the significance level of 1%, which is push factors positively impact on the destination satisfaction of tourists towards Can Tho River tourism. This indicates that tourists' intrinsic motivations (learn new things from the river lifestyle, experience the natural beauty and relax in the river area, interact with new friends, explore the culture and history of the river systems) positively affect the satisfaction of tourists. This finding further confirms the importance of push factors in analyzing tourist behaviour. This result is similar to the research of the Fangxuan and Chris (2015), Pratminingsih et al. (2013).

- Hypothesis H2: Hypothesis H2 was accepted at the significance level of 1%, which is pull factors positively affect the destination satisfaction of visitors towards Can Tho River tourism. This result shows that the properties of the destination, as the attraction of nature, the natural beauty of rivers, exciting culture and history, delicious and typical dishes, unique fluvial products, convenient transportation and rest areas, friendly and hospitable local people) positively affect tourist satisfaction. Tourists claim that the natural beauty of rivers is the most important criterion that attracts them, thereby making an essential contribution to tourist satisfaction. This research result is consistent with the finding of Pratminingsih et al. (2013), Mai and Huynh (2014).

- Hypotheses H3, H4, H5: These hypotheses are accepted with a significance level of 1%. This means the destination satisfaction impacts positively on the return intention, willingness to pay, and word of mouth of tourists towards Can Tho River tourism. In other words, if visitors are satisfied with elements of the trip, as fluvial products, cuisine, natural landscape, river environment, culture and history as well as the decision to choose Can Tho as a destination. They will be willing to pay higher service fees, actively have word of mouth about Can Tho River tourism, and tend to return to Can Tho City. This finding is an essential scientific basis for Can Tho's tourism industry in building a strategy to attract tourists and increase tourists' consumption in travel services.

CONCLUSION AND RECOMMENDATIONS

This research has approached the importance of push and pull factors to destination satisfaction and behavioural intention of tourists towards river tourism in Can Tho City. In particular, pick elements to play an essential role than push factors. This emphasizes the significance of destination attributes in attracting visitors.

Moreover, the study also showed that the increase in tourist satisfaction creates tourists' positive behaviours in the future, including the willingness to pay more, positive word of mouth, and return intention to Can Tho City. From the research results, some implications for the tourism industry of Can Tho City are proposed as follows. Firstly, improve the pull factors that attract visitors to Can Tho River tourism by building an attractive destination image. Promoting the tourism image together with river areas characteristics should be taken into consideration.

Besides, developing programs should focus on creating the impression and attractiveness of river tourism, especially the natural beauty of rivers. Secondly, diversify tourism activities, improve the attractiveness of destinations to meet the needs of visiting, entertaining and experiencing. Tourism activities need to be ensured both practicality and entertainment. These elements help create different feelings and excitement for visitors, therefore bring them unforgettable memories with river tourism in Can Tho City.

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POLICIES AND IMPLEMENTATION OF WORKER EMPOWERMENT IN CHINESE COMPANIES IN KONAWE DISTRICT, SOUTHEAST SULAWESI PROVINCE

Abubakar ISKANDAR*
Djuanda University Bogor, Master's Department of Public Administration, West Java, Indonesia, e-mail: abu1958@yahoo.coma

Oetje SUBAGDJA
Djuanda University Bogor, Master's Department of Public Administration, West Java, Indonesia, e-mail: otje.subadgja@unida.ac.id

Zahid MUBAROK
Islamic Broadcasting Communication Study Program College of Islamic
Da'wah and Broadcasting, West Java, Indonesia, e-mail: mujahidmujahid2016@gmail.com

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Abstract: Based on the Work Plan of the Ministry of Manpower of the Republic of Indonesia, the number of foreign workers entering Indonesia in 2018 were 353,630 workers, causing the Indonesian workers to find job more difficult in their country. The Research Objectives are: (a) To describe policies and implementations to decrease unemployment rates in Southeast Sulawesi Province; (b) To Analyze an expert Chinese Foreign Worker accompanied by ten Indonesian Workers for transfer of knowledge and transfer of jobs; (c) To Identify Chinese Foreign Workers and Indonesian Workers who are employed in Chinese Companies. The research design is a cross sectional design. The sample consisted of 100 people, while the data analysis used flow models, correlation and respondents' perceptions. The results showed that there were 10 Chinese workers and 90 Indonesian workers who worked in a chinese companies, but there are discrimination in different position and payroll system that Chinese workers salary were higher than Indonesian workers.

Key words: policy, implementation, workers, science, knowledge, technology, salary

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INTRODUCTION

1. Background

The Data on unemployment in Southeast Sulawesi Province showed that in 2020 unemployment rate is 3.17 %. This figure has increased from 0.21 % compared to February 2019 and 0.38 % compared to 2018, so 3.17 % has not been absorbed in field. This condition is worst by the increasing foreign workers entered (The Central Bureau of Statistics). Based on the data on the Planned Employment of Foreign Workers of the Ministry of Manpower of the Republic of Indonesia, the number of foreign workers who entered Indonesia in 2018 were 353630 people. This can lead to the marginalization of Indonesian Workers in Foreign Companies in Indonesia, especially the migration of Chinese workers in Konawe Regency, Southeast Sulawesi, every year are 500 people, this causes Indonesian workers to become increasingly narrow in reaching the labor market in Chinese companies in Konawe District Southeast Sulawesi province. Workers are people who are capable of doing work in order to produce goods and / or services both to fulfill their own needs and for the community (Aly, 2003), General Provisions, article 1 paragraph 2. In Law No. 13 In 2003, it was explained that one Chinese Worker accompanied by ten Indonesian Workers, there must be a transfer of knowledge and a transfer of jobs. Therefore, a Chinese Worker is obliged to provide job training to ten Indonesian Workers. Job training is all activities to provide, obtain, improve, and develop work competence, productivity, discipline, attitudes and work ethic at a certain level of skills and expertise in accordance with the level and qualification of a position or job (Aly, 2003), General Provisions, article 1 verse 9. According to (Passed, 2018), there are eight positive and negative impacts of the arrival of foreign workers in Indonesia, as explained below:

Positive impact

1. The new knowledges and technologies in a field of work with the presence of foreign workers, we will get new knowledges in a field of work. We can get these new knowledges from foreign workers who may be commonly practiced in their countries. With these new knowledges that it will increase innovation in Indonesia. Not only new science, but also new technology. Foreign workers bring technology used from their countries to be applied in Indonesia. These will be very beneficial if foreign workers come from developed countries in their fields.
2. The Development of a field work becomes faster the development of field work is strongly supported by qualified and expert human resources. Using foreign workers who are experienced in a particular field can be a good means of development in a field work and this good experience can be passed on to local Indonesian workers.
3. The adoption of new technology become faster. Adoption of technology will be easier if there are workers who are experts in their field works. Technology from developed countries will be easier to do if it is supported by workers who are experienced, especially from the country of the technology.

* Corresponding author

4. Increased investment in Indonesia.The presence of foreign workers arriving in Indonesia, it is estimated that there will be an increase in investment in Indonesia. This is also obtained from the results of the recruitment of foreign workers.

5. Increasing the productivity of the local workers. The Competition of foreign workers and local workers will undoubtedly trigger the enthusiasm of local workers to continue to spur themselves so that they can survive in the competition.

Those are some of the positive impacts regarding the entry of foreign workers into the territory of Indonesia. Beside the positive impacts, there are also be negative impacts from the influx of foreign workers in Indonesia.

Negative impact

1. Minimize employment opportunities for local workers.

The most pronounced negative impact of the influx of foreign workers is the of minimize employment opportunities in the country because the number of workers will increase. If it is not balanced with an increase in domestic business, employment opportunities will become decreasing.

2. Become a threat to local workers who do not have more skills.

The arrival of foreign workers in Indonesia become a threat for local workers, especially without skills at all. If not trained, local workers will not be able to compete with foreign workers.

3. Increasing unemployment for local workers.

The presence of foreign workers, if it is not balanced with additional employment opportunities, will only cause a lot of unemployment. As a solution, additional jobs must also be done.

That is why there needs policies and implementations of the empowerment of Indonesian workers in Chinese companies, so who are classified as unemployed become employed. Therefore, the government issued a policy through (Presidential Regulation No. 20/2018) concerning Foreign Workers and Indonesian Workers. In this regulation, an expert foreign worker is accompanied by 10 Indonesian workers. In this law, an expert Foreign Worker is accompanied by 10 Indonesian Workers, besides being absorbed in the field. They are also for transfer of knowledge and transfer of jobs, so the unemployedd people in this area can be reduced, and obtain jobs and positions in Chinese companies for local workers due to new provisions in the Presidential Decree which are not in accordance with Law No. 13 of 2003 concerning Manpower

The Presidential Regulation makes it easier for the process of bringing in foreign workers to work in Indonesia. This is considered to make it easier for foreign workers to enter Indonesia, and it will reduce the number of local workers. Thus, foreign workers fill more jobs in Indonesia. Consequenly it is necessary to conduct an analysis of the legal protection that can be carried out on local workers for using of foreign workers in the company, and what legal measures can be taken by local workers due to a violation of using of foreign workers in the companies. Talking about the problem of people who are still unemployed, we are talking about problems of public interest (Anindita, 2019).

Therefore, public policy is a solution to overcoming problems that occur in certain activities that occur in a community created by state institutions with the intention of carrying out bureaucratic activities (Wibawa, 2011). This definition, if it is related to the empowerment of workers who are still unemployed, then it is a solution through Presidential Regulation Number 20 of 2018 to help people who do not have permanent jobs, so they are not unemployed. Therefore, in relation to the empowerment of Indonesian Workers, public policy is placed as a theoretical reference in explaining this case. The right means the policy required the functioning of Chinese companies, so the government and Chinese companies need to help Indonesian Workers to be employed in existing Chinese companies. So, discussing the issue of public policy definitely refers to the government's program in investing in the form of the establishment of Chinese companies in this area and the program must be implemented in the area. Implementation can simply be interpreted as the implementation or application of a program so that implementation can be said to be a social action as well as an evaluation (Abubakar, 2012). The implementation of policies is an effort of the state or non-state individually or in groups to achieve the goals in the policy. This implementation activity was only carried out after the policy was endorsed as well as legalization and the allocation of its resources had also been approved (Wibawa, 2011).

Thus, the policy implementation is a reciprocal relationship between the formulation of goals and the intended objectives so that goals can be achieved (Abubakar, 2012). To empower a workers are classified as powerless to become powerful, a program is needed that can make workers able and survive working in Chinese companies through the formulation of guidance and supervision, with education and training in foreign language skills, science and technology.

2. Problems Formulation

Referring to the background, several problems are formulated: (a) Are there policies and implementations to decrease the unemployment rate in Southeast Sulawesi Province? (b) How can an expert Chinese Foreign Worker be accompanied by 10 Indonesian Workers for transfering of knowledge and transfering of jobs? (c) How many Chinese workers and Indonesian Workers can work in Chinese companies?

3. The Research Objectives

The Research Objectives are: (a) To describe policies and implementations to decrease unemployment rates in Southeast Sulawesi Province; (b) To Analyze an expert Chinese Foreign Worker accompanied by 10 Indonesian Workers for transfer of knowledge and transfer of jobs; (c) To Identify Chinese Foreign Workers and Indonesian Workers who are employed in Chinese Companies.

MATERIALS AND METHODS

1. The Research Design

The research used a cross sectional design. The research location was in Konawe District, Southeast Sulawesi Province, and the research was conducted in July 2019.

2. Types of data and collection methods

Primary data and secondary data research. Primary data were obtained from respondents, and secondary data were obtained from the Manpower Office of Konawe District, the Provincial Manpower Office, and the Immigration Office of Southeast Sulawesi Province. How to obtain data were: questionnaires, interviews, observation, and study documentation.

3. The Population and sample

Of the three Chinese companies that were deliberately sampled, 3 (three) Chinese companies with a total workforce of 9077 consisting of 958 Chinese workers and 8119 Indonesian workers. Determination of the number of samples used by researchers is based on the slovin method to calculate the minimum number of samples. if the behavior of the population is not known with certainty. The population is all workers in 3 (three) Chinese companies as shown in Table 1. For more details, the Slovin formula proposed by (Jalaluddin, 2002) is: From the population a sample is taken using the formula below.

$$n = \frac{N}{Nd^2 + 1} \qquad (1)$$

Where: n : Sample Size;
N : Population;
d : Precision (0.1)

$$ni = x\, n \frac{Ni}{\sum Ni} \qquad (2)$$

Where: ni : 1st Strata Sample Size
Ni : Population Size
$\sum$ Ni : Overall Population Size
n : Overall Sample Size

1. Sample For Chinese workers ni: 958/9.077 x 100 = 10 workers
2. Samples for Indonesian Workers ni: 8.119/9.077 x 100 = 90 workers

$$n = \frac{N}{Nd^2 + 1} \qquad n = \frac{9.077}{9.077 \times 0{,}01 + 1}$$

$$n = \frac{9.077}{9.077\,(0{,}1)^2 + 1} \qquad n = \frac{9.077}{91}$$

n = 9974 rounded to 100

The data source to determine the sample size was taken by the Chinese workers population of 958 people and the Indonesian workers population of 8119 people, so that the number is 9077 people. Based on the formula of Slovin, the sample size of 9077 sourced from three Chinese companies consisting of 958 Chinese workers and 8.119 Indonesian workers. Based on this measure, it can be calculated in the following Table 1. Formulas for Samples in Each Section, sourced from 958 Chinese workers and 8119 Indonesian workers. Based on this measure, so the sample size of each section can be seen in the following Table 2.

Table 1. The Workers Population Data Collection in Konawe Regency in 2019 (Source: Primary Data)

No	Companies	Chinese Workers			Indonesian Workers		
		Male	Female	Amount	Male	Female	Amount
1	DSSP Power Company	49	-	49	110	-	110
2	Obsidian Stain less Steel Company	423	51	474	3531	125	3656
3	Virtu Dragon Nikel Industry Company	409	26	435	4008	345	4353
	Total	881	77	958	7649	470	8119

Table 2. List of Total Workers at three Chinese Companies (Source: Primary Data)

No	Workers Sample	Total Population (people)	Number of Samples (people)
I.	Sample of Chinese Workers	958	10
2.	Sample of Indonesian Workers	8119	90
	Total	**9077**	**100**

DATA ANALYSIS

Data analysis in the research are a flow model analysis, correlational analysis, and Workers perception analysis.

1. Design of Flow Model Components of Data Analysis

Descriptive-qualitative analysis uses content analysis through data reduction, data display, and concurrent drawing / verification (Huberman and Miles, 1992). Data reduction is defined as the process of selecting, focusing attention on simplifying, abstracting, and transforming the raw data that emerge from field notes, then which dimensions and indicators are discarded and used, which are summarized in such a way that conclusions can be drawn. Presentation of the data used in the form of narrative text in the research, which is supported by presentations in the form of tables and pictures.

$$r_{xy} = \frac{n \sum x_i y_i - (\sum x_i)(\sum y_i)}{\sqrt{\{n\sum x_i^2 - (\sum x_i)^2\}\{n\sum y_i^2 - (\sum y_i)^2\}}} \qquad (3)$$

$$\frac{\text{The Largest score - The smallest score}}{\text{Total score}} \qquad (4)$$

5-1/5 =4/5= 0.8

In which :
r_{xy} : Correlation coefficient
n : Number of samples
x_i : Item score
y_i : Total score
$(\sum x)^2$: The square of the sum of the item scores
$\sum x^2$: Sum of squares of item score
$\sum y^2$: The sum of the squares of the total score
$(\sum y)^2$: The sum of the total score squared

2. Correlation Analysis Design

Correlation analysis can be defined as a relationship, which aims to see the pattern and closeness of the relationship between two or more variables. The direction of the relationship between two variables can be divided into (1) Direct correlation is the change in the dependent variable with the independent variable significantly with the same direction of movement, (2) Negative correlation, namely changes in the dependent variable with the independent variable with the opposite direction of movement, (3) Zero Correlation, namely the direction of the irregular dependent variable relationship and independent (Pratisto, 2004). Based on the above, the Product Moment correlation technique can be used in the research with the formula (Sugiyono, 2010).

3. Workers Perception Analysis

Design Concerning questions about the views of workers on existing companies using a Likert scale with intervals of 1-5. Regarding the view of the workers on policy and implementation, assistance and opportunities to obtain the labor market, the questions with the answer are very good with a score of 5 and very bad with a value of 1.

Because of the assessment criteria for the questionnaire on the three elements of the above questions, from the Likert Scale formula (Mueller, 1992), it can calculate the answer rank. According to the formulation described above, a table can be made to assess the respondents' answers which are included in the questionnaire that has been designed so that the level of accuracy of the answers of the respondents can be known. The assessment criteria are as described in Table 3.

Table 3. Ratings for the Questionnaire (Source: Primary Data)

Score	Assessment criteria	Information
4.3 – 5	Very good	A
3.5 – 4.2	Good	B
2.7 – 3.4	Neutral	C
1.9 – 2.6	Bad	D
1 – 1.8	Worst	E

$$M = \frac{\sum f(x)}{n} \qquad (5)$$

Where:
M = Acquisition of interpretive figures (Media / Numbers)
f = Answer frequency
x = Weighting
∑ = Sums
n = Number of respondents

RESULTS AND DISCUSSION

1. Unemployment Policies and Implementations in Southeast Sulawesi Province

To reduce the unemployment rate in Southeast Sulawesi Province as low as possible, a policy was issued through products (Aly, 2003) regarding the use of foreign workers with the hope that: (1) providing jobs to foreign workers must have a formal permit from the minister or an appointed official, (2) foreign workers who work in Indonesia only for a certain period, (3) foreign workers who working period has expired cannot be extended and can be replaced by other foreign workers.

The implementation was then clarified through (Presidential Regulation No. 20 of 2018). In this Regulation it is said that the use of Foreign Workers is carried out by those who provide jobs in relation to work for a certain position and for a certain time by looking at the condition of the labor market in Indonesia. According to this regulation, the utilization of Indonesian workers must be prioritized in all types of existing positions. In the event that the position cannot be occupied, the position can be filled by outside personnel, then this employee is not allowed to hold a position that handles employment issues or other positions determined by the Ministry of Manpower in applicable regulations. This regulation also states that Foreign Workers in certain fields can provide jobs to those concerned who are currently given a job from the one who gave the job in the same position, until their work contracts are end. It is stated in the regulation that companies who provide jobs using foreign workers must have a plan for using foreign workers that is approved by the appointed Minister and contains at least (1) logical arguments for using foreign workers, (2) the position of foreign workers in the company structure, (3) how long does it take to use foreign workers, and (4) choose Indonesian workers to accompany foreign workers.

Providers who using Foreign Workers without having a Plan of using Foreign Workers such personnel who are (1) who have shares occupying members of the Board of Directors of those who provide Foreign Workers, (2) foreign diplomatic employees, or (3) Foreign Workers that their works are required by the government. For sudden activities, the providers of the Foreign Workers can employ the Foreign workers by submitting an application to legalize the Plan for Employing Foreign Workers to the authorized official a maximum of two working days after Foreign workers are employed. Furthermore, to legalize the Plan for Using Foreign Workers is a maximum of 1 (one) day of activity, and it will be given after the application is fully responded. It is affirmed in this regulation that the providers of the foreign workers who will employ them submitting data of the foreign workers which includes: (1) the identity of the foreign workers, (2) nationality, (3) ownership of the passport and the place where the passport is issued, (3) position and period of time, (4) a statement of guarantee and the providers of the Foreign Workers, and (5) diplomas certificate and work experience, the competencies possessed are identical to the position they will occupy. The official will notify the notification of data acceptance of prospective Foreign Workers within two working days and a copy is submitted to the Directorate General of Immigration. According to this regulation, the providers of foreign workers must pay compensation for using of foreign workers after receiving a notification and it is made at a bank trusted by the Minister which is non-tax state revenue. The realization of the formulations contained in the presidential laws and regulations then established several Chinese companies engaged in the industrial sector to employ Indonesian workers and Chinese workers, so the government's aspiration to reduce unemployment could be achieved.

The role of the industrial sector in economic development in Indonesia is very important because it has advantages in accelerating development. The industrial sector can play a key role as an engine of development because it has superior value compared to other sectors because the value of capital capitalization is very large, the ability to absorb large workers, the ability to create value added from each input or basic material processed (Muhtamil, 2017). Furthermore, industry also has a role as the leading sector. With the presence of industrial development, it will spur and lift the development of other sectors. For example, the rapid growth of the industrial sector will stimulate the growth of the agricultural sector to provide materials for an industry. These industries also allow the development of the service sector, for example the establishment of a financial institution, marketing agency, or advertising, all of which support the growth rate of the industry (Arsyad, 2010). However the industrial sector in Indonesia is relatively high, it is not or has not been able to be followed by the development or growth of employment. Further policies are needed so that many industries that are developing in Indonesia are labor intensive, so that the absorption of their workers can also increase, considering that the industrial sector is one of the main pillars of the Indonesian economy (Zilfiyah, 2013).

Broudel (1982) divides four forms of industrial activity, the first form, which is usually headed by an employer and employs two or three traveling traders and one or two apprentices. The division of workers is simple and there is even no division of workers at all. The second form, the trading business is everywhere, but still in contact with one another. A businessman acts as a kind of director or coordinator. The entrepreneur provides the individual businesses with raw materials, ensures that work is done, pays workers salary, and markets the final product. The third form, is the concentrated factory, which is different from the first and second forms. The workers no longer work in their homes but come to the factory to complete a series of tasks under one roof. A division of labor already exists, resulting in increased productivity by manual. The fourth form, is manufacturing, the level of technology used is the machine (Sanderson, 1993)

2. Expert Assistance Analysis for Foreign Workers

The Assistance is an expert Chinese Foreign Worker accompanied by 10 Indonesian Workers, for transferring of knowledge and jobs, so Indonesian Workers can work in the Chinese company on the other hand Chinese Foreign Workers can also work with Indonesian Workers. For example, training in English and Indonesian language, so they can make social interactions both in work days and out. The approach needed to use is the "learning process" approach which has three dimensions. They are the structural dimension, the cognitive dimension and the participatory dimension (Korten and Norman, 1981). The explanation of the three dimensions are:

a. Structural Dimension

The structural dimension discusses the design of the supervisory structure from the central to the regencies and cities and is structurally as follows: -The central prepares a guidance / supervision model -Province coordinates with the central and regencies / cities in terms of guidance / control of the company-District / City conduct direct guidance / supervision to the companies in districts / cities.

b. The Cognitive Dimension

The cognitive dimension discusses: (1) The implementation of education and training for foreign language skills, both English and Indonesian, (2) Link-and-matched programs with missionary demands of the production world are carried out / business in projects that are crash programs oriented to training / guidance to workers, so they are ready to work.Talking about cognitive problems, assitance is very important in this company. The important matters discussed in assitance are discussed in the Table 4. According to the Table 4 an instructor in training concerning theory and practice must have the following basic principles: (a) A facilitator and an instructor must have an idea about what knowledge will be provided to the workers. After the ideas possessed by the facilitator and instructor, then the ideas will be narrated to the workers either in the room or in the field. After narrative is carried out, the following stage is an action that the workers can carry out experiments with the guidance of a facilitator or instructor, and it is hoped that the workers can work in their respective fields according to the knowledge they have acquired. Thus, the construction of the material includes: (1) material classification includes quantitative and qualitative material, (2) the order of the material in the systematic sense of the material to be presented, so participants are not confused about receiving the material, (3) describing the theory and then training to try the material received when they enter the actual work they already believe in themselves about the material, (4) a description and syllabus of the material needs to be given as a guide for practicing, (5) the weight of the material, in the sense of how many contents of the material and how many hours the material was given.

Table 4. Development Assistance

No	Assistance Dimension	Assistance Indicator
1	Assistance Concept	Assistance Concept is a reciprocal relationship between foreign workers and Indonesian workers who cannot speak foreign languages.
2	Assistance Purpose	Increase the capacity of the workers in operating the foreign company program
3	Assistance Strategy	Intensifying efforts to empower workers to increase their personal capacity
4	Assistance Tasks	Conducting focused discussions and implementing training and Assistance

Table 5. Methods and Techniques of Manpower Learning (Source: Primary Data)

No	Methods	Techniques
1	Discussion	Question and answer
2	Group Work	group discussion
3	Discovery	Reading and Discussion
4	Brainstorming	Demonstration
5	Inquiry or research	Syimposium
6	Experiment	Panel
7	Field Trips	Panel discussion
8	Field Work	Seminar
9	Role Playing	Colloquy
10	Case Study	Lecture
11	Dialogue	Cooperative Learning
12	Problem solving	Quiz questions, and others

After the contents of the material are given, the training methodology is practiced, which includes: (1) the approach used, are in the form of lectures, taking notes or discussing the material, (2) what learning methods or techniques are used, (3) what media are used for learning, whether using a blackboard, powerpoints or other media, (4) which institutions are the organizer, (5) who are the instructors and the facilitators. In order for participants to understand both theoretically and practically, instructors need to apply learning methods and techniques as in the table below. The explanation above illustrates the importance of transfering of knowledge and transfering of jobs, both regarding science and technology material as well as material on foreign languages, both English and Indonesian. To get the best solution so that it does not harm both Chinese workers and Indonesian workers, a focus group discussion was formulated for the implementation of unemployment, assistance for foreign workers who were experts, development of mentoring, methods and techniques for learning workers in Konawe Regency, Southeast Sulawesi Province. (FGD) at the provincial level attended by officials from related institutions such as the Provincial, Regency and City Manpower Office, Department of Immigration, Department of Education, Department of Tourism, Department of Environment, Higher Education and others, who are expected to get the best way so as not to cause conflict hidden or potential or open conflicts between Chinese workers and Indonesian workers. The results showed that 64 respondents said it was very important, while 4 respondents said it was not important. This is clearly described in the table below. Based on Table 6, the respondent's answer to the statement about the importance of Science and Technology in the work obtained an interpretation figure of 4.3, so based on the assessment criteria it is in the "very important" category.

c. Participatory Dimension

The participatory dimension is oriented towards an approach that is more involved in the nature of local government in both guidance and supervision. In addition, this approach allows local governments and companies to conduct evaluations in determining objectives and formulating policies for the operation of these companies.

3. Identification of workers Absorption

After identifying the population in the three Chinese companies, it turns out that the ratio of workers who work in the three Chinese companies shows that as many as 8,119 Indonesian workers work in three Chinese companies and as many as 958 Chinese workers who also work in the three Chinese companies. To complete the data presented in table form, a visual graphic is shown so that it is easy to read and to understand by readers about the high and low absorption of Chinese workers and Indonesian workers in the three Chinese companies in Konawe Regency, Southeast Sulawesi. Based on table 7. It can be said that not all workers can speak foreign languages, but some can speak foreign languages.

Table 6. Respondents' Answers about the Importance of Science and Technology (Source: Primary Data)

No.	alternative answers		**f**	**(x)**	**f (x)**	$M = \frac{\sum f(x)}{n}$
1.	Very important		64	5	320	429 /100
2.	important		5	4	20	
3.	Quite important		27	3	81	
4.	Not important		4	2	8	
5.	Very unimportant		0	1	0	
	Total		**100**		**29**	**4.3**

Table 7. Results of Workers Absorption in 2019

No	Companies	foreign workers			Indonesian workers		
		Male	Female	Amount	Male	Female	Amount
1	DSSP Power Company	49	-	49	110	-	110
2	Obsidian Stain less Steel Company	423	51	474	3531	125	3656
3	Virtu Dragon Nikel Industri Company	409	26	435	4008	345	4353
Total		881	77	958	7649	470	8.119

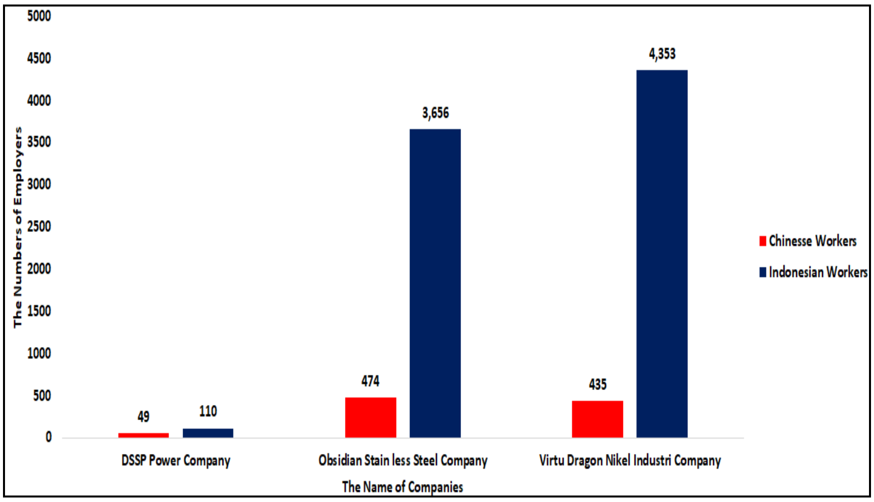

Figure 1. Results of Workers Absorption in 2019

Indeed, there are certain parts that require foreign language skills, but there are certain parts that do not need to be proficient in foreign languages, such as cleaning services, company security, cooks, and others.It was tried to be identified through research samples in general that we could find out how many could speak a foreign language and how many could not. The results showed that foreign workers fluent in foreign languages were 4 respondents (4 %), and who could not speak foreign languages were 5 respondents (5 %). Meanwhile, as many as 27 indonesian workers could speak foreign languages (27 %), and who were not fluent in foreign languages 64 respondents (64 %). The real thing can be seen in the table 8.

Table 8. Distribution of Examples based on Foreign Language Mastery

No	Companies	foreign workers				Indonesian workers			
		Yes		No		Yes		No	
		n	%	n	%	n	%	n	%
1	DSSP Power Company	0	0	5	5	7	7	0	0
2	Obsidian Stainless Steel Company	2	2	0	0	10	10	31	31
3	Virtu Dragon Nikel Industri Company	2	2	0	0	10	10	31	31
Total		4	4	5	5	27	7	64	64

Table 9. Sample Distribution Based on the Payroll System (Source: Primary Data)

No	Companies	Salary (Rp) / Month	
		Chinese Workers	Indonesian Workers
1	DSSP Power Company	ten million	two million five hundred thousand
2	Obsidian Stainless Steel Company	ten million	two million five hundred thousand
3	Virtu Dragon Nikel Industri Company	ten million	two million five hundred thousand

Workers who master Science and Technology, foreign languages, and others that Chinese companies provide different salaries for Chinese workers and Indonesian workers. In addition, in Chinese companies there has been discrimination between Chinese workers and Indonesian workers. It means that modernization or development is understood as something that eliminates all the realities of a bad situation. The ideology advocates idealistic and pragmatic development is a development trait that emphasizes economic growth, and is based on market mechanisms. The benefits obtained are assumed to extend to all sectors in society. This proposition is known as the "trickle-down effect". The welfare of society in general will be obtained through economic growth with the market as the guide. However, this theory is no longer relevant in alleviating poverty in Chinese companies, which was originally expected to help in general reduce the poverty rate in Indonesia by 7,05 million in 2019 (Central Bureau of Statistics, 2019) was not reach. The high unemployment rate that has been stated, there have been various criticisms of the empowerment model that has been implemented, such as overcoming unemployment which is applied in developing countries, especially in Indonesia by using the “trickle down effect” argument that is considered to have failed. According to this approach, what is very important is economic growth due to investment (the wealthy). The consequence is that the underprivileged will be affected or a drop from economic growth caused by economic productivity of the rich. However, in reality this is not hanppened. In addition, this approach has a mode of production that is profit-oriented as much as possible and places workers as tools of production who must follow the wishes of the company owner. Development should prioritize economic growth, with the hope that in time that growth will trickle-down effect and improve people's welfare by itself. If the income in table 9 is measured using the Central Bureau of Statistics indicator, the income level for one family is included in the poor category. If the total income is divided by at least 4 family members, the family is not prosperous or poor, because Central Bureau of Statistics determines that an income of Rp 1.9 million per month is categorized as a poor family (Iskandar, 2019).

When compared to Abubakar research (2012) about the poor family. According to (Central Bureau of Statistics, 2017) explained that the Poverty Line is the sum of the Food Poverty Line and the Non-Food Poverty Line. People who have an average expenditure per capita per month below the poverty line are categorized as poor. Food Poverty Line is the minimum food expenditure, which is equivalent to 2100 kilocalories per capita per day.

Table 10. Distribution of Examples by Education Level (Source: Primary Data)

Level of Education	Chinesse Workers		Indonesian Workers		Total	
	n	%	n	%	n	%
Primary school	0	0	0	0	0	0
Junior High School	0	0	0	0	0	0
Senior High School	0	0	30	30	30	30
Diploma	2	2	4	4	6	6
Bachelor	5	5	32	32	37	37
Magister	2	2	25	25	27	27
Doctor	0	0	0	0	0	0
Total	9	9	91	100	100	100

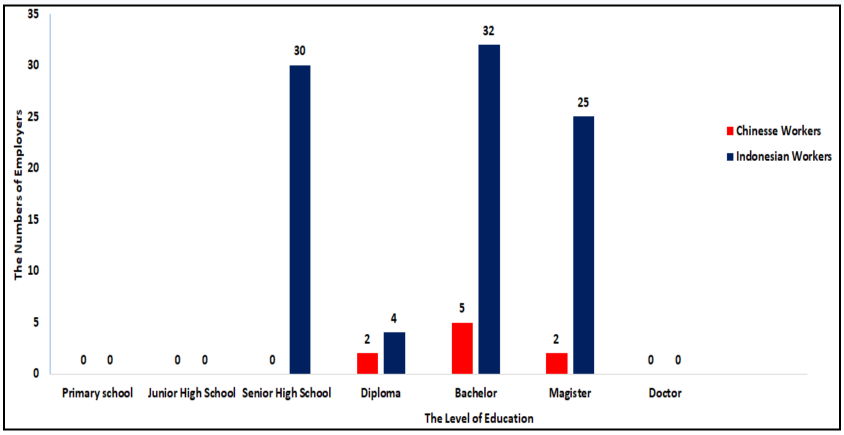

Figure 2. Distribution of Examples by Education Level (Source: Primary Data)

Commodity packages for basic food needs are represented by 52 types of commodities (grains, tubers, fish, meat, eggs and milk, vegetables, nuts, fruits, oils and fats, etc.). The Non-Food Poverty Line is the minimum need for housing, clothing, education and health. Commodity packages for non-food basic necessities are represented by 51 types of urban commodities and 47 types of commodities in rural areas. So according to (Abubakar, 2012) . It can be confused the local government when there are funds from the central government. The central government uses the poverty rate generated by Central Bureau of Statistics, while the local government uses the National Family Planning Coordinating Board criteria as the target. It is uniformity also causeed conflict at the local community level. To complete the data presented in table form, a visual graphic is shown so that it is easy to read and to understand by readers about the high and low absorption of Chinese workers and Indonesian workers in the three Chinese companies in Konawe Regency, Southeast Sulawesi

Even though it is seen from the level of education between Foreign Workers (Chinese Workers) and Indonesian Workers who both have the same level of education, for example they are both undergraduate, but the treatment is different. Indonesian workers in the company are placed as waiters for eating and drinking and cleaning the room, office yard etc., while the Chinese workers are placed in structural positions in the company. Discrimination between Chinese workers and Indonesian workers if examined through: Interest Theory. The theory of interest considers Chinese workers who work in Indonesia to be rational if there is no discrimination. This can be seen from the basic assumptions: First, Chinese companies always try to do something to fulfill the interests of their companies. Second, focus attention on actors and question whether the actions taken are based on certain reasons that are considered good (Ian, 1994). In this theory, Chinese companies are considered behaving to fulfill their interests. When the theory of interest is used to understand Chinese companies, company owners assume that all forms of action that come from these companies are profitable. Due to the interest of gaining profit, according to Marx and Engels, they developed "Dialectical Materialism" as an approach to Chinese Workers and Indonesian Workers. Marx and Engels divided society into Modes of Production, and Infrastructure. Mode of Production is divided into two; the power of production and the production relationship. Production power consists of raw materials and the production relationship refers to ownership of production. In the infrastructure component, Marx divides two types of relations; the type of superordinate and the type of subordinate (Sanderson, 1993). It is possible that the power of Chinese Workers as superordinate and Indonesian Workers as subordinate, so that the treatment is also different between Chinese workers and Indonesian workers in these three companies, there are different treatments when compared to the Japanese company (Yanagi Histalaraya company) in Kendari City and DSSP Power company, Obsidian Stainless Steel company, and The Virtu Dragon Nickel Industry company that owned by China in Konawe District which had a comparative study conducted to compare the treatment between the two countries in their respective companies. Treatment socially, culturally and religion as described in the Table 11.

Table 11. Differentiation of Treatment of Chinese company and Non-Chinese Company

No	Japanese Company	Chinese Company
1	Indonesian workers are not obliged to be taught the language of the country of the owner	Indonesian workers must be taught Chinese
2	Expert Indonesian workers have positions according to their expertise	Indonesian workers are experts as servants of consumption
3	Indonesian workers have overtime pay	Indonesian workers do not have overtime pay
4	Indonesian workers have CSR	Indonesian workers do not have CSR
5	The working hours of Indonesian workers are not more than 40 hours/week	The working hours of Indonesian workers are more than 40 hours / week
6	Allowing prayers etc.	Do not allow worship / prayer
7	The Chinesse workers are recruited from good people, not Criminals and ex- Soldiers	The Chinese worker are recruited from convicts and ex-Soldiers
8	Indonesian workers are paid a fair amount according to their expertise	Indonesian workers are not properly paid as they wish
9	The company does not destroy nature	Chinese companies destroy the natural environment
10	Chinese workers are not ex-soldiers	Many Chinese workers are ex-soldiers

The production power is held by superordinate and forces subordinate to follow its will, then creates co-conflict, so it needs to be approached through the 'Conflict Theory' It is impressed by us that when the demonstration about the discrimination of Chinese workers shows that the Conflict Theory raises the contradiction between the entry of Chinese workers and Indonesian workers, when viewed from Law Number 13 of 2003 (Ian, 1994). The contradiction between the two workers could be wrong because if the theoretical approach is raised to a more paradigmatic level, the two groups of workers actually come from one paradigm.

Table 12. Basic Assumptions of Conflict Theory

No	Basic Assumptions
1	Interests are a basic element of social life
2	Social life involves encouragement
3	Society needs to be divided
4	Social life gives rise to opposition
5	Social life gives rise to structural conflicts
6	The social system gives rise to the parts of the interests
7	Social differentiation will involve power
8	Social systems are not integrated and are overwritten by contradictions
9	Social systems tend to change

Correlations

variable		mastery of skills	mastery of foreign languages	accepted as an employee
mastery of skills	Pearson Correlation	1	.822**	.822**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
mastery of foreign languages	Pearson Correlation	.822**	1	1.000**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
accepted as an employee	Pearson Correlation	.822**	1.000**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

It is the social fact paradigm. The reason the researchers included the two groups of workers in one paradigm was because they both essentially questioned the structure of the economy. This means that from the economic aspect there is discrimination of skill workers and unskilled workers, which is seen in the payroll system and the division of positions in the company structure between Chinese Workers and Indonesian Workers. This can be seen from the basic assumptions in the Table 12.The contradiction between the two workers could be wrong because if the theoretical approach is raised to a more paradigmatic level, the two groups of workers actually come from one paradigm. It is the social fact paradigm. The reason the researchers included the two groups of workers in one paradigm was because they both essentially questioned the structure of the economy. This means that from the economic aspect there is discrimination of skill workers and unskilled workers, which is seen in the payroll system and the division of positions in the company structure between Chinese Workers and Indonesian Workers. When compared to research Abubakar (2020) about the company payroll system in Batam, Riau Islands Province. Payroll System for Foreign Workers and Indonesian Workers Generally the amount of salary earned by employees at PT.Kemet, it is openly, employees who have jobs or have skill workers are given a standard salary that is appropriate to at least follow the Regional Minimum Salary. The reason why PT.Kemet gives salary based on Regional Minimum Salary. They are : (1) if the worker has a family, he must bear a heavy burden of life so that he is given an adequate salary to be able to support his family and other consumption, so they can continue to work in the company; (2) to avoid the occurrence of a negative assessment of the company, do not judge that the company is only looking for profit as much as possible, while workers' salaries are not considered, in other words do not let the company be considered to place workers as mere means of production but must be respected the right to leave, relax and more.

4. Factors Influencing Workers Absorption in Chinese Companies

The correlation coefficient value is 0.822, which means that the relationship between mastery of skills, both mastery of ICTs, IT, machines and others and acceptance as employees is very close. The correlation coefficient marked (+) means the relationship between ICTs, IT, machines and others is unidirectional, so if ICTs, IT, machines and others are well controlled, they will be accepted as employees in the Chinese company. The correlation coefficient of 1,000 means that the relationship between mastery of a foreign language and acceptance as an employee is very close. The correlation coefficient marked (+) means that the relationship between mastery of a foreign language and acceptance as an employee is unidirectional, so if the foreign language is mastered properly, it will be accepted as an employee at the Chinese company. The correlation coefficient is 0.822, which means that the relationship between mastery of skills, both mastery of ICTs, IT, machines and others with mastery of foreign languages is very close. The correlation coefficient marked (+) means the relationship between skill mastery and foreign language mastery is unidirectional so that if the foreign language is mastered well it is easy to master ICTs, IT, machines and others because all the terms ICTs, IT, machines and others are written in foreign language in the Chinese company.

CONCLUSION

The conclusions of the research are: (a) The policy that is taken to organize the workers is the issuance Laws and regulations on Manpower. (b) To improve the quality of Foreign Workers and Indonesian Workers, assistance is provided to train science and technology as well as foreign languages so that workers are able to work in Chinese companies as a result of the transfer of knowledge and transfer of jobs from experts and it is hoped that the Chinese experts can be accompanied by 10 Indonesian Workers. (c) From the identification results in the Chinese companies, it is known that 9 workers work in Chinese companies, while 91 Indonesian workers are also absorbed in Chinese companies, although there is discrimination in terms of pay, where Chinese Foreign Workers are greater than Indonesian workers

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AFRICAN TOURISM IN UNCERTAIN TIMES: COVID-19 RESEARCH PROGRESS

Christian M. ROGERSON
University of Johannesburg, School of Tourism & Hospitality, College of Business and Economics, Bunting Road, Johannesburg, South Africa, e-mail: chrismr@uj.ac.za

Jayne M. ROGERSON*
University of Johannesburg, School of Tourism & Hospitality, College of Business and Economics, Bunting Road, Johannesburg, South Africa, e-mail: jayner@uj.ac.za

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Abstract: COVID-19 is a trigger event which is changing the complexion of African tourism and the directions of African tourism research. This article offers an overview and commentary on the state of African research produced during the uncertain times of 2020-2021 in specific response to the immediate impacts and changes which have been catalysed by the pandemic. The article is a progress report to capture and profile the body of focussed contributions on COVID-19 and tourism which have appeared for sub-Saharan Africa. Further, it is a contribution towards strengthening our understanding of tourism and change in the Global South. Overall, the discussion serves to highlight an emerging African scholarship which is engaged on a range of issues around three core themes of ramification, adaptation and transformation.

Key words: COVID-19, tourism in change, Africa, ramification, adaptation, transformation, Global South

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INTRODUCTION

The years 2020-2021 will be defined always by the enormous challenges and changes that COVID-19 has brought to everyday life. With continued travel and lockdown restrictions around COVID-19 severely impacting international tourism flows it is observed "in no uncertain terms, the pandemic has forever changed the tourism industry as we once knew it" (Sin et al., 2021: 655-656). Nevertheless, it must be acknowledged also that "change is a constant feature of tourism" (Saarinen and Rogerson, 2021: 4). Nair and Sinha (2020: 307) pinpoint that travel behaviours and specific changes in decision-making are "not new concepts in the tourism industry and have been especially important over the past two decades, as the industry has witnessed a range of catastrophes from natural disasters to terrorist attacks". Yet the COVID-19 is distinctive for the truly global nature of the crisis as the pandemic effectively has halted the operations of the tourism sector in an unparalleled fashion as well as reshaping patterns of consumer travel demand and of supply chains (Buckley, 2020; Hall et al., 2020; Nair and Sinha, 2020; Cooper and Buckley, 2021; Nhamo et al., 2020; Gössling et al., 2021; Matiza and Slabbert, 2021; Pham et al., 2021; Rogerson and Rogerson, 2021a; Sharma et al., 2021; Tellioglu, 2021).

This article builds upon the foundations of such works with the modest goal of offering an overview and commentary on the state of African research produced during the uncertain times of 2020-2021 and in specific response to the immediate impacts and changes which have been catalysed by the pandemic. Methodologically, the paper undertakes a systematic literature review which follows procedures adopted in similar studies (eg. Alhammad, 2020; Chen et al., 2021; Trip et al., 2021). The analysis is informed by the viewpoint that "a review of past research efforts is an important endeavour in all academic research areas" (Nunkoo et al., 2013: 5). Among several advantages of undertaking review articles is the identification of research trends as well as potential knowledge gaps where additional research might be useful.

UNCERTAIN TIMES

Arguably, the pandemic is unlike many other disasters and crises that previously have impacted the tourism sector and its enterprises (Hall et al., 2020). Bianchi (2020: 80) observes that "in contrast to previous disruptions, whether brought about by terrorism, natural disasters, financial crises or indeed previous pandemics, the outbreak of the COVID-19 pandemic has precipitated an unprecedented shutdown of travel and tourist destinations on a truly global scale". Seemingly, there will no return to the 'normal' as existed before (Brouder, 2020; Sigala, 2020; Butler et al., 2021; Gössling et al., 2021). Activities involving direct contact between consumers and service providers have been those most adversely impacted by restrictions imposed on movement and social distancing. The pandemic strikes at the very DNA of hospitality as social distancing is the absolute antithesis of what one traditionally expects from hospitality enterprises (Garrido-Moreno et al., 2021). The essence of hospitality is to create unique experiences which often are based on closeness with customers and personalized interactions. A redefinition of hospitality operations is taking shape (Pillai et al., 2021). Implementation of strategies to flatten the COVID-19 curve such as lockdowns, stay-at-home orders, social distancing or mobility restrictions have resulted in the temporary

* Corresponding author

(and increasingly permanent) closure of many tourism and hospitality establishments (Gursoy and Chi, 2020; Nhamo et al., 2020). For tourism enterprises Assaf and Scuderi (2020: 731) observe that COVID-19 "has been one of the most impactful and tragic pandemics of modern times". In the opinion of Duarte Alonso et al. (2020: 1) the pandemic "represents the ultimate test for numerous leaders, entrepreneurs and employees operating in most if not all industries".

COVID-19 has generated an avalanche of writings from the community of international tourism and management scholars about its impact on the tourism and hospitality sectors. In addition, the pandemic is triggering changes in research agendas and shifts in the topics of tourism research (Brouder, 2020; Kock et al., 2020; Rogerson and Baum, 2020; Zenker and Kock, 2020; Assaf et al., 2021; Mattei et al., 2021; Persson-Fischer and Liu, 2021). For tourism scholars COVID-19 represents a critical challenge as "research that contributes to industry practice will need to reorient the focus of studies, given that the industry will undoubtedly change with new normal practices in place" (Kwok and Koh, 2021: 386). A thematic content analysis conducted of COVID-19 specific literature on tourism disclosed a number of critical themes that are emergent as well as new areas that merit further attention. Three thematic clusters of work were distilled in the content analysis recently performed by Kwok and Koh (2021). The first relates to 'ramification' which involves empirical assessments of the pandemic's impact on tourism, including changes in tourism demand as well as evaluations of the impacts of government support. The second concerns 'adaptation' which is a stream of investigations including responses in terms of the application of new technologies as well as explorations of the capacity of destinations and tourism businesses to adapt to change and build resilience. The third is 'transformation' which relates to the major corpus of work which is forward-looking to the extent that it is analysing the prospects for restructuring future tourism and offering post-pandemic outlook analysis (Bianchi, 2020; Brouder, 2020; Butler, 2020; Higgins-Desbiolles, 2020a, 2020b; Niewiadomski, 2020).

Reviewing international tourism research controversies about COVID-19 Saarinen and Wall-Reinius (2021) identify the appearance and consolidation of two differing narratives or schools of thought on 'transformation'. Both narratives highlight the seriousness of the COVID-19 pandemic for global tourism, albeit differ in terms of what comes or should come next. First, is a 'resilience school of thought' which stresses the historical capacity of the tourism sector to cope with or adapt to shocks such as the global financial crisis, SARS, or natural events such as earthquakes or tsunamis (Saarinen and Wall-Reinius, 2021: 145). Much attention is upon the sector's capacity to return to pre-crisis growth paths. This perspective is projected by much of the tourism industry and would be the stance taken by national governments across sub-Saharan Africa. Second, is the 'readjustment school of thought' which emphasizes the imperative to re-think the 'growth at all cost' and 'volume at all cost' pathway for tourism which has dominated in recent years and partly is responsible for the current crisis (Saarinen and Wall-Reinius, 2021: 146).

For this second school COVID-19 is a watershed or turning point for tourism. It projects the changes and impacts as irreversible and fundamentally shifting the character of tourism and human mobility into the future (Higgins-Desbiolles, 2020b; Niewiadomski, 2020; Sigala, 2020). Put simply, it is argued that it is time to "question the sustainability of success defined by growth in visitor numbers or increases in material consumption" (Hall et al., 2020: 591). Pre-COVID-19 "many international organisations and policymakers framed the tourism industry and its local and regional development connections as high-potential tools for putting sustainable development into practice" (Saarinen, 2021: 15). Higgins-Desboilles (2020a: 70) projects COVID-19 as a possible game-changer for global tourism and that it offers "a chance to turn away from the hegemony asserted by market forces for their profit and return to an earlier vision of tourism as a social force". Many academics contend that as COVID-19 exacerbates social and economic inequalities there is a need for recovery strategies which identify locally-tailored solutions to redefine tourism based on local rights, interests and benefits (Rastegar et al., 2021). Kwok and Koh (2021: 390) aver that "it is critical for tourism as a complex adaptive system to continue to respond, adjust and adapt with resiliency against COVID-19". The above context of international research debates around COVID-19 provides the setting for this discussion of African tourism research in uncertain times. Traditionally Africa has been on the periphery of mainstream international tourism scholarship and research debates (Rogerson, 2012; Adu-Ampong and Mensah, 2021). During the past decade, however, the volume of research generated on tourism in Africa has elevated noticeably (Senbeto et al., 2021). This surge is manifest most strikingly in the appearance of several valuable edited collections of new research about African tourism (Rogerson and Visser, 2020; Adu-Ampong and Kimbu, 2021; Leonard et al., 2021; Novelli et al., 2021; Ngoasong et al., 2021; Rogerson and Rogerson, 2021b).

AFRICAN TOURISM RESEARCH RESPONSES TO COVID-19

During the onset of the pandemic it was often stated that Africa had escaped the worst of COVID-19; by mid-2021 there was little sign of the continent being spared, most especially with the impact of the third wave. The spatial spread of the pandemic, its impacts for the African continent's health care system, socio-economic ramifications and government policy responses have been well-documented (eg. Acquaah et al., 2021; OECD, 2020; Ozili, 2020). It is a familiar story of the implementation of drastic measures to combat public health effects, partial or complete lockdowns, and the closure of borders. Such developments have adversely affected national, regional and local economies, disrupted value chains, decreased consumer demand and intra- and inter-regional trade (Arezki et al., 2021a). The societal and business haemorrhage induced by COVID-19 as well as the hopelessness experienced by many African governments is typified by the recorded Zimbabwe experience (Chirisa et al., 2021). The businesses hardest hit by the pandemic are the continent's cohort of small, medium and micro-enterprises and informal businesses (Acquaah et al., 2021). Arguably, across Africa the danger is that the long-term ramifications of COVID-19 will be to reverse development gains made over previous decades and deepen the continent's chronic challenge of poverty (Buheji et al., 2020). COVID-19 is a trigger event which is changing African tourism and the directions of African tourism research. The crisis is exerting significant negative ramifications for African tourism as is disclosed by the OECD (2020). Using UNWTO data Nyaruwata and Mbasera (2021) indicate that Africa recorded a 74 percent decline in international tourism in 2020 as compared to 2019 with this negative trend accelerating in 2021. The UNDP (2021: 4) states that in 2021 whilst some countries have started reopening borders "the situation remains dire as waves of the pandemic continue to rage through the African continent". As tourism is highly demand elastic the trajectory of significant decline is confirmed most recently by the mining of 'big data' by Arezki et al. (2021b). Further ramification research has been pursued on the impact of the pandemic for the tourism industry as a whole of individual countries. This has been produced variously for Kenya (Muragu et al., 2021), South Africa (Rogerson and Rogerson, 2020a; Dube, 2021a; Sao Joao, 2021) and Tanzania (Mwamwaja and Mlozi, 2020). All these studies point to the atrophy experienced by African tourism.

The implications of the pandemic for the tourism industry of the Southern African Development Community (SADC) as a whole are assessed as setting back "the gains the region had accumulated over the twenty three years of working together" (Nyaruwata and Mbasera, 2021: 10). Gender disparities in tourism employment impacts are pinpointed for the case of South Africa (Chipumuro et al., 2021). Another thread of research centres on the uneven spatial impacts of the pandemic with its most devastating ramifications experienced in tourism-dependent destinations (Rogerson and Rogerson, 2020b, 2021c, 2021d). At Victoria Falls, Zimbabwe Sibanda and Cheer (2021) highlight that COVID-19 underscores the imperative for livelihood diversification in order to ensure that the town develops resilience to shocks that impact tourism visitation. Drummond (2021) reflects on the potential challenges and possible opportunities of COVID-19 for small towns. Issues surrounding government policy response, or the lack thereof, to the pandemic also have been explored in the African environment (Mensah and Boakye, 2021; Nyawo, 2020; Rogerson and Rogerson, 2020a). With limited financial resources to support businesses directly, for tourism recovery the logical and most widespread government response is promoting domestic tourism (Rogerson and Baum, 2020; Woyo, 2021). Arguably, the pandemic has fostered a heightened level of awareness of how important tourism experiences and consumption are for people and local communities (Saarinen and Wall-Reinius, 2021). The implications of the pandemic for specific sectors of the African tourism product mix further have been under scrutiny (Swart and Maralack, 2020; Adinolfi et al., 2021; Bama and Nyakana, 2021; Dube-Xaba, 2021; Mohamed, 2021; Sucheran, 2021; Woyo and Nyamandi, 2021). The implications of COVID-19 for 'distressed destinations' have been probed in the setting of Zimbabwe (Woyo, 2021). One distinctive African contribution for international scholarship is exploration of the impacts of COVID-19 for the economy of international informal sector business tourism (Makoni and Tichaawa, 2021). Of greatest importance is, perhaps, the pandemic's impacts for leisure-related nature tourism and of protected area management in Africa. Lewis et al. (2021) interrogate the potential for incentivising investment in natural capital protection environmental management in South Africa through pro-poor tourism. Across the continent the COVID-19 pandemic has confirmed both "how dependent some conservation areas and many local communities are on tourism, and also the physical and mental health benefits of nature for visitors" (Spenceley et al., 2021: 113).

The debilitating impact of the pandemic on wildlife tourism and for the livelihoods of communities involved in natural resource-based management programmes in Southern Africa has been clearly demonstrated (Nyaruwata and Mbasera, 2021). In the case of Botswana Hambira et al. (2021: 1) go so far as to characterise COVID-19 not only as a health challenge "but also a socio-economic and ecological emergency". The unsustainable and predominant dependence of the country's tourism sector – especially nature-based tourism – on the international market has brought the industry to a standstill with devastating impacts upon local community development accompanying abrupt losses of income and employment (Stone et al., 2021).

A second stream of African tourism research associated with COVID-19 relates to the broad theme of adaption responses concerning the application of new technologies as well as explorations of the capacity of destinations and tourism businesses to adapt to change and build resilience. The role of new technologies and digital transformation are highlighted in a number of African studies (Arezki et al., 2021b; Masaki et al., 2021; Musango and Rusibana, 2021). The potential for virtual tourism in Africa as a means to contribute to sustainability under the impact of the pandemic has been explored in the distressed destination of Zimbabwe (Chirisa et al., 2020). Tourist business adaptation responses to COVID-19 are highlighted through research investigations conducted both in Ghana and South Africa. Adaptive resilience emerges as a vital strategic response by small and medium enterprises to the COVID-19 pandemic (Aidoo et al., 2021). For tourism and hospitality businesses in Africa one of the first studies of crisis-coping strategies as well as immediate recovery strategies is research conducted in Ghana (Dayour et al., 2020). The Ghana investigation explored how tourism and hospitality small enterprises are managing the crisis given what they describe as their typical peculiarities of lack of adequate resources, use of informal risk management strategies and heavy reliance on social capital (Dayour et al., 2020). Crisis management responses involved different approaches; in many cases business operators used more than one coping mechanism and adaptation to the pandemic (Dayour et al., 2020). These included *inter alia*, cost reduction measures through lay-offs and non-payment of remunerations, rigorous social media marketing, application for government support, and diversifying their services to activities more resilient to the pandemic's impact. In the case of ecotourism in Ghana Soliku et al. (2021) point out that existing facilities are over-reliant on the international market and starting to pivot towards the promotion of domestic tourism. Certain parallels emerge with the results from South African research on the adaptive responses of local tourism businesses (Giddy and Rogerson, 2021; Rogerson, 2021; Rogerson et al., 2021).

For South Africa it is demonstrated that adaptation to the crisis has been challenging because of the financial distress experienced by tourism enterprises in the wake of minimal government support (Booyens et al., 2021). Adaptive responses included downsizing of businesses, including worker retrenchments, price-cutting and readjustments to attract the domestic market, limited initiatives towards product diversification, energetic social media marketing and, in the case of accommodation enterprises, the re-purposing of properties (Rogerson, 2021). A strengthening of local inter-enterprise cooperation has been an additional widespread response (Giddy and Rogerson, 2021; Rogerson, 2021). For nature-tourism enterprises alongside price discounts targeted at domestic tourists, the promotion of adjusted tourism product offerings towards an emerging Black South African middle class domestic market has been a favoured adaptive response (Giddy and Rogerson, 2021). Another dimension of policy adaptation to COVID-19 change is a revitalised focus on niche tourism for African tourism researchers. Several tourism scholars suggest that in a post-COVID-19 environment tourism is likely to see mobility patterns which are marked by a shift away from large group travel to a preference for smaller groups where the risk of catching an infection is reduced (Chebli and Said, 2020). Indeed, as an outcome of the risk perceptions surrounding COVID-19 the tourism sector is projected to see an expansion in various forms of special interest or 'niche travel' which will be driven primarily by the confidence of travelling in smaller groups and less risk-prone environments (Nair and Mohanty, 2021). COVID-19 introduces the opportunity to investigate tourism offerings in which smaller-scale, controlled and operated niche products can be established to satisfy the changing demands and needs of consumers. In the post-COVID-19 era the competitiveness and growth of African destinations must hinge, at least in part, upon their capacity to understand and adapt to the new equilibrium at which tourism may reach (Assaf et al., 2021).

Although the shape of that new equilibrium remains uncertain one certainty is that niche tourism development must be highly relevant for the future tourism development in sub-Saharan Africa. Among others, the UNDP (2021) advocates the identification of niche sectors to unlock competitiveness and maximise the potential of African tourism. For South Africa Rogerson and Rogerson (2021e) provide an overview analysis of current research debates on niche tourism and policy development. Of particular significance is the findings about the expanded importance of the niches of heritage tourism, gastronomy and creative tourism as well as planning for themed niche tourism route offerings.

In terms of transformation of tourism and future change the UNDP (2021) views the pandemic as an opportunity for revisiting the old business models of tourism in Africa. According to Ayiine-Etigo and Amankwah-Amoah (2021: 2) Africa's aviation sector potentially can be rebooted towards increasing intra-African travel and using African low-cost carriers which "have the transformative potential of sustainable tourism in Africa post-COVID-19". Looking forwards the UNDP (2021) urges a reshaping of African tourism as an anchor for endogenous and sustainable socio-economic growth. Rogerson and Baum (2020) argue that the COVID-19 crisis makes it imperative for African tourism research to become more aligned with the United Nations Sustainable Development Goals. Saarinen (2021: 25) opines that "tourism destination development should be managed for change, and there is a clear need for better destination governance towards SDGs, given the lesson the current crisis has provided us – not to mention the state of relatively near future affairs characterised by increasing globalisation, related economic insecurity and global climate change". In one recent African investigation Dube (2021b) reveals how the tourism industry of both Botswana and Zimbabwe is, to some extent, 'localising' the SDGs. It is demonstrated, however, that there is still a long way to go to ensure SDG localisation and considers "unlikely the sector will realise its full potential because of the lag taken to venture into the SDG space and the disruption caused by the COVID-19 pandemic" (Dube, 2021b: 12). Of particular concern for African tourism is the minimal attention which is devoted to SDG 13 on climate change, which will be the trigger for the forthcoming crisis that threatens to devastate the continent's tourism economy (Fitchett, 2021; Pandy and Rogerson, 2021; Saarinen, 2021). Finally, in terms of the theme of transformation and COVID-19, it has been argued that there is considerable value for African scholars to learn lessons from past experience and undertake historical tourism research studies which might resonate with contemporary debates. An instructive example is an investigation into South Africa's early development of health tourism which was linked to the perceived therapeutic impacts of the country's climate for 19th century sufferers of tuberculosis (Rogerson and Rogerson, 2021f). The arrival of consumptive invalids from Europe seeking to benefit from climate therapy in South Africa was a vector for spreading tuberculosis during the early 20th century in a manner which parallels the 2020 origins of the COVID-19 pandemic in the country.

CONCLUSION

This article is a progress report which seeks to capture and profile the body of focussed contributions on COVID-19 and tourism which have appeared for sub-Saharan Africa, the least well-documented global region by tourism scholars. In addition, it represents a further contribution towards a strengthened understanding of tourism and change in the global South (Rogerson and Saarinen, 2021; Saarinen, 2021). Although certain other changes might emerge in the unforeseeable future to impact the directions of African tourism currently tourism and change research is overwhelmingly dominated by the pandemic's impact and responses. The review material serves to highlight an emerging African scholarship which is engaging on a range of issues around the themes of ramification, adaptation and transformation. Given the poverty challenges of the African continent, it is argued that policy-related issues around tourism and change are inevitably dominant on the agenda of African-based scholars. Overall, the COVID-19 crisis stresses the urgency of developing better change management practices and for building resilience, most especially for nature-based tourism destinations and protected areas across sub-Saharan Africa (Giddy and Rogerson, 2021; Spenceley et al., 2021; Stone et al., 2021).

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CRISIS AND RECOVERY OF BUSINESS ENTITIES IN TOURISM IN THE POST PANDEMIC PERIOD IN SLOVAKIA

Peter GALLO
The University of Prešov, Faculty of Management, Department of Tourism and Hotel Management, Konštantínova 16, 080 01 Prešov, Slovakia, e-mail: peter.gallo@unipo.sk

Daniela MATUŠÍKOVÁ
The University of Prešov, Faculty of Management, Department of Tourism and Hotel Management, Konštantínova 16, 080 01 Prešov, Slovakia, e-mail: daniela.matusikova@unipo.sk

Anna ŠENKOVÁ*
The University of Prešov, Faculty of Management, Department of Tourism and Hotel Management, Konštantínova 16, 080 01 Prešov, Slovakia, e-mail: anna.senkova@unipo.sk

Kristína ŠAMBRONSKÁ
The University of Prešov, Faculty of Management, Department of Tourism and Hotel Management, Konštantínova 16, 080 01 Prešov, Slovakia, e-mail: kristina.sambronska@unipo.sk

Tomáš MOLČÁK
The University of Prešov, Faculty of Management, Department of Tourism and Hotel Management, Konštantínova 16, 080 01 Prešov, Slovakia, e-mail: tomas.molcak@smail.unipo.sk

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Abstract: The aim of the paper is to examine the issue of market recovery and business entities in the pandemic and post-pandemic period. Overall it points out the possibilities of the solution on the basis of interviews and utilizing the models of simulation of the results of companies that have been affected by the crisis. The paper used statistical data obtained by research in the analysed period March - April 2020 and in the examined years 2019 to 2023, including prognostic data from the sources of the Ministry of Finance of the Slovak Republic. Based on the results of selected companies with and without pandemic measures were simulated. Resulting from the research findings, proposed model presents the state of the company affected by the crisis and ways of solving how to get out of this crisis and design further development in the post-pandemic period. The paper pointed out the need to increase expertise in decision-making on the development of the economy of business entities and subsequently the development of the industry with targeted support from the state based on research base in combination with future modelling methods.

Key words: pandemic influence, crisis, economy, development modelling, tourism businesses, post-pandemic period, business support model

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INTRODUCTION

The current period is very difficult for business development and the state of the economy. It requires significant changes not only in the management of the economy, but also in the companies themselves. For this reason, the issue of market recovery and business entities in the post-pandemic period is very topical. The ways to solve this problem are different and depend on the quality of decisions at the level of the state and companies, in which direction and how quickly and effectively the market recovery will take place. The current outbreak has had severe economic consequences across the globe and also offers many research opportunities to learn from the crisis and tailor future business processes (Donthu and Gustafsson, 2020; Bapuji et al., 2020). According to Matei et al. (2021) research, decisive impact upon the recovery of the tourism sector will have also the types of governance applied by the county and local administration. In this paper, the possibilities of solving this problem are pointed out on the basis of models simulating the results of the company affected by the crisis. It also proposes the ways to revive the affected businesses so that the effects of state and industry support should be as effective as possible. In proposed simulation model, it is presented the state of the company affected by the crisis and ways to solve it in the post-pandemic period. The simulation model of the development of the situation should help in qualified management decisions in the pandemic and post-pandemic period. At the end of the paper, comprehensive proposals for further solutions and procedures aimed at improving the state of tourism, as an important component of the national economy are presented, with the acceptance of knowledge gained by simulating future developments in the model solution. The aim of the paper is to point out mainly how it is possible to flexibly and effectively revive the state economy by targeted support aimed at reviving the market.

* Corresponding author

THEORETICAL AND METHODOLOGICAL BASIS OF THE RESEARCH

In today's ever-changing environment, companies face new challenges to which they need to be able to respond flexibly and effectively. Studies of this type are relatively rare, but the constantly changing conditions in the essential environment and the development of digital technologies in the national economy increasingly support them and put pressure on their use. The world is moving towards artificial intelligence and Business Intelligence models, and their use in everyday business practice becomes more urgent. Management standards serve as an effective channel for disseminating knowledge because they believe they offer comprehensive scientific and practical knowledge to many different stakeholders (Pohle, 2018). The organization's ability to function effectively in a competitive environment is largely dependent on its knowledge and innovative results (Aboelmaged, 2014). Technological progress in a globalized world and the rapid change in socio-economic conditions are leading to increased customer demands and expectations (Tuzunkan, 2018). Businesses must respond to the constantly changing market situation and be able to adapt professionally to these changes. They must also anticipate the effects in times of crisis and then effectively predict developments and guide processes to achieve the set goals. In this context, companies are constantly looking for suitable managers with innovative approaches that will bring new ideas and trends to the company.

If a company wants to be successful and flexibly get out of a crisis caused by a pandemic, it is not enough to focus only on financial aspects, but the success of the company increasingly depends on flexible factors, which include non-financial indicators (Gallo et al., 2017; Abbas, 2020). These factors include, in particular, the ability to learn, the innovative power of employees, the use of the possibilities of the information society, in close connection with the ability to continuously improve relationships with customers or suppliers. There are currently international standards aimed at systematizing the implementation of corporate governance systems (Da Fonseca, 2015). In this context, it is important to focus on managing and measuring business performance and to simulate the future development of businesses and industries, taking into account the pandemic that triggered the crisis.

The evaluation of business excellence proposed by the European Foundation for Quality Management and the administrators of the Malcolm Baldrige National Quality Award has enabled many organizations to identify key areas for improvement, from the role of leadership in developing a service-oriented culture (Dubey, 2016). Based on these ideas, we also compiled a model, which we used to model the situation. It includes a number of factors that will allow to simulate what is happening in the company and propose effective solutions and thus predict the future development of the industry. On this basis, the state can take systemic measures to overcome crises with a forecast for the future.

In the paper, we decided to apply the model to the tourism environment, which is most endangered by the pandemic and significantly affects the state's economy. Entrepreneurship research in the tourism and hospitality industry is very important and will bring out significant contributions to the knowledge base (Trip et al., 2021; Štefko et al., 2020). In our research work, we focused on the future and the perspective of development. Past data and their examination in this case do not have sufficient explanatory significance. We are interested in what it will be like and how to predict it. As part of the research, meetings were held with entrepreneurs and the interested professional public to map the situation in this area. The statistics presented by government organizations during the meetings mapped the development in previous periods, but did not address the future, despite the fact that the situation in this sector has changed significantly. Entrepreneurs therefore pointed out that now it is not the trends of the past that are important, but the solutions for how to proceed. The starting point can be effectively designed processes to get businesses and the economy out of this crisis. Based on the interview, we monitored opinions on this issue in comparison with proposals and solutions obtained by simulation.

In examining this issue, we based on the views of Kaplan and Norton and their theory and system of balanced indicators (Kaplan and Norton, 2002). We also examined the quality management systems of the EFQM model, which is closely linked to these processes. The general nature of business excellence models and the arbitrary approaches that organizations use to achieve excellence have given rise to new approaches to achieving excellence (Dubey and Lakhanpal, 2019). In Europe, quality management is implemented according to a model formulated by the European Foundation for Quality Management (EFQM) called the EFQM Excellence Model (Bolboli and Reiche, 2014). The first version of the EXQM excellence model was created by experts from different sectors and academic institutions in 1992 (Olaru et al., 2011). Appropriate implementation of the EFQM model of excellence helps organizations achieve sustainable excellence in a variety of dimensions (Edgerman, 2018; Turisova et al., 2020; Liu et al., 2020). This European model of excellence is suitable for any organization seeking to continuously improve its activities. An important element of EFQM is continuous improvement using available management tools and techniques. Quality Control Pillars (EFQM), as a latent factor enabling excellence, is related to the performance of the company, taking into account the intermediary role of innovation in this relationship (Kafetzopoulos, 2019). Continuous improvement applies to all business activities that can be achieved using available modern management methods and best practices. An important feature of the EFQM model is that it provides a broader and deeper understanding of the causes and consequences of the relationship between their organizational activities and the results it achieves (Al-Majali and Almhirat, 2018). The concept of excellence is based on the principles of results orientation; customer focus; leadership and targeting; process management; human development and engagement; innovation, improvement and lifelong learning; partnership development and the social responsibility of the organization. In this way, the overall excellence of the organization is fulfilled and the result of this concept is its successful progress. In the US, the Malcolm Baldrige National Quality Award (MBNQA) is used, which contains seven criteria for outstanding performance, namely leadership; strategic planning; customer and market orientation; measurement, analysis and knowledge management; human resource orientation; process management and business performance results (Talwar, 2011). The EFQM model has also become the subject of various researches related to its use and especially the addition to the concept of Total Quality Management (TQM) (Calvo-Mora et al., 2015). We tried to use the most of this knowledge with the policies of excellence of the EFQM model in our research and especially in the approach to solving the situation.

1. Forecast of economic development in the pandemic and postpandemic period in Slovakia

Based on the development of the Slovak economy in the months of March to November 2020, it can be stated that the pandemic will significantly affect the development of the economy in the coming years. According to the Ministry of Finance of the Slovak Republic, we can expect that the pandemic will bring the Slovak economy a recession of 7.2% in 2020. The presented forecast was based on the assumption that the economy will gradually recover at the end of the year and push GDP growth to 6.8% in 2021 (Pažický and Žúdel, 2020). The prolongation of the pandemic and its repeated return in the second half of the year significantly deepened the recession. The performance of the economy will gradually decline this year and its recovery can be expected only in 2021. It will affect the sectors of the economy to varying degrees. GDP will fall not only due to pro-cyclical investment and the absence of foreign demand, but will also be affected by limited domestic consumption. In 2021, there will be a gradual recovery and at the end of the year, the economy could reach pre-crisis levels and GDP will rise to 6.8% (Pažický and Žúdel, 2020). The mentioned forecast assumed that the economy would recover at the end of 2020. The forecast of the Ministry of Finance of the Slovak Republic and the main economic indicators are shown in Table 1.

Table 1. Prognosis of Ministry of Finance of Slovak Republic-Key indicators of the economy (2019 - 2023) Source: Pažický and Žúdel, 2020

Indicator		Prognosis			
	2019	2020	2021	2022	2023
Gross domestic product					
GDP, s. c. in %	2.3	-7.2	6.8	4.1	3.2
GDP, b. c. in billion €	94.2	89.0	95.2	100.5	105.8
Private consumption, s. c. in %	2.2	-8.4	7.8	4.1	2.9
Private consumption, c.c. in %	5.0	-6.5	8.0	6.1	4.9
Government consumption in %	3.8	1.8	0.2	1.8	2.6
Fixed investments in %	4.4	-20.3	17.0	5.2	5.8
Export of goods and services	1.7	-21.4	17.6	6.5	3.6
Import of goods and services	2.6	-25.5	19.0	6.5	4.0
Labour market					
Employment (state reporting)	1.0	-3.8	1.6	1.0	0.3
Wages, nominal	7.8	1.6	4.0	4.9	4.9
Wages, real	5.0	-0.1	3.8	2.9	2.8
Unemployment rate	5.8	8.8	7.7	6.8	6.4
Inflation					
CPI	2.7	1.7	0.2	1.9	2.0

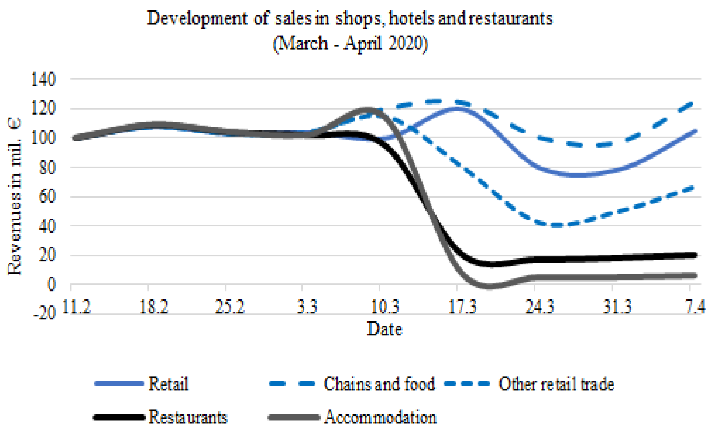

Figure 1. The decline in household consumption reduces sales in shops, hotels and restaurants Source: own processing according to Pažický and Žúdel, 2020

The forecast of the development of household consumption and its decline reduces sales in hotels and restaurants and in trade. Figure 1 shows the development of indicators during the first phase (wave) of the pandemic. A significant reduction in employment is also expected in 2020. Unemployment fell to 7.43% in September and the number of job vacancies increased, but the second phase of the coronavirus pandemic started to complicate further developments. Government measures to address these issues and support part-time work should eliminate higher unemployment. There is also a set of economic measures by the Ministry of Economy, which pursues the same goal with the intention of significantly reviving economic development. The recovery is also affected by the development of the average nominal wage in 2020, where it is expected to increase by only 1.6%. The Ministry of Finance of the Slovak Republic assumes a slowdown in inflation to 1.7% and price growth will be reduced to almost zero (Pažický and Žúdel, 2020). However, all these measures are also associated with risks related to the uncertain length of the pandemic and repeated recurrences of the disease, which may significantly affect the economic recovery in the future. Tomčíková et al. (2021) state that the impact of Covid-19 affects also the changes in the performance development of tourism companies operating in Slovakia and procedures and practices of human resources. The European Union is also actively involved in the process of dealing with the consequences of the pandemic. In the area of tourism promotion, it proposed a set of measures that would allow the gradual and coordinated opening of tourism services and facilities. It also proposed specific support for tourism businesses. These measures mainly include:

- Ensuring better liquidity for tourism businesses, especially small businesses,
- Greater flexibility under state aid rules to allow member states to put in place support and guarantee schemes, travel vouchers and additional liquidity schemes to support businesses and to meet pandemic compensation claims.

EU funding continues to provide immediate liquidity to businesses affected by the crisis through the Coronavirus Investment Initiative in shared management with member states. In addition, the EU Commission, through the European Investment Fund, has made EUR 8 billion available to 100,000 small businesses affected by the crisis. Up to € 100 billion is earmarked to save jobs with financial support of SURE program (European Commission, 2020). The SURE program is intended to help member states cover the costs of national part-time schemes. Other similar measures will enable companies to protect jobs. The Commission also supports partnerships between employment services, social partners and businesses to facilitate retraining, especially for seasonal workers. It is working with member states to develop recovery strategies to promote sustainable tourism in line with the Europe Green Agreement and to stimulate the digital transformation of tourism services. However, all these measures necessarily require an increase in expertise and digitization in management.

2. Barriers and perspectives of tourism in Slovakia

In mapping the new situation in tourism due to the pandemic, there was used knowledge from crisis management and economics of tourism companies and conclusions in interviews and round table discussions organized by NP Monitoring of the business environment with the support of Slovak Business Agency, National Business Center with the support of the Slovak government. Their goal was to identify barriers and perspectives of tourism in Slovakia. The research was conducted in the form of an open interview with representatives of travel agencies, accommodation and restaurant facilities, regional and local tourism organizations, as well as with representatives of the third sector who are involved in tourism (Slovak Business Agency, 2020). The discussion resulted in the findings on the situation in the field of tourism in Slovakia, which are listed in Table 2.

Table 2. Problems in tourism in the pandemic times Source: own processing based on discussions and interviews with managers in tourism

Deficiency found	Way of solution	Result
Understanding Slovakia as a whole for the tourism development.	View of Slovakia from different points of view and destinations.	Synergistic effect from a diverse approach.
Non-conceptual and non-systemic tourism management.	Systematize and organize.	Creation of a simple modern organization.
High tax and levy burden.	Reduction of tax and levy burden.	Reducing costs and increasing the competitiveness of Slovak tourism.
Missing infrastructure.	Map the current state and suggest its innovation.	Increase the availability of target segments and promotion.
Lack of employees compared to neighbouring countries.	Make occupations in the field of tourism more attractive and innovate tourism studies.	Increasing the competitiveness of Slovak tourism.

The most important conclusions from the interviews and round tables can be summarized in the following statements:

Governments of the Slovak Republic

Despite the declaration of their interest, the governments of the Slovak Republic, the past and the present ones, do not yet consider tourism to be their priority, and tourism finds itself at the end of the scale of values on the agenda of individual governments. Non-existing comprehensive vision of the direction, development of tourism is missing.

Inconceivability is a manifestation of current tourism policy. There is no targeted offer with ineffective marketing and internet availability. At present, there is still no national tourist board, nor online statistics on the use of accommodation capacity and the collection of local accommodation tax and other statistically important data on tourism in Slovakia (Slovak Business Agency, 2020). The national board should appear again in 2021.

Non-existence of a common goal arises from the lack of a vision and the way forward. Based on it, tourism companies can then plan and project the future and their visions. Entrepreneurs perceive management without a clear goal negatively and at present, they are unable to set the direction of their business for the near or distant future, which was greatly highlighted by the pandemic.

Promotion does not reach the required level on the part of the state.

Infrastructure in Slovakia can be considered one of the biggest problems. There is a lack of tourism infrastructure, in its broadest sense. The cycle paths that became necessary for Slovakia, the boating infrastructure, the lack of parking lots, as well as many other things related to the infrastructure resulted from a survey among managers and participants of round tables and interviews. In the long term vision, it would be appropriate for infrastructure to be seen as part of tourism. Additional services and their availability are also of great importance in the Slovak Republic. In some cases, the tourist attraction is interesting but unavailable. Little money is earmarked for tourism development. The financing of tourism also includes European funds, part of the value added tax and local taxes on accommodation. Slovakia loses price competitiveness due to high VAT on services (Slovakia 20 % catering services, 10 % accommodation services; Poland 8 % gastronomy, hospitality, admission to museums, galleries for cultural events; Hungary 5 % accommodation and catering services). Starting a business in tourism, which is financially and time-consuming, can also be included among the problems of tourism. The survey showed that financial limits are not set for tourism, mainly for micro-projects that are able to use micro and small businesses, but also for individuals or civic associations that want to start or already do business in the field of tourism. The amount of the contribution should be up to € 10,000. Challenges should also be adapted to this amount. The big problem is if they cannot set the financial parameters because they lack financial and / or economic literacy. The **lack of concept in the field of European funds** is also considered to be a major shortcoming. The survey showed that funds from these sources are public finances and should be used for public projects (castles, chateaux, infrastructure), not for direct support of business entities. Entrepreneurs should receive these funds mainly in indirect form (advice, consultations, etc.). A change in the understanding of European funds would help and support the development of tourism.

Cooperation, communication and employment

The interview also revealed the need for cooperation between stakeholders. In particular, micro, small businesses and the third sector in the field of tourism will not operate without mutual cooperation. Cooperation can cover both joint marketing and finance, mutual sharing of employees, preparation of an offer in the destination, or other areas. For all those involved in tourism at the destination, cooperation should be based on mutual understanding and a specific approach. Tourism is demanding on employees. There is a lack of employees with secondary education and school graduates are often of poor quality, without experience. Especially for university students with a focus on tourism, it would be appropriate to return to the real functioning practice of school-entrepreneur cooperation. The discussants at both round tables also agreed that the business barrier is cooperation with the city / municipality, Upper territorial unit and authorities. The actions of authorities or officials are sometimes as if against entrepreneurs (various types of permits from various institutions, lengthy processing of permits) (Slovak Business Agency, 2020). Figure 2 shows the biggest barriers to tourism during a pandemic.

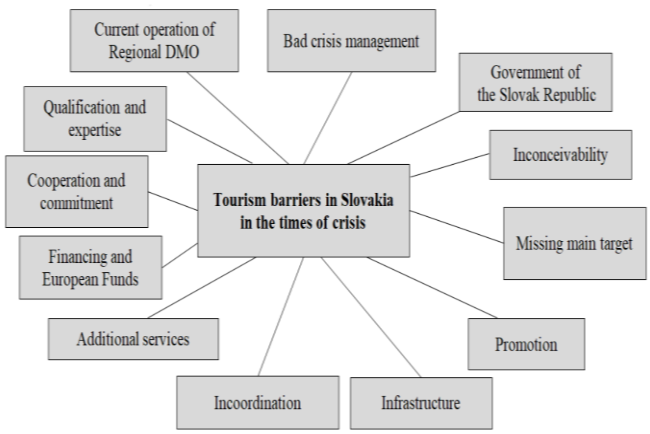

Figure 2. The most significant barriers in tourism in Slovakia (Source: own processing)

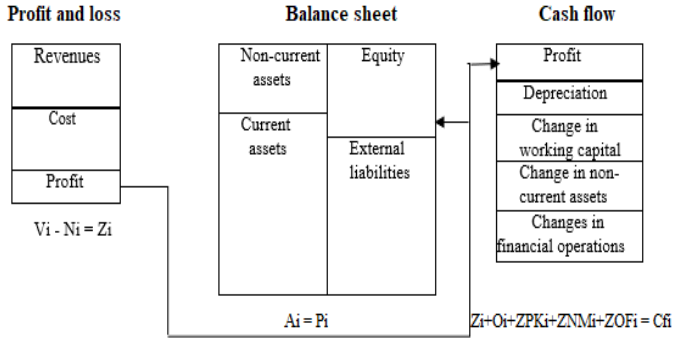

Figure 3. Principles of model building (Source: own processing) Where: V-revenues, N - costs, Z - profit, A - assets, P - liabilities, O - depreciation, ZMK - change in working capital, ZNM - change in non-current assets, ZFO - changes in financial operations, i - observed time period (year), t – time.

MATERIALS AND METHODS

1. Methodology of creating a performance model and simulation of future events

The research presents the results we obtained by simulating the use of a performance model in business entities in solving the problems of the crisis in the postpandemic period and recommendations for government institutions for effective management decisions. We based it compiling on the idea of supporting managerial decision-making with the presentation of processes and their effects in the perspective of long-term development and direct impact on the economy of business entities. The performance model used as a comprehensive management tool in the research helped us to make an overall assessment of the situation and simulate the impacts of state decisions on the business economy and business efficiency. Decisions are made in the context of the company's management and its decisions for the future. The goal is to improve the performance of a wide range of business activities based on the right management decisions. The main goal of the research was supported by partial goals, namely the use of a performance evaluation model in companies in various sectoral economies, including tourism, or another segment of industry. To obtain data, we chose the Entrepreneur's Index database portal, which provided a sufficient sample for our research. We reached the data for the model from the financial statements, and we predicted future events based on the development of the environment, taking into account the cost structure of the company. We based on the classification of SK-NACE companies and on the basis of this classification we chose a company in category A +++ (excellent company) and D (problem company) in tourism and predicted the effects of the crisis and development based on the proposed measures. To evaluate the obtained data and predict the development, the proposed performance evaluation model was used.

2. Design of a performance model and simulation of ongoing events

When designing the model, we used the company model shown in Figure 3. The changes taking place in the organization on the basic reporting documents were simulated. When compiling the model, we relied on input information obtained from publicly available databases, especially within the Entrepreneur's Index. In the simulation of processes, we used financial-economic relations and mutual relations operating within the reporting (Table 3).

Table 3. Financial and economic context and model calculation procedures (Source: own processing)

Profitability equation over time t (Zt)	Vt – Nt = Zt
Equation for the relationship between assets and liabilities over time t	At = Pt
Equation for calculating cash flow over time t (CFt)	Zt + Ot + ZPKt + ZNMt + ZFOt = CFt
Equation for money turnover over time t (CTCt)	DPt + DZSt – DZAt = CTCt
Equation for calculating economic value added over time t (EVAt)	EVAt = EBITt – NKt
Equation for calculating the cost of capital over time t (NKt)	NKt = WACCt * Pt
Equation for calculating the return on assets over time t (ROAt)	ROAt = Zt / At
Equation for calculating total liquidity over time t (LCt)	LCt = OMt / KZt
Equation for calculating total debt over time t (ZDt)	ZDt = CZt / Pt

WACC - cost of capital capital in %, ROA - return on assets, LC - total liquidity, OM - current assets, KZ - short-term liabilities and short-term loans and financial assistance, ZD - total indebtedness.

V - revenues, N - costs, A - assets, P - liabilities, Z - profit, O - depreciation, ZPK - changes in working capital, ZNM - changes in intangible assets, ZFO - changes in financial operations, DP - receivables turnover time, DZS - inventory turnover time, DZA - liability turnover time, CTC - cash to cash cycle, t - year, EVA - economic value added, EBIT - profit before taxes and interest, NK - cost of capital, The company's overall performance is also affected by its cash-to-cash cycle, which characterizes the company and its work with finances and working capital rotation. With the help of this indicator, we can successfully influence the liquidity of the company and thus the creation of the balance sheet. We incorporated the model processed in this way into model A of a successful company and model B, which characterizes a problem company. The design of the performance model for the simulation of the development of business entities is based on the reporting of previous years. The years analysed were the last three years (2017 to 2019). The year 2020 is a simulation of the results of the impact of the pandemic. In the years 2021-2024, development and gradual growth are considered so as to optimize the company's financial goals and be in line with the forecasts of the development of the national economy.

This will ensure the consolidation of the company in the post-pandemic period. From Figure 2 it can be seen that each company will be affected differently by the incentives from the state. For some companies, they will help with development and help them overcome the crisis, for others without good financial management, the period of stagnation will only be extended and it will return to a state of decline. For this reason, economic and financial measures must be both short-term to provide liquidity and long-term in the form of innovation support for the transition from postponement to innovation and new development along the life-cycle curve.

3. Results of the simulation of ongoing events

The target parameters were set in the model for solving the problematic situation of the pandemic in 2020 (Figure 4). The inputs were realized within the documents profit and loss statement (fact and plan) and balance (fact and plan). We considered with an annual drop in sales of 50 % and a gradual growth to normal and subsequent further positive developments. It was similar on the cost side, where we also took into account the impact of cost variability. The ratios were processed for both types of companies, namely company A, which has excellent results and company B, which has relatively poor results in terms of creditworthiness. Based on this, we set recommendations for companies for effective crisis management. We proceeded from the economic rules for the successful management of the company and that if the company is in profit, we deal primarily with liquidity and if the company is in loss, priority is given to achieving profit. Based on this assumption, we can state that the pandemic has endangered the profitability of companies and industries, and the profitability problems, i. e. ROA, should clearly be addressed as a matter of priority. State support must be directed to areas so as to support their development and not upset the social balance and employment in the country.

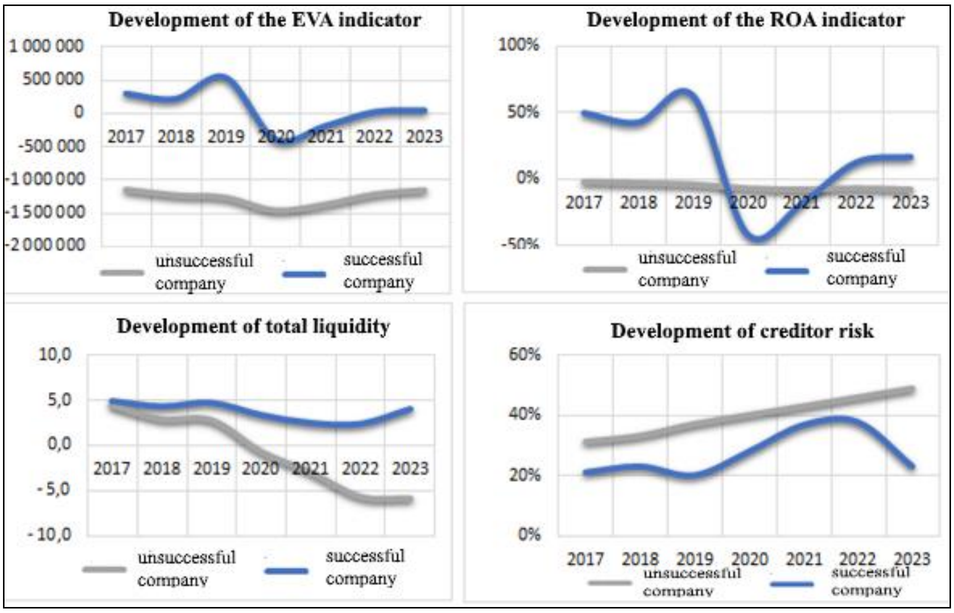

Figure 4. Behaviour of a successful and unsuccessful company in times of crisis and forecast of development (Source: own processing)

There are considerations in this regard, namely the solution of profitability by optimizing costs, the solution of profitability through revenue growth and the solution of a combination of both influences. In solving this problem, it is necessary to realize that we are not only solving the economy of the company itself, but also the economy of the industry. It is clear from the development simulation processes that the problem for companies is sales and not effective cost management. Various deferrals and similar activities only solve the liquidity problem and not the problem of revenues, which may manifest itself in a later crisis. This assumption was also confirmed by the simulation of the results in the ingested models. It follows that if we want effective solutions to the effects of the pandemic, these should go primarily to sales and to support innovation, as it follows from the model simulation of the development forecast in the surveyed companies.

As can be seen from the model, company A in the excellent (A ++) group generated economic added value and its profitability and liquidity were very high. If it was hit by a pandemic, an annual decrease of 50 % and a reasonable cost reduction due to reduced sales were considered. This means that the variable component decreased and the fixed cost component changed very little (expert estimate). The expected result for 2020 will reduce the economic value added to - 386 thousand € and a drop in profitability to – 41 %. As we can see, liquidity has been high and will remain above the optimal level. The influence of the state on the cost side of the processes here points to the best direction towards market recovery. Due to the fact that part of the liabilities will not be repaid due to the decrease in sales, the indebtedness will increase to 28 %, which is still a relatively low value compared to the recommended ones. With good controlling management, the company will recover from the loss within one to two years and the indicators will reach the recommended values. This is most likely the behaviour of companies in good financial health. Because the problem is profitability, all measures must be aimed at solving this problem and not liquidity problems. When analysing sales, it is necessary to see a large decline. The model points out that a solution on the cost side does not bring the desired effect, it only delays the future crisis.

The reaction of the company in rating group D (unsatisfactory development) was different from the successful company. As the company was in a loss, the loss will increase even more with a decrease in sales by 50%, in terms of ROA from -4 % to -7 %. Liquidity, which was 2.8, will change to a negative -0.7 and indebtedness will increase to 40 %, i.e. to the limit of the recommended indebtedness. If this situation occurs, cost reduction does not solve the problem effectively, it only partially solves it. The main cause of the changes is again sales and costs are only a consequence caused by this cause. If the problem of sales is not solved, it is an inefficient use of funds. Lex-corona measures do not solve the situation in the case of a successful company, they only delay the future crisis. Their economic impact on the company is minimal. They help in a problematic company to a relatively low extent. This can also be seen in the reaction of the business environment to state aid, which was very low. An effective measure to help businesses and the economy is on the revenue side, as this model points out. Therefore, an effective solution to the crisis is on the side of profitability and sales. However, if we look at problematic companies in terms of long-term development, the economy can only improve in the long term 4-5 years with good controlling management of the company. The causes of the bad situation can also be seen in the poor management of the company and not only in the pandemic.

RESULTS AND DISCUSSION

In this research, the best solution to the pandemic seems to be directing interventions to the revenue and revenue side, which would be possible, for example, by directing consumption to crisis areas of business, whether through spa vouchers, holiday vouchers, meal vouchers, travel vouchers, or the possibility of purchasing new cars, etc. Based on a simulation model, these are the effects that will support the resolution of the pandemic crisis and help restart the economy. But the question is appropriate: In such a case, how will companies that have been at a loss behave? It's basically a similar situation, but the main goal is to get businesses out of trouble and at a loss.

This is a priority task on which state action should focus. As the company is at a loss, it is an inefficient expenditure of costs and the state will further support this inefficiency. In any case, such companies must have a financial plan to make it profitable, regardless of whether the state supports them or not. In the case of this group of companies, it is necessary to realize why even in the pre-pandemic period, these companies had poor results. The reason is poor business management, missing strategic goals, innovations, or inexperienced management. For this reason, it would be effective for the state to support non-financial solutions through various educational activities in the field of strategic and financial management and performance management. Based on the above mentioned simulations, it can be stated that if the state wants to effectively address the crisis in the sector and the economy, it should focus its attention on the area of consumption and increasing the purchasing power of the population. This is possible by effectively directing funds to the area of required consumption through various forms of vouchers, or other forms of purchasing products that support market development. Liquidity support on the part of companies appears to be ineffective.

Although this contradicts the principles of process cost management, this principle works well with the required sales and not with a decrease in purchasing power and consumption in the population. Supporting populations that have high financial resources even in times of crisis may not be effective. Consumption will be caused mainly by the part of the population that has lower incomes and needs to satisfy their requirements and needs. According to Khalid et al. (2021) findings, "the size of the tourism sector in a destination country is positively associated with an economic stimulus package aimed at mitigating the negative effects of Covid-19 pandemic. Countries that rely more on the tourism sector are more likely to adopt a larger economic stimulus package". We confronted the results of the research with the opinions of experts in an interview behind the round tables. The conclusions were as follows:

A/ Statement of a loss of income. The first phase of the corona crisis in 2020 also greatly affected economic life in Slovakia. The closure of restaurants and accommodation facilities had a significant effect on the decline in sales at these facilities. For travel agencies, the beginning of 2020 meant a complete loss of income.

B/ Change of thinking. The corona crisis changed minds and offered Slovakia space to develop domestic tourism. It allowed Slovaks to get to know Slovakia better.

C/ Unsystematicness. Based on the survey, it was found that the business activity in tourism during the pandemic was influenced by unsystematicness (rapidly changing measures), illegibility and unpredictability of the measures taken. The implementation of the measures took a long time and was widespread. It would be very helpful for entrepreneurs if they had the prepared measures available 1-3 months in advance, so that they could set their short-term plans accordingly. Likewise, communication from the government should be clear and precise in the next phases of the disease, and measures should not change frequently and should be differentiated.

D/ Employment solutions and work habits. Despite state support for employment during the first phase of the corona crisis, employers also had to pursue other employment solutions. Some employers, despite receiving help from the government, laid off some employees. The contribution received from the State could not cover all staff costs. The negative consequence of the corona and the transition to home office, or short-time work, was that employees lost their work habits or tried to use the situation to their advantage.

E/ Cost management and occupancy. The pandemic has taught entrepreneurs not only to look at costs and optimize them, but to prepare for the fact that every year in tourism may not be good, that bad years will come and that they should start thinking about savings. The question that tourism entrepreneurs ask themselves today is "When will I open? How many people will I fire? Do I still have to open it at all?"

F/ Threats of competitiveness. Entrepreneurs´fear that they will not be competitive compared to abroad. This is related to the lack of people, low sales, low utilization of equipment and especially various forms of support.

G/ Narrow place - infrastructure. It proved to be a narrow place of tourism in Slovakia, which causes an uneven distribution of visitors.

- **Planning processes and changes of views on planning in tourism.** When asked about the future of tourism in Slovakia, the discussants agreed that planning for the future is quite problematic in the current situation. This is mainly due to the high degree of uncertainty. However, this view may negatively affect the future of tourism.

- **New directions of tourism development.** The period of the pandemic can also be seen as an opportunity that changed the thinking of people in Slovakia. This is an opportunity that should be used by tourism companies, but also by the government. This is an opportunity for businesses to reach out to domestic clients again.

- **Reasonable funding support.** The government at all levels should seize the opportunity and make proper use of available funds from European funds, for example to complete tourist infrastructure (cycle paths, museums, parking lots, etc.). Entrepreneurs consider the construction of infrastructure rather than direct financial support to entrepreneurs as support.

- **Multisectoral communication.** The post-coronary crisis is an opportunity for all actors and their cross-sectoral communication, involving businesses, the public sector and the third sector. The changes that have already taken place and are happening should also be understood by those who govern the country and give space and support to those who can move the country forward.

- **Getting to know and discovering Slovakia and individual tourism.** The trend that manifests itself in tourism is the discovery of the undiscovered. The problem is that Slovakia does not yet have a unified strategy of who will be the target customer or what we want to offer him. We also rank the growing number of individual tourists or small groups among the world trends. Therefore, even for individual tourists who come to Slovakia, it is necessary to prepare a package of additional services. The subjects of tourism are interested in eliminating inconceivability and unprofessionalism, so that tourism can be managed at the regional and national level, to know the Slovaks.

CONCLUSION

The company's performance is determined by growing financial demands, which are to some extent the result of globalization, interdependence and internationalization (Onuferová and Čabinová, 2018). In the context of profound social, economic and financial changes, managers of private and public organizations focus on the most valuable resource they have, namely human resources, which can ensure the growth of the organization's performance. Organizations can create appropriate work environments through appropriate human resource policies and practices that support employee development, communication, innovation, and proactive attitudes and behaviour (Ciobanu, 2019). Where to start this process is precisely the area of setting visions and goals for the future. We also used this fact in our research to simulate the effects of a pandemic and how to revive the economy.

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DOMESTIC TOURIST SATISFACTION: IMPLICATIONS FOR "ONE COMMUNE ONE PRODUCT" ECO-TOURISM DEVELOPMENT IN THE MEKONG DELTA OF VIETNAM

Nguyen Thuy TRANG
Can Tho University, College of Rural Development, Department of Rural Socio-Economics, Can Tho, Vietnam, e-mail: nttrang@ctu.edu.vn

Vo Hong TU*
Can Tho University, College of Rural Development, Department of Rural Socio-Economics, Can Tho, Vietnam, e-mail: vhtu@ctu.edu.vn

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Abstract: Eco-tourism being one of six groups of OCOP products plays a key role in the rural economic development. However, there are limited empirical evidences on the impacts of destination attributes of OCOP tourism on tourist satisfaction. Thus, the objective of this current study is to investigate the impacts of OCOP eco-tourism destination attributes on tourist satisfaction. The study conducted face-to-face interviews with 200 eco-tourists and employed exploratory factor analysis and multiple regression. The study found that the shared social and environmental responsibilities - core characteristics of OCOP tourism have the highest effect on tourist satisfaction. The study also provides some policy implications for sustainable development of OCOP eco-tourism destinations in the Mekong Delta.

Key words: destination attributes, eco-tourism, exploratory factor analysis, OCOP, tourist satisfaction

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INTRODUCTION

Eco-tourism is a type of tourism that brings sustainable benefits and invaluable spiritual values (Epler, 2002; Giao et al., 2021). Tourism has been one of the important economic sectors of many countries (Hampton et al., 2018). According to the decision 2473/QĐ-TTg about "*Vietnamese tourism development strategies to 2020, a vision to 2030*" approved on 30/12/2011 by Deputy Prime Minister Nguyen Thien Nhan, tourism is a key economic sector with high competitiveness. The tourism industry contributed over 9.2% to the total national GDP in 2019; created 2.9 million jobs (GSO, 2020; Nhandan, 2021). Generally, in the period 2015-2019, the tourism industry achieved a high growth rate of 22.7% (Nhandan, 2021). The achievements of Vietnam's tourism sector have been highly recognized by the world; for instance, the World Tourism Organization (UNTWO) ranked Vietnam sixth in the ten countries with the highest tourism growth in the world (UNWTO, 2019). Vietnam has become an attractive destination in Southeast Asia, particularly eco-tourism sector.

The eco-tourism associated with local and cultural values can help diversifying tourism business activities, solving the outlets for local products, improving the added value for local farmers and creating jobs for local people (Epler, 2002). The eco-tourism and community-based tourism in Vietnam in general and the Mekong Delta in particular has been developing remarkably, many eco-tourism destinations with typically and locally cultural values were developed and become more attractive for domestic and foreign tourists, promoting local economic growth (Hampton et al., 2018; Giao et al., 2021). The demand for eco-tourism has been increasing as the Vietnamese economic conditions improve, the tourists are more likely to participate, learn and experience locally cultural values during their trips and to contribute to natural conservation (Hunter and Green, 1995). Eco-tourism is considered as a sustainable pathway of tourism and will be developed remarkably in the future (Brătucu et al., 2017; Tung, 2020). According to UNWTO (2019); GSO (2020), the total tourist arrivals in 2019 in Vietnam was about 103 million, of which the international arrivals accounted for 17.48% (equivalent to 18 million) and the domestic visitors shared 82.52%. As compared to 2010, the total international arrivals in 2019 increased 3.6 times while the domestic visitors tripled during the same period. These figures imply that the tourism development strategies for domestic market segment is important, particular under the context of Covid-19 pandemic.

In order to contribute to the rural economic development, the Vietnamese government promulgated Decision 490/QĐ-TTg on 07/08/2018 to deploy a national program namely OCOP – "One Commune One Product" movement. The OCOP movement aims at developing the rural economy based on indigenous strengths in terms of natural resources and human capital. The main focuses of the OCOP movement are to develop agricultural, non-agricultural products and services that have comparative advantages in each locality. Eco-tourism is considered as one of six groups of OCOP products that help to deliver OCOP products and other local dishes/food to visitors. Previous studies show that the Mekong Delta has favorable conditions for eco-tourism development (Nghi et al., 2012; Nhan, 2013; Tu Trinh et al., 2018; Tung, 2020). However, the eco-tourism in the Mekong Delta is still spontaneous and small; some tourism products are not really attractive to tourists; marketing and promotion strategies was not given enough attention;

* Corresponding author

infrastructure and facilities at eco-tourism destinations were still poor (Nhan, 2013; Uyen, 2018; Giao et al., 2021). Although there have been some studies that consider about the tourist satisfaction on the eco-tourism in Vietnam and in the Mekong Delta were conducted, these studies ignored the potentialities for the development of OCOP eco-tourism destinations, particularly the community development, environmental protection and social connection attributes (Epler, 2002; Nhan and Canh, 2011; Hai, 2012; Nhan, 2014; Tung, 2020; Giao et al., 2021). Thus, investigating the domestic tourist satisfaction is essential for improving and developing new OCOP standardized tourism destinations and taking advantages in terms natural conditions and diversified cultural values in the Mekong Delta.

LITERATURE REVIEW

1. Tourist satisfaction

Tourist satisfaction (TOUSAT) plays an important role in the success of tourist destinations in particular and tourism industry in general because it affects the tourist behavior of choosing a destination, experiencing products and services, and retaining their loyalty (Parasuraman et al., 1988; Clemes et al., 2011). According to Parasuraman et al. (1988), the satisfaction is the difference between expectations and experiences. Some previous studies also proved that the interaction between the perceived values and the expectations about tourism destinations reflects the tourist satisfaction (Kozak, 2001; Hau and Omar, 2014; Oliver, 2014; Trang and Dang, 2019; Giao et al., 2021).

2. Destination attributes

From the literature review, various destination attributes have been recognized, including cultural attractions, natural environment, local cuisine, perceived price, safety and security, service facilities and entertainment activities (Oliver, 1980; Parasuraman et al., 1988; Baker and Crompton, 2000; Coban, 2012; Oliver, 2014). In this current study, tourist satisfaction was predicted by seven destination attributes, which are described in details as below:

The first attribute, shared social and environmental responsibilities (SOENRE) is an important attribute for green and eco-tourism development (Epler, 2002; Nuva et al., 2009; Cheung and Jim, 2014; Hultman et al., 2015; Patwary et al., 2021; Setokoe, 2021). This attribute is an important indicator for a certain eco-tourism destination to be recognized as an OCOP destination. In the field of consumption behavior, to promote ethically and eco-friendly products, consumers must be aware of and care about the environmental and social effects of their own consumption (Seyfang, 2005; Megicks et al., 2008; Mancini et al., 2017). Thus, the positive perception of tourists on shared social and environmental responsibilities may have a great effect on tourist satisfaction.

Second, destination images (DESIMA) is an important predictor of tourist satisfaction and selection decisions (Coban, 2012; Thanh Nga, 2020). Many previous studies investigated the impact of this attribute on tourists’ perceived service quality and loyalty or revisit (Jensen, 2011; Ma et al., 2018; Carvache-Franco et al., 2021). In the fields of eco-tourism industry, the destination images refer to the impressions or emotions of tourists has toward a destination in terms of cultural values, experiences and distinguishing characteristics or values (Tsiotsou and Vasioti, 2006; Borowiecki and Castiglione, 2014; Suki, 2014).

Third, service facilities (SERFAC) play an important role in determining the tourist satisfaction. It is a tangible attribute that mentions to transportation, local souvenirs, information centers, hygiene facilities, etc. Previous studies show that the service facilities are significantly associated with tourist satisfaction (Murphy et al., 2000; Hau and Omar, 2014).

Four, local food and safety (LOFOSA) is an important factor affect the tourist satisfaction (Pizam et al., 1978; Ryu and Jang, 2006). As the economic conditions improve, consumers are willing to pay a higher premium for locally produced foods (Onozaka and McFadden, 2011; Ferrazzi et al., 2017). Experiencing eco-tourism is considered as a reasonable way for tourists or consumers to taste fresh local dishes and specialties, particularly in OCOP tourism destinations.

Fifth, perceived price (PERPRI) refers to a consumer’s willingness to pay for a certain amount of money to acquire a certain service (Bowen and Chen, 2001). It implicitly consists of two costs: monetary and non-financial costs (Bowen and Chen, 2001; Mai et al., 2019). Of which, monetary costs reflect the tourists’ perceived satisfaction for what they paid (Ozturk and Qu, 2008). Previous studies show that the tourists can remember the exact prices of unreasonable payment of the past trips (Ozturk and Qu, 2008; Mai et al., 2019).

Sixth, natural environment (NATENV) is an important attribute of eco-tourism that is positively correlated with tourist satisfaction (Beerli and Martin, 2004; Coban, 2012). This attribute consists of weather, atmosphere, orchid garden, diversity of fruits, fishing ponds, etc. Previous studies show that eco-tourism will grow more as the economic conditions improve (Epler, 2002). The tourists are willing to pay more for experiencing eco-tourism activities and enjoying the natural environment of a eco-friendly destination (Nuva et al., 2009; Hultman et al., 2015).

Seventh, entertainment activities (ENTACT) is also an important attribute that affect the satisfaction of tourists about a destination. This attribute consists of outdoor activities, adventure activities, shopping, etc. (Tsiotsou and Vasioti, 2006). This attribute was employed in many previous studies to investigate the relationship with tourist satisfaction (Tsiotsou and Vasioti, 2006; Jensen, 2011; Ozdemir et al., 2012).

3. OCOP eco-tourism destinations

The “One Commune One Product” movement in Vietnam is a copy version of OVOP program initially developed in Oita prefecture, Japan in 1979 (Trang and Dang, 2019). In Vietnam, the OCOP movement was first piloted in Quang Ninh province since 2013 and has recorded some remarkable achievements (Hoang Thanh et al., 2018). Then, the Deputy Prime Minister Vuong Dinh Hue promulgated Decision 490/QĐ-TTg on 07/08/2018 about “*approval of OCOP program for the* *period 2018-2020*" to implement the OCOP program nationwide. This movement in Vietnam aims at finding and promoting competitive and marketable products with regards to local and indigenous resources to contribute to improving added value and enhancing the local economy. Like the OVOP program in Japan, the OCOP movement in Vietnam also contains three main principles: (1) Act locally, think globally, (2) Self-Reliance and Creativity and (3) Human Resource Development.

According to Decision 1048/QĐ-TTg approved by Deputy Prime Minister Vuong Dinh Hue on 21/08/2019 about the promulgation of a set of criteria for evaluating and classifying OCOP products, the OCOP movement includes six groups of products: foods; drinks and beverages; herbal; handicrafts and decorations; and community tourism and tourism destinations. Of which, tourism is one of important OCOP products that helps to conserve locally cultural values, to promote rural socio-economic development and to deliver local products efficiently and directly to consumers.

4. Conceptual framework

Based on the theoretical approaches of previous studies, the current study proposes the conceptual framework to investigate the impacts of eco-tourism destination attributes on tourist satisfaction. Figure 2 represents the hypothetical causal model of this current study.

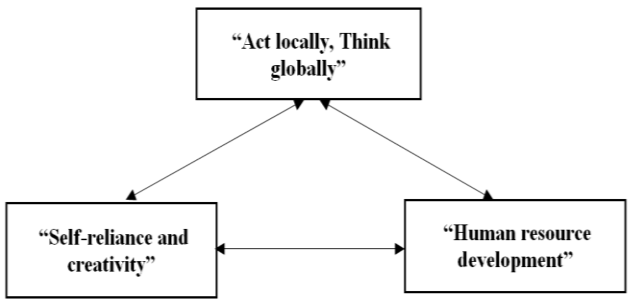

Figure 1. Basic principles of OCOP movement in Vietnam (Source: MARD, 2020)

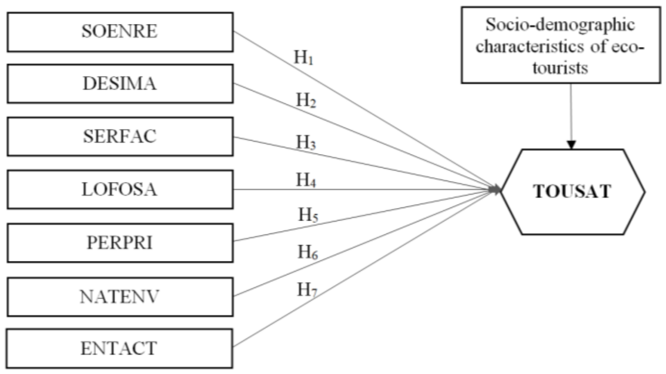

Figure 2. Conceptual framework of the current study

Note: SOENRE = shared social and environmental responsibilities; DESIMA = destination images; SERFAC = service facilities; LOFOSA = local food and safety; PERPRI = perceived price; NATENV = natural environment; ENTACT = entertainment activities; TOUSAT = Tourist satisfaction. The arrows indicate the relationships of independent variables with the dependent variable.

Based on Figure 2, the current study aims at testing the following seven hypotheses:

Hypothesis 1 (H_1): *Tourists' perception on shared social and environmental responsibilities at eco-tourism destinations are positively correlated with tourist satisfaction.*
Hypothesis 2 (H_2): *The attribute of eco-tourism destination images is positively associated with tourist satisfaction.*
Hypothesis 3 (H_3): *The attribute of service facilities is positively associated with tourist satisfaction.*
Hypothesis 4 (H_4): *The attribute of local food and safety is positively associated with tourist satisfaction.*
Hypothesis 5 (H_5): *The attribute of perceived price is positively associated with tourist satisfaction.*
Hypothesis 6 (H_6): *The attribute of natural environment is positively associated with tourist satisfaction.*
Hypothesis 7 (H_7): *The attribute of entertainment activities is positively associated with tourist satisfaction.*

Besides these hypotheses, the current study also used control variables representing for tourists' socio-demographic characteristics in the model to investigate the impacts of destination attributes on the tourist satisfaction.

METHODOLOGY

1. Scale measurement

The current study employed a 5-point Likert scale ranging from "strongly disagree" to "strongly agree" to measure the tourists' perception on proposed statements. The scales and items for eco-tourism destination attributes were adapted from (Jensen, 2011; Mohamad et al., 2011; Hultman et al., 2015). Regarding the core characteristics of OCOP tourism, the study followed Decision 781/QĐ-TTg approved by Deputy Prime Minister Trinh Dinh Dung on 08/06/2020. The scales of tourist satisfaction were adapted from Mai et al. (2019); Giao et al. (2021). As mentioned in the conceptual framework, some socio-demographic variables such as age, gender, income, family size, educational level, were also evaluated to describe the tourist background and used in the regression as control variables.

2. Data collection

The current study was conducted in the Mekong Delta where attracted more than 47 million tourists in 2019. In 2019, the total revenue of the tourist industry was estimated about VND 30,000 billions (Nhandan, 2021). The Mekong Delta has favorable conditions for eco-tourism development (VNAT, 2020). In 2019, Can Tho city welcomed 8.8 million visitors, including both domestic and international travelers. Hau Giang attracted 486 thousand visitors in 2019, an increase of 16% as compared to that in 2018. Thus, the study selected Hau Giang province and Can Tho city as the study sites (Figure 3 for more detail). In these study sites, we conducted face-to-face interviews with domestic eco-tourists who had experienced eco-tourist destinations and services. The eco-tourism destinations where the interviews were conducted include My Khanh

Orchard, Ong De eco-tourism, Xeo Nhum eco-tourism, Lung Ngoc Hoang eco-tourism, Tu Sang Bamboo street, Can Duc Pineapple based community tourism. The total sample size in this current study is 200.

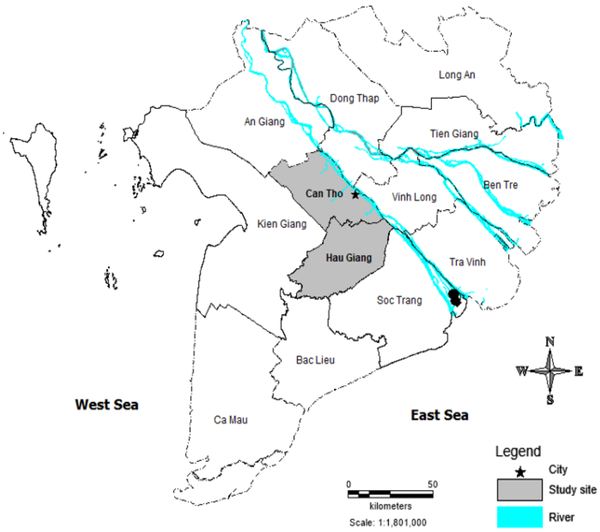

Figure 3. The Mekong Delta map and the study sites
(Note: the study sites are bold regions in the map)

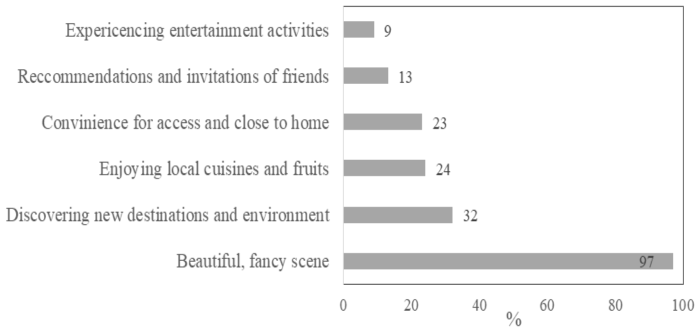

Figure 4. Stated reasons of visiting eco-tourism destinations
(Source: Survey data in 2020, n=200)

3. Data analysis

In order to analyze the factors affecting the domestic tourist satisfaction about eco-tourism destinations in the Mekong Delta, the study employed a combination of two analytical methods, including (1) exploratory factor analysis (EFA) and (2) multiple regression. The former was used to obtain the latent constructs representing for a set of items about the seven destination attributes. The latter was used to investigate the impact of destination attributes on tourist satisfaction. Prior to conducting EFA analysis, the constructs' reliability and validity was evaluated by testing the factor loadings and Cronbach's Alpha (Raboca, 2006; Chrysochou and Festila, 2019). The dependent variable (*Y*) was measured through 4 items with the 5-level Likert scale (see Table 2 for details).

Thus, the function representing the relationship between destination attributes and tourist satisfaction is presented as below.

$$Y_i = \beta_0 + \sum_{k=1}^{n} \beta_k F_{ki} + \beta_2 GENDER_i + \beta_3 EDU_i + \beta_4 FAMSIZE_i + \beta_5 INCOME_i$$

In which: Y_i is the tourist satisfaction about eco-tourism destinations; β_{is} are the parameters to be estimated; F_k are the latent constructs representing for destination attributes; ε_i: the error term in the model; GENDER, EDU, FAMSIZE and INCOME are the socio-demographic characteristics of the eco-tourists.

RESULTS AND DISCUSSIONS

Socio-demographics of eco-tourists

Socio-demographic characteristics of the eco-tourists may play an important role in shaping their decisions. Table 1 shows that the average household income of respondents was VND 18.560 millions/month and the income varies greatly among tourists. The majority of tourists had above 14 years of education. The average age of the study tourists was 37.3. Male and female respondents share a similar proportion. On the average, the family size of the study tourists was 4, which is in line with the average family size of the Mekong Delta and Vietnam (Hoang Thanh et al., 2018; Tu et al., 2021).

Table 1. Socio-demographic characteristics of eco-tourist
(Source: Survey data in 2020, n=200)

Variables	**Unit**	**Mean**	**S.D**	**Min**	**Max**
Income	VND 1000/month	18,560	5,577	7,500	25,000
Education					
Primary school		0.04	0.19	0	1
Secondary school		0.16	0.37	0	1
High school		0.27	0.45	0	1
Professional qualification		0.09	0.29	0	1
University degree		0.43	0.50	0	1
Higher education		0.01	0.10	0	1
Age	Years	37.30	10.89	19	71
Gender	Dummy (1 = male)	0.53	0.50	0	1
Household size	Persons	3.54	1.16	2	7

The study also investigated the drivers behind the tourists' choices of vising eco-tourism destinations, which are illustrated in Figure 4. The study shows that the majority of eco-tourists (97%) are attracted by the beautiful and fancy scenes. Besides, discovering new destinations and environment is also an important factor affecting the travelling decisions of eco-tourists, this segment shares 32% of total study respondents. Enjoying local cuisines and fruits also play an important role in shaping the tourists' selection decisions.

Measurement of scales

Table 2 provides a summary of the responses to the survey items that measured perceptions of domestic tourists about the destination attributes. Generally, the survey respondents held favorable perceptions about the destination attributes of eco-tourism in the study sites. Specifically, all survey items reported average scores above 4. Of which, the destination images are top rated by eco-tourists.

Table 2. Tourists' perceptions about the destination attributes (Source: Survey data in 2020, n=200)

Items	Notation	Mean	SD
SOENRE: Shared social and environmental responsibilities			
Eco-tourism destinations in a province are well connected	SO1	4.40	0.49
Eco-tourism contributes to local community development	SO2	4.71	0.45
Environmental protection is shared by community	SO3	4.73	0.44
Local labors are employed for tourism activities	SO4	4.72	0.45
DESIMA: Destination images			
There are many beautiful places for check-in	DE1	4.79	0.40
There are many outdoor activities	DE2	4.80	0.39
Easy to access and well-connected with other destinations	DE3	4.79	0.40
Wide ranges of fruits/birds/fish species/animal	DE4	4.84	0.36
SERFAC: Service facilities			
Availability of free wifi access	SE1	4.56	0.55
Availability of local souvenirs	SE2	4.80	0.41
Availability of travel information	SE3	4.87	0.35
Convenience for commuting inside the destinations	SE4	4.88	0.34
LOFOSA: Local food and safety			
Diverse availability of local cuisines/foods/fruits	LO1	4.84	0.36
Quality of cuisines/foods/fruits	LO2	4.78	0.41
Food services at the destinations are clean and safe	LO3	4.74	0.43
PERPRI: Perceived price			
Reasonable price of cuisines	PE1	4.86	0.37
Reasonable price of entertainment activities	PE2	4.85	0.38
This is the price that I would expect to pay	PE3	4.83	0.41
NATENV: Natural environment			
Fresh air, cool environment	NA1	4.83	0.36
Wide and clean space	NA2	4.75	0.49
Variety of beautiful and natural landscapes	NA3	4.83	0.41
Friendly local people	NA4	4.84	0.42
ENTACT: Entertainment activities			
Variety of entertainment activities/events	EN1	4.62	0.52
Variety of locally cultural activities such as traditional music	EN2	4.73	0.47
Variety of experience activities such as fishing, pick-up fruits, etc.	EN3	4.64	0.52
TOUSAT: Tourist satisfaction			
Satisfied with the overall services and quality	SAT1	4.59	0.49
Satisfied with the natural environment	SAT2	4.55	0.50
Satisfied with the local foods and entertainment activities	SAT3	4.45	0.49
Satisfied with the way that the social and environmental responsibilities are shared	SAT4	4.49	0.50

Note: Scale 1 = strongly disagree to 5 = strongly agree

Table 3. Measurement of scale reliability using Cronbach's Alpha (Source: Survey data in 2020, n=200)

No	Factors	Number of items included	Number of items excluded	Cronbach's Alpha
1	TOUSAT	4	0	0.814
2	SOENRE	3	1	0.934
3	DESIMA	4	0	0.920
4	SERFAC	3	1	0.915
5	LOFOSA	3	0	0.816
6	PERPRI	3	0	0.894
7	NATENV	4	0	0.800
8	ENTACT	3	0	0.841

Note: The items with total correlation below 0.5 were removed. Note: SOENRE = shared social and environmental responsibilities; DESIMA = destination images; SERFAC = service facilities; LOFOSA = local food and safety; PERPRI = perceived price; NATENV = natural environment; ENTACT = entertainment activities; TOUSAT = Tourist satisfaction

In general, Table 2 also shows that the eco-tourists are highly satisfied with the services, quality, environment and core characteristics of OCOP eco-tourism (shared social and environmental responsibilities). In this current study, the items with total correlation under 0.5 were removed from the analysis. Thus, the items SO1 and SE1 were excluded from the EFA. The results of the scale reliability test (Table 3) show that the Cronbach's Alpha coefficients of the scales are all higher than 0.8. George and Mallery (2003) suggested the rules of thumb: the coefficient of Cronbach's Alpha above 0.8 and 0.9 indicated excellent and good internal consistency of the items, respectively. Thus, all scales concerned in this study were acceptable for EFA. The EFA results in Table 4 show that the value of KMO test = 0.74 (greater than 0.5) and Bartlett's test of sphericity χ^2= 3206 indicate that the survey items may explain the variance of the underlying factors and may be used for structure detection at the significance level of 1%. The EFA results also show that there are 7 components with the eigenvalues greater than 1. The total variance explained by the seven components was 80.41%, indicating that the latent constructs could explain 80.41% of variation. After excluding the two items SO1 and SE1, the current study used 23 items for the EFA with Principal Component method and using Varimax rotation. The result shows that all items have factor loadings greater than 0.6. According to Hair et al. (2011), the factor loadings above 0.6 indicated that the individual items are acceptable for explaining the latent constructs. Table 4 also shows that the composite reliabilities ranged from 0.84-0.94, indicating that the latent components were acceptable. Hair et al. (2011) suggested that the threshold for average variance extracted was 0.5. In this current study, all the values of the average variance extracted were above the threshold. These results suggest that the latent constructs were all confirmed in terms of reliability and validity.

Table 4. Rotated factor loadings and measurement evaluation (Source: Survey data in 2020, n=200)

No.	Items	Component						
		1	2	3	4	5	6	7
DE4	Wide ranges of fruits/birds/fish species/animal	0.94						
DE2	There are many outdoor activities	0.89						
DE3	Easy to access and well-connected with other destinations	0.89						
DE1	There are many beautiful places for check-in	0.85						
SE4	Convenience for commuting inside the destinations		0.95					
SE3	Availability of travel information		0.92					
SE2	Availability of local souvenirs		0.84					
SO4	Local labors are employed for tourism activities			0.95				
SO2	Eco-tourism contributes to local community development			0.94				
SO3	Environmental protection is shared by community			0.91				
NA3	Variety of beautiful and natural landscapes				0.81			
NA1	Fresh air, cool environment				0.79			
NA4	Friendly local people				0.78			
NA2	Wide and clean space				0.62			
PE1	Reasonable price of cuisines					0.91		
PE3	This is the price that I would expect to pay					0.88		
PE2	Reasonable price of entertainment activities					0.86		
EN1	Variety of entertainment activities/events						0.91	
EN3	Variety of experience activities (fishing, pick-up fruits)						0.86	
EN2	Variety of locally cultural activities (traditional music)						0.81	
LO1	Diverse availability of local cuisines/foods/fruits							0.89
LO2	Quality of cuisines/foods/fruits							0.87
LO3	Food services at the destinations are clean and safe							0.80
Average variance extracted (AVE)		0.80	0.82	0.87	0.57	0.78	0.74	0.73
Composite reliability (CR)		0.94	0.93	0.95	0.84	0.91	0.90	0.89
0.5 < KMO = 0.74 < 1; Bartletts test: Sig.= 0.000 < 0.05								
Total variance explained: 80.41								

Determinants of domestic tourist satisfaction

Now, we turn to investigate the factors affecting the domestic tourist satisfaction. The correlation coefficients of each couple of dependent variables are below 0.5, indicating that there is no multicollinearity in the model. In this current study, we estimated two models: model 1 without socio-demographic characteristics and model 2 with socio-demographic characteristics. The multiple regression results are presented in Table 5.

Table 5. Factors affecting the domestic tourist satisfaction (Source: Survey data in 2020, n=200)

Variables	Hypothesis	Model 1		Model 2		
		Coef.	S.E	Coef.	S.E	Decisions
GENDER				0.608^{***}	0.105	
EDU				0.101^{***}	0.016	
FAMSIZE				0.147^{***}	0.043	
INCOME				-0.033	0.034	
SOENRE	H_1	0.285^{***}	0.058	0.227^{***}	0.049	Supported
DESIMA	H_2	0.238^{***}	0.058	0.164^{***}	0.049	Supported
SERFAC	H_3	0.328^{***}	0.058	0.189^{***}	0.050	Supported
LOFOSA	H_4	0.053	0.058	0.063	0.048	Not supported
PERPRI	H_5	-0.064	0.058	-0.040	0.048	Not supported
NATENV	H_6	0.127^{**}	0.058	0.124^{**}	0.048	Supported
ENTACT	H_7	0.261^{***}	0.058	0.184^{***}	0.048	Supported
Constant		$1.56\times10^{-6***}$	0.058	-1.891^{***}	0.301	
$\mathbf{R^2}$		33.72		57.08		

Note: *, **, *** indicates the siginificant levels of 10%; 5% and 1%, respectively

Table 5 shows that the R^2 in model 1 is 33.72, indicating that the destination attributes could explain only 33.72% of the variation of domestic eco-tourist satisfaction. The model 2 could explain more than 57% of variation of tourist satisfaction. These results indicate that the model 2 is better fit with the observed data. Thus, this current study used the estimated results from model 2 to test the proposed hypotheses. Table 5 shows that there are three control variables (socio-demographic characteristics) namely gender, educational level and family size of the eco-tourists that have positive relationship with the tourist satisfaction. These finding are consistent with the previous studies of Hansen (2005). Gender of the tourist has the greatest coefficient in the model, which indicate that male eco-tourists have a higher level of satisfaction as compared to female eco-tourists. This result is not consistent with the previous finding of Giao et al. (2021). However, other previous studies showed that male tourists hold a higher level of satisfaction (Suki, 2014; Wu et al., 2014). This result suggests that eco-tourism providers should place great emphasis on improving the satisfaction of female tourists through upgrading service quality, service delivery and reliability. Another finding is that the eco-tourists with higher educational level and more family members have a higher satisfaction level. This result is not consistent with the findings of Jensen (2011); Carvache-Franco et al. (2021) that the eco-tourists with lower educational levels feel more satisfied with their visits. However, the finding from this current study is consistent with the studies of Tsiotsou and Vasioti (2006); Ozdemir et al. (2012); Ma et al. (2018).

Regarding to the destination attributes, Table 5 shows that there are five destination attributes (SOENRE, DESIMA, SERFAC, NATENV and ENTACT) that are positively and significantly correlated with the domestic tourist satisfaction. The remaining two attributes namely local food and safety and perceived price are not significantly associated with the tourist satisfaction. With these results, we can confirm that the hypotheses H_4 and H_5 are not supported.

Table 5 also shows that the most important attribute namely shared social and environmental responsibilities has the highest coefficient of 0.227. This result suggests that the eco-tourism destinations that have social and environmental responsibilities shared properly and equally among communities will help to increase the satisfaction level of eco-tourists. As mentioned, shared social and environmental responsibilities are really important for sustainable eco-tourism development (Cheung and Jim, 2014; Hultman et al., 2015; Setokoe, 2021). From these results, we suggest that it is necessary for the eco-tourism providers to establish and operate the properly shared systems of environmental and social responsibilities.

SERFAC or service facilities at the eco-tourism destinations has a positive and significant relationship with the tourist satisfaction. This attribute has the second largest estimated coefficient, suggesting that it has a great impact on tourist satisfaction. This result was confirmed in the previous findings (Chi and Qu, 2008; Mai et al., 2019; Trang and Dang, 2019; Giao et al., 2021). For policy implications, this result suggests that the eco-tourism providers should pay more attention on upgrading their service facilities. ENTACT or entertainment activities has the estimated coefficient of 0.184, indicating that this attribute is also an important predictor of domestic eco-tourist satisfaction. This result is in line with the previous studies (Trang and Dang, 2019; Giao et al., 2021). Giao et al. (2021) indicated that entertainment activities have the greatest impact on tourist satisfaction. Thus, the study suggests that diversifying entertainment activities such as fishing, practice of local food making, pick-up fruits, etc. are required to improve the domestic eco-tourist satisfaction.

Table 5 also indicates that DESIMA or destination images is positively and significantly correlated with the domestic tourist satisfaction. Many previous studies argued that destination images play an important role in determining the satisfaction level (Jensen, 2011; Kwok et al., 2016; Ma et al., 2018). In reality, many tourists outside the Mekong Delta such as the north and central of Vietnam would like to experience the eco-tourism activities, however many visitors perceived that the majority of destinations in the Mekong Delta shared a certain level of similarities. In addition, marketing strategies for eco-tourism were not paid enough attention. Thus, building the uniquely attractive images, particular at OCOP eco-tourism destinations is necessary.

Experiencing and enjoying natural environment is also an important predictor of tourist satisfaction. This result is consistent with many previous findings (Murphy et al., 2000; Tsiotsou and Vasioti, 2006; Coban, 2012). Economic theory would suggest that economic development that improves individual consumers' wellbeing initially leads to deterioration of the environment, but after a certain level of economic growth a society begins to improve its relationship with the environment and can reduce levels of environmental degradation (Arrow et al., 1995; Cole et al., 1997). Thus, the tourism sector, tourism providers and managers should pay high attention in protecting the natural environment. From the estimated results, the current study proposes some solutions for sustainable development of eco-tourism sectors in general and OCOP standardized eco-tourism destinations in particular.

(1) Focusing on the target market of urban tourists who would like to experience local community life such as fishing, practice of local food making, pick-up fruits, harvesting vegetables, cycling, camping, sailing boats.

(2) Diversifying special tourism products and entertainment activities associated with local products, indigenous strengths to promote local products, contributing to the successful implementation of the OCOP movement.

(3) Encouraging the participation of the local community in promoting tourism images such as preserving and protecting environment, a civilized and polite lifestyle, creating sympathy for visitors under the motto "sharing responsibilities and enhancing the benefits for local communities".

(4) Building the uniquely attractive images, particular at OCOP eco-tourism destinations and the advertising and marketing strategies should be paid more attention as the majority of domestic tourists are young and search for travelling information through internet.

(5) Training and improving the competency of staff members, tourism servers and tour guide is important to improve the service quality, which in turns contribute to the improvement of tourist satisfaction.

As other previous studies, this current study also has some limitations. First, this study doesn't capture the moderating roles of gender, educational level in investigating the factors affecting tourist satisfaction while these socio-demographic characteristics are important moderating variables (Jensen, 2011; Suki, 2014). Further studies are required to consider the differences in perceptions about the eco-tourist destination attributes or the moderating roles of socio-demographic characteristics. Second, the destination attributes and the socio-demographic characteristics included in the model could explain only 57% of the variation of tourist satisfaction. Thus, it is recommended that the further research should consider more destination attributes and socio-demographic characteristics in the conceptual framework.

CONCLUSIONS

The current study employed the exploratory factor analysis and multiple regression to investigate the impacts of destination attributes, including the core characteristics of OCOP tourism products and socio-demographic characteristics of domestic eco-tourists on domestic tourist satisfaction. The study found that the shared social and environmental responsibilities - core characteristics of OCOP tourism products have the highest effect on tourist satisfaction. This result is an important empirical evidence for local authorities to encourage tourism providers to join OCOP movement and to focus on the establishment of a good mechanism of shared social and environmental responsibilities. In addition, the study also provides a strong evidence regarding to the positive impacts of destination images, service facilities, natural environment and entertainment activities on tourist satisfaction. This study also provides some practical implications for sustainable development of eco-tourism sector in the Mekong Delta.

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TOURISM EXPERIENCE IN INDONESIA: A NEW APPROACH USING THE RASCH MODEL SCALE

Bambang HERMANTO*
Universitas Padjadjaran, Business Administration Faculty of Social and Political Science,
Jatinangor, Sumedang, West Java, 45363, Indonesia, e-mail: b.hermanto@unpad.ac.id

Asep MIFTAHUDDIN
Department of Business Administration, Telkom University,
Bandung, Indonesia, e-mail: asepmiftahuddin@telkomuniversity.ac.id

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Abstract: In this paper, the research discussed analyzes the tourism experience in Indonesia, this study aims to explore the factors influencing the experience of city branding. The empirical application is based on a study of 373 visitors traveling in Indonesia, analyzed using the Rasch model. The present study aimed at a credible and accurate measurement scale that will help to clarify the definition and enhance the successful management of tourism experience. We have developed a 16-point size of tourism experience that we assume extends to many of the tourist destinations. The scale consists of six fields: hedonism, novelty, refreshment, local culture, significance, and dedication. Data are of assistance to the tourism experience's dimensional framework as well as its accuracy and validity within.

Key words: tourism experience, city branding, tourism, Rasch model, rating scale

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INTRODUCTION

Currently, the tourism experience is needed in the development of city branding, as a consequence, the relevant stakeholders (managers of tourism businesses, government, and society) is required to collaborate, by selling the attractiveness of the city, into the main preferences of tourists who will visit, such as provide a quality experience high and memorable for travelers. According to Azara et al. (2018), the global economy has changed significantly in recent years, from service-based to one based on experience. This understanding continues to evolve into the needs of society to an emphasis on the consumption experience than the product. Following the phenomenon of focusing on the economy of experience, the research shows the effects of experience and how to calculate it (Brakus et al., 2009). Brakus et al., (2009) also created a four-dimensional brand experience by using the following dimensions (senses, mental, Behavioral, and academic). They noticed that it did not only do the person create feelings and perceptions of the brand, but also performs a physical activity relevant to the current quest, shop, and eat of the brand. In the tourism literature, Jung et al., (2016) developed a measurement tool that implements a four-dimensional experience of Pine and Gilmore (2011), which is aesthetic, educational, entertainment and escape. They argued that the four-year experience is relevant in the measurement of traveler experience.

The marketing literature review provides strategies that allow businesses to become or remain competitive in the international market. Scientists indicated that memory should strive to mediate behavioral intentions that should be implemented into the customer experience research (Manthiou et al., 2020). According to Kirillova and Wassler (2019), a memorable purchasing experience is important because (1) a high degree of motivation and engagement when knowledge is obtained from past experiences of individuals; (2) Aspects of psychology that previous experiences have proven to be highly trustworthy; and (3) mind-based experience has a major effect on future actions. When it comes to the setting of tourism, when it chooses to go and check for information that will be used to pick the area of interest, the person first receives experience (Al Mamun et al., 2018). Likewise, Pucihar et al. (2019) provide empirical evidence that illustrates the memorable experience is the strongest indicator of an individual's willingness to spend similar holidays throughout the future (Junaidi, 2020; Al-Hazmia, 2020; Nguyen et al., 2020; Setini et al., 2020). As a result, in order to establish a potential behavioral desire to visit a location, tourism businesses should focus on creating situations that will promote the delivery of positive experience in the field of tourism. A meaningful memorable vacation spot is described as a functional "tourism experience that is memorable and positively remembered after the event." They were often limited to those emotional emotions, such as relationships, joy, satisfaction, frustration, shame, sorrow, and fear (Olsson, 2016).

Consequently, to better understand the constituents of tourism experience, it is believed that the theoretical foundations of tourism experience would be further explored. Production and research processes and concurrent development of tourism assistance and tools for calculating scale testing should occur. It will help to develop a deeper understanding of this model, which, in turn, will strengthen and will enable tourism business managers and related stakeholders to properly resolve the challenges. With all of these considerations in mind, the objectives of this research are to improve the

* Corresponding author

development of tourism literature on experience through the creation of a measuring instrument for assessing the experience of tourism as a constituent. In particular, this research aims to establish a scale of tourism experience that is accurate and reliable. For the first time, creating a conceptual Structure with this review, we are already providing a good historical overview of the experience of tourism and the related construction used to create a measuring tourism experience.

MATERIALS AND METHODS

Tourism Experience

Our recent trend in gaining a deeper understanding of tourism experience is the recent ongoing initiative to raise awareness of the basic "things" tourism is providing to its customers. Like Ritchie and Hudson (2009) pointed out, latest analyses of that same experience of founders, like Csikszentmihalyi (2009), Cohen (1979), and recent contributions (Chugh, 2018). Another recent contribution to classifying the attributes that affect the tourism experience (Lebrun et al., 2021; Ponte et al., 2021; Rasoolimanesh et al., 2021). We also assume that tourism experience is a new benchmark or quality that we all hope to reach. However, before we can reach this goal, we need to have a deeper understanding of the experience of tourism and to be able to calculate the modules. Tourism experience is primarily focused by tourism experience based on a review of individual experiences. In other words, the perception of tourism, defined as a personal mental condition felt by participants at service meetings, it is not difficult to convey it into tourism experience (Chugh, 2018).

There is also a major distinction between the two perspectives, especially with regard to those constituents of them. Jung et al. (2016) support that claim when they discuss the role of experience and brain dimensions. They noticed that only one dimension (i.e. aesthetics) had an impact on memory. Therefore, in order to better identify the elements of tourism experience that have a major impact on the individual, we also examine the subjective nature of tourism experience and previous research on the measurement in tourism experience. As reminded by Tresna et al. (2019), differences interest and history ratings perhaps result from a number of perceptions of the tourism service. In addition, visitors have a different point of view, even though they're doing the same thing in just the same place, since the environment and at a given moment, their personal emotions affect their perception of these encounters. And if all tourists claim they loved them on the tour, it doesn't imply that it would seem to have the same perceptions. As just a result, research into the fundamental mechanisms of tourist experience has changed out of the object supplied by the tourism industry to the subjective perception of the tourists' sense of the object (Vollero et al., 2018). By identifying these areas differently qualitatively where tourism is experienced by individuals, researchers also described tourism experience as contextual (Uriely, 2005).

Characteristic Tourism Experience

Studies have discovered various factors in the literature that enhances the memory of an incident. These involve feelings of love, cognitive assessment, and new events. Jepson and Sharpley (2015) found that emotional feelings are an important part of memory and experiences. Feelings are more likely to occur identified. From another experiment it is examined the efficacy of the common cues (i.e. objects, acts, and words of influence) in the creation of individual memory, Bowen (2019). By analyzing how memory is developed, Walters and Cassel (2016) found no association between cognitive processes and the intensity of memory of the individual. They define processing depth also as a level of semantic or cognitive testing that is an analysis of variance test method which improves or develops stimulation. Thus, the imagination consumes sensations that are recognized and significant at a deeper and faster rate.

It also holds better than less sensory cues. Finally, an irregular case, atypical or usual, is more likely to be seen than a regular occurrence. To support the previous discussion, the researcher's tourism study of the tourism experience discovered that affective feelings such as sociability, fun, happiness, upset, guilt, sadness, and anxiety, including in the tourism experience of individuals (Xie et al., 2013; Miftahuddin, 2021; Kóródi, 2020; Akay, 2020). Scientists have observed that when people did not specifically remember their perspectives (i.e. in which they were gone so when they came home) recalled positive as well as negative feelings about the journey. Centered on the theoretical models referred to above, 16 construction experience are suggested as part of the tourism experience seen in Table 1.

Table 1. The Preferred Attributes

Construct	Items	Code
Hedonism	I'm happy to visit that tourist attractions	N1
	I feel very fortunate to be at a tourist attraction	N2
	I would like to travel	N3
Novelty	Attractions were offering new tours	N4
	This tourist attraction is unique indeed	N5
	Attractions are selling new experiences	N6
Local culture	The tourist attraction family brings a better impression	N7
	The tourist attraction family is friendly	N8
Refreshment	Traveling removes exhaustion from the everyday routine	N9
	Various options for tourist items	N10
	Travel gets a new spirit	N11
Meaningfulness	The pleasant lure of the heart	N12
	Attractions were so important to be enjoyed	N13
Involvement	Tourist resources involve travelers in cultural attractions	N14
	The tourist attraction has an outbound infrastructure	N15
	Attractions provide travelers with new experiences	N16

METHOD

This research is a quantitative descriptive study by looking at the field's facts (Al-Ansi et al., 2020; Chan et al., 2021; Soh et al., 2021; Stolt et al., 2021). The variables used in this study consist of the tourism experience variable. Data were collected through online surveys. The research location is in Jawa Barat, Indonesia. This research population is tourists visiting Jawa Barat with a total sample of 373 people, illustrated in Table 1. Researchers use a systematic and sophisticated theoretical approach. Method to resolve the objectives of the report. This is made up of eight, as reported in Figure 1. Stage 1 specifies the domain and structures relevant to the encounter. Tourist inconvenience by evaluating previous literature and secondary data (i.e., newspapers and government reports). Stage 2 produces two focus group discussions with business, academics and experts, accompanied by semi-structured interviews with visitors. Stage 3 includes the administration of the first survey questionnaire. Finally, stage 4 consists of refining and purifying the produced items by face validity and feasibility and then removing unloaded or insufficient items according to the standard criteria. A second survey questionnaire, including additional structural designs, was administered at stage 5. Stage 6 carried out a solid evaluation of the variable used rasch analysis. Finally, tourism experience final version items were established in stage 7.

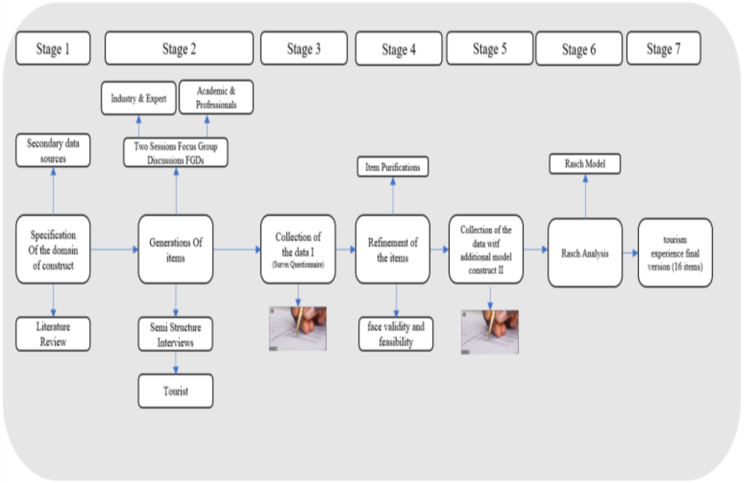

Figure 1. Research Design and Process

Table 2.The Profile of Research Respondents

Variable	Frequency	Per cent
Gender		
Male	157	42.09%
Female	216	57.91%
Age		
17-25	149	39.95%
26-45	217	58.17%
>=45	7	1.88%
Education		
High school	76	20.38%
Diploma	161	43.16%
Undergraduate	121	32.44%
Graduate	15	4.02%
Household income per month		
Visitor	101	27.08%
Resident	272	72.92%

RESULTS DISCUSSIONS

This study uses a quantitative approach, namely quantifying respondent's answers on a nominal scale and Likert rating then inputting the statistical data into the parent table or tabulation to be processed with the Winstep software from the Rasch Model (Miftahuddin et al., 2020). The study design used is a descriptive explanation. Which describes the characteristics of respondents and the quality of statement items developed from each variable and then explains the results of research-based Winstep software. The data sources in this study are respondents in tourism visitors in Indonesia. The number of respondents is 373 people with a purposive sampling technique seen in Table 2. Data analysis techniques using Rasch Model are by measuring and analyzing the quality of statements developed from each research variable and measuring the quality of respondents based on answers to the statements given. Next, discuss and conclude the results of the research. The framework of this study is a quantitative one method where pre-experimental nature is used to evaluate the phenomenon. The data collected shall be processed by the standards to be defined between empiric observations and quantitative observations basic mathematics. Principal data has been obtained via a questionnaire built and provided on-line. Data collected by questionnaires are analyzed using a Rasch analysis and the test method allows Likert data collected through questionnaires to be turned into intervals (Bond and Fox, 2020).

It should be mentioned that the Rasch model is the most effective approach to basic human science study where instruments (questionnaires) are used and measurements yield ordinal results. Cavanagh and Waugh (2011) revealed that the Rasch model, based on probability, enables users to accurately predict the response into all items of the measurement items, using only the parameters (such as the size of the person) and the parameters of the items on the same scale (such as the complexity measurement parameter). The Rasch model converts the number of items measured also on the Likert scale (which is the ordinal data) into an interval scale called the Likert scale. The likert scale "logarithmic units of probability" (logit). Statistics suitability of items and people shows the extent of the data obtained is appropriate, reliable, and following the basic steps, as well as provide information about the quality of measurements. Results have been tabulated using Microsoft Excel application and processed using the Winstep 3.7 software. Data that had acceptable measurement intervals and met all the requirements for the validity and reliability of the system were analyzed using the Rasch Model.

Summary Statistics

Summary statistics are presents cumulative information on quality of the respondents as a whole, quality of the resources used, and the interactions between objects and people. The person measure = 3.10 logit showing the average value of the respondents in the tourism experience instrument. An average value of more than a logit of 0.0 indicates a tendency for respondents to answer more agreeably to statements on various items. Cronbach alpha in this study was 0.95, Cronbach alpha was used to measure the reality, namely the interaction between person and item as a whole seen in Table 3. This shows that tourists have felt satisfied with the existing tourist facilities in West Bandung Regency.

Rating Scale

The validity analysis of the rating scale is used to verify whether the rating options used are confusing to respondents or not. The Andrich Threshold value moves from none to negative and continues to lead to positive overall, this shows that the options given are valid for respondents seen in Table 4.

Table 3. Summary Statistics of 373 Measured (Extreme and Non-Extreme) Person

	TOTAL SCORE	COUNT	MODEL		INFIT		OUTFIT	
			MEASURE	ERROR	MNSQ	ZSTD	MNSQ	ZSTD
MEAN	73.5	18	3.1	0.62	0	0	0	0
S.D.	8.6	0	2.43	0.32	0	0	0	0
MAX.	90	18	9.29	1.84	0	0	0	0
MIN.	18	18	-6.95	0.3	0.05	-3.1	0.04	-3.2
REAL RMSE .75 TRUE SD 2.31 SEPARATION 3.08 Person RELIABILITY .90								
MODEL RMSE .69 TRUE SD 2.33 SEPARATION 3.35 Person RELIABILITY .92								
S.E. OF Person MEAN = .13								
Person RAW SCORE-TO-MEASURE CORRELATION = .97								
CRONBACH ALPHA (KR-20) Person RAW SCORE "TEST" RELIABILITY = .95								

Table 4. Rating Scale Summary of Category Structure Model="R"

CATEGORY		OBSERVED		OBSVD	SAMPLE	INFIT	OUTFIT	ANDRICH	CATEGORY	
LABEL	SCORE	COUNT	%	AVRGE	EXPECT	MNSQ	MNSQ	THRESHOLD	MEASURE	
1	1	37	1	-0.3	-1.6	1.85	3.1	NONE	(-4.10)	1
2	2	88	1	-0.34	-0.7	1.21	1.55	-2.7	-2.52	2
3	3	735	11	0.57	0.69	0.97	0.86	-2.17	-1.01	3
4	4	4271	64	2.55	2.56	0.86	0.84	-0.17	2.44	4
5	5	1583	24	5.18	5.13	1.01	0.91	5.04	(6.14)	5

Table 5. Unidimensionality of Standardized Residual Variance (In Eigenvalue Units)

	-- Empirical --				Modeled
Total raw variance in observations	=	33.3	100.00%	0	100.00%
Raw variance explained by measures	=	15.3	46.00%	0	46.60%
Raw variance explained by persons	=	12.1	36.20%	0	36.60%
Raw Variance explained by items	=	3.3	9.80%	0	9.90%
Raw unexplained variance (total)	=	18.0	54.00%	100.00%	53.40%
Unexplned variance in 1st contrast	=	2.6	7.80%	14.40%	0
Unexplned variance in 2nd contrast	=	2.2	6.50%	12.00%	0
Unexplned variance in 3rd contrast	=	1.7	5.10%	9.40%	0
Unexplned variance in 4th contrast	=	1.7	5.00%	9.30%	0
Unexplned variance in 5th contrast	=	1.5	4.40%	8.20%	0

Unidimensionality

Unidimensionality is used to evaluate whether the instrument developed can measure what should be measured, in this case, the tourism experience constructs, the 46% raw variance value has met the 20% minimum unidimensionality requirement, this shows that the instrument created is sufficient to measure the tourism experience construct seen in Table 5.

Item Measure

Item measure used to determine the item most difficult is approved and the item most easily approved by the respondent, the measurements made item N16 is a place that has cultural attractions you want to visit an item that is hard to be approved by the respondents, while N1 that tourists get a new experience once traveled is the item most easily approved seen in Table 6.

Table 6. Item Person Statistics: Measure Order

ENTRY	TOTAL	TOTAL		MODEL	INFIT		OUTFIT		PT-MEASURE		EXACT	MATCH	Item
NO	SCORE	COUNT	MEASURE	S.E.	MNSQ	ZSTD	MNSQ	ZSTD	CORR.	EXP.	OBS%	EXP%	
16	1409	373	1.39	0.1	1.36	3.6	1.51	4.6	0.63	0.72	64.8	69.1	N16
14	1452	373	0.93	0.11	0.95	-0.5	1.08	0.8	0.7	0.72	74.1	71.4	N14
17	1483	373	0.56	0.11	1.37	3.5	1.34	3	0.64	0.71	71.3	73.3	N17
9	1488	373	0.5	0.11	1.45	4.2	1.46	3.9	0.69	0.71	66.2	73.5	N9
13	1499	373	0.36	0.11	0.81	-2.1	0.76	-2.4	0.74	0.71	84.4	74.2	N13
5	1515	373	0.14	0.12	0.91	-1	0.89	-1	0.75	0.71	74.7	75.1	N5
18	1515	373	0.14	0.12	1.09	0.9	1.01	-0.1	0.71	0.71	77.8	75.1	N8
6	1521	373	0.06	0.12	0.91	-0.9	0.85	-1.4	0.75	0.71	76.1	75.4	N6
2	1529	373	-0.05	0.12	1	0.1	1	0	0.69	0.71	78.7	75.6	N2
4	1529	373	-0.05	0.12	0.72	-3.2	0.7	-3	0.76	0.71	80.4	75.6	N4
15	1533	373	-0.11	0.12	0.76	-2.7	0.64	-3.8	0.77	0.71	83	75.8	N15
11	1542	373	-0.23	0.12	1.03	0.3	0.92	-0.7	0.69	0.7	76.7	76.1	N11
7	1549	373	-0.34	0.12	0.83	-1.8	0.71	-2.9	0.7	0.7	80.7	76.4	N7
12	1549	373	-0.34	0.12	0.94	-0.6	0.81	-1.8	0.74	0.7	79.8	76.4	N12
8	1553	373	-0.4	0.12	0.96	-0.4	0.89	-1	0.69	0.7	78.4	76.6	N8
3	1572	373	-0.68	0.12	0.76	-2.8	0.69	-3.1	0.74	0.69	83.5	76.9	N3
10	1586	373	-0.9	0.12	1.18	1.9	1.05	4	0.69	0.69	78.1	77	N10
1	1593	373	-0.1	0.12	0.88	-1.3	0.82	-1.6	0.69	0.68	81.8	76.9	N1
MEAM	1523.2	379	0	0.12	1	-0.2	0.95	-0.6			77.3	75	
S.D.	44.5	0	0.59	0.01	0.21	0.01	0.25	2.3			5.3	2	

Person measure

The person measure is used to find out respondents who have a high sense of tourism experience compared to other respondents, in this study, it is seen that 003PZ respondents, namely respondent number 3, women, and who live from outside the city have a high sense of tourism experience compared to other respondents seen in Table 7.

Variable Map

That variable map displays the share of tourist skills and questions on same logit scale. Tourist skills are displayed on the left side of the map, whereas the difficulty level of the item is now on the right side of both the logit map. High logits are tourists with higher skills (left side) and more challenging things (right side) and vice versa (Iramaneerat et al., 2008). It helps researchers to classify items that meet the standards of visitors via a variable map. Logit 0 is given as the average of the items in question. First from variable map, we see that the majority of tourists are above averages of the things in

Question. Higher tourist expectations were set at +9.29 logit and some tourists who knew they did not live up to their expectations after visiting-6.95 logit. The value of the logits shall be obtained from the min and max size. Thus we can express the aspirations of the tourists that come, in line with the answers given and the reality of the area. We also note that there are two difficult things above log 0, namely N16 and N14 seen in figure 2. It is therefore proposed that these two elements should be omitted and strengthened by adding other item that could better distinguish the preferences of visitors.

Table 7. Person measure

ENTRY	TOTAL	TOTAL	MEASURE	MODEL	INFIT		OUTFIT		PT-MEASURE		EXACT	MATCH	Person
NUMBER	SCORE	COUNT		S.E.	MNSQ	ZSTD	MNSQ	ZSTD	CORR.	EXP.	OBS%	EXP%	
3	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	003PZ
20	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	020PZ
22	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	022PZ
53	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	053LB
107	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	107LZ
130	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	130LZ
203	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	203PZ
208	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	208PZ
210	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	210PZ
212	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	212PZ
221	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	221LB
227	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	227LB
241	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	241LZ
243	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	243PB
281	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	281LB
294	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	294LZ
298	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	298PB
335	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	335LZ
340	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	340PZ
351	90	18	9.29	1.84	MAXIMUM MEASURE				0	0	100	100	351PZ
33	90	18	8.03	1.04	0.92	0.2	0.49	-0.2	0.38	0.15	94.4	94.4	033PZ
179	89	18	8.03	1.04	0.8	0.1	0.32	-0.5	0.57	0.15	94.4	94.4	179PZ
198	89	18	8.03	1.04	0.8	0.1	0.32	-0.5	0.57	0.15	94.4	94.4	198PZ
250	89	18	8.03	1.04	1.02	0.3	0.83	0.2	0.15	0.15	94.4	94.4	250LZ
289	89	18	8.03	1.04	0.8	0.1	0.32	-0.5	0.57	0.15	94.4	94.4	289PB

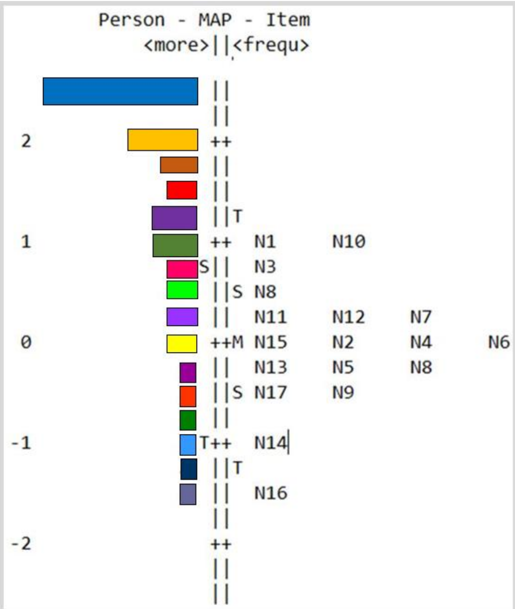

Figure 2. Map of Person and Item

CONCLUSION

The aim of this experiment is to determine the level wherein the different aspects of the tourism experience in Indonesia main choice are by the population, the study of the selected instrument is carried out using the Rasch evaluation and the results of this research of the instrument show that the experience of tourism is based on the experience of the community instrument is a reliable measuring tool, the tools used are by the required criteria, the increase in tourist preferences for certain items will eventually become an agreement between the items made with the expectations desired by tourists.

The assurance of having a new experience after the tour, tourists having fun and enjoying the tourist location, and freeing tourists from their daily routine are the most important attributes that tourists consider when choosing a tourist spot. Therefore, providers of tourist attractions must ensure that they can provide guarantees for meeting their needs while traveling, run a business by the principles of tourism with a memory-focused experience, and offer high-quality services to the satisfaction of tourists. The effect of this research on tourist attraction managers and the policy is that the understanding and desires of tourists must be increased through coordinated programs between stakeholders. Other implications for managers are also the responsibility of managers to increase the quantity and performance of human capital, to systematize facilities and infrastructure. Interactions with customers with first-rate service management, the flexibility of the tourism products offered, and input from visitors must be awaited. It is suggested future research can examine traveler profiles, which will provide valuable information on tourism segments targeted by tourist managers, thereby facilitating the development of an effective marketing mix. Other means of future study should be to integrate both quantitative and qualitative research with the target of decreasing bias in the perception of measurement devices.

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RESIDENTS' PERCEPTION TOWARDS GEOHERITAGE CONSERVATION AND TOURISM DEVELOPMENT: EVIDENCE FROM JODHPUR, INDIA

Sandeep Kumar DEY*
Tomas Bata University in Zlin, Faculty of Management and Economics, Zlin, Czech Republic, e-mail: dey@utb.cz

Reshma Sandeep Kumar DEY
Central University of Kerala, Department of Tourism Studies, Kerala, India, e-mail: reshmasdey@gmail.com

Zuzana TUCKOVA
Tomas Bata University in Zlin, Faculty of Management and Economics, Zlin, Czech Republic, e-mail: tuckova@utb.cz

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Abstract: The Mehrangarh Fort in Jodhpur, India, located at the height of 150 meters above the surrounding sandy plains, is one of the city's most prominent monuments built over the Jodhpur group-Malani-Igneous Suite. The old city, which boasts numerous blue-painted houses, lies adjacent to the Mehrangarh Fort. The residents of the old city play a significant role in keeping the geoheritage and cultural heritage intact. The study investigates the moderating role of residents' Perception towards support for Geoheritage Tourism and Conservation in and around Mehrangarh Fort. A combination of Weber's theory of substantive and formal rationality (WTSFR) and Social Exchange Theory (SET) is used to investigate and infer the interposing and moderating role of residents' perception on the relationship between influencing factors and support for geo-heritage conservation. A PLS evaluation of the SEM reveals a substantial capacity of the residents' perception to predict support for conservation and tourism development.

Key words: geoheritage, tourism development, social exchange theory, residents' perception

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INTRODUCTION

The area of this study is a geo-site notified by the Geological Survey of India as a National Geological Monument known as the Jodhpur Group-Malani Igneous Suite Contact. This geological structure marks the final period of igneous activity on the Indian subcontinent during the Precambrian period. The term was changed numerous times throughout the years, including Malani Beds (Blanford, 1877), Malani Volcano Series (La Touche, 1902), Malani System (Coulson, 1933), The Malani Granite and Volcanic Suite (Pascoe, 1959), and ultimately Malani Igneous Suite (Pareek, 1981). The Mehrangarh Fort, located at the height of 150 meters above the surrounding sandy plains, one of the city's most prominent monuments, is built over this group of rocks (Kaur, 2020).

Figure 1. Contact between Malani Volcanics and Jodhpur Sandstone with 'Unconformity', rock structure exposed near the entrance of Mehrangarh Fort (Source: Authors' own)

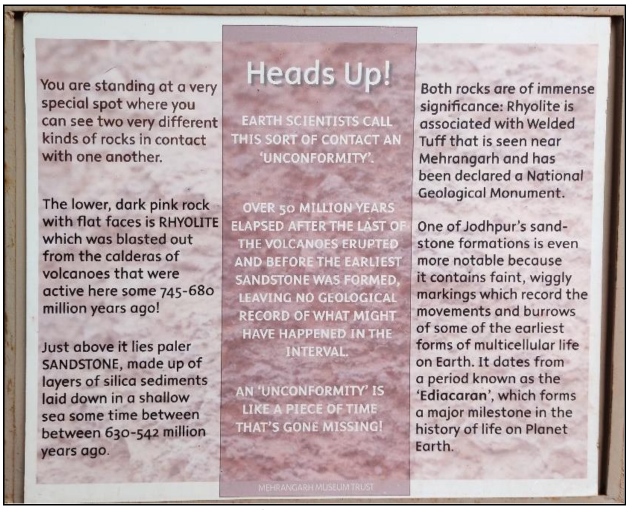

Figure 2. The information provided near the 'unconformity' exposed close to the entrance of Mehrangarh Fort Palace (Source: Authors' own)

* Corresponding author

This is also an important geological site, with a robust erosional contact between the Malani Volcanics and the Jodhpur Sandstone atop it. Geologists call this phenomenon an "unconformity" as there is no record of continuous sedimentation in the particular region. The feature contains a non-depositional surface separating two rock masses from two different ages. (Pareek, 1981) noted three phases of Magmatism in Malani-Igneus Suite; significant felsic and minor mafic flows (Extrusive phase), granitic plutons (Intrusive phase), and Felsic and mafic dike swarms (Dike phase). Malani Rhyolites and associated lavas, tuff, welded tuff, and mafics of MIS have formed 600 ± 70 Ma. After a period of unconformity, during the Ediacaran age (635-542 Ma), the Malani-Igneus-Suite was overlaid by a deposit of Jodhpur Sandstone which belongs to the Marwar Supergroup (Kaur et al., 2020; Pandey and Bahadur, 2009).

This unconformity is exposed at Mehrangarh Fort, near the entrance (Figure 1). Malani Rhyolites, in Pink, maroon, brown, purple, grey, and green colours are separated by tuff, welded tuff, and pyroclastic rocks. The columnar joints that have been created the range in size from rectangular to hexagonal, with some reaching a length of 30 meters or more. Porphyritic rhyolite with a rich purple colour covers it (Pareek, 1981). While driving out of town, the welded tuff outcrop is about 100 meters on the right side of the road, just before the Mehrangarh Fort and also visibe below the fortified structure (shown in Figures 3, 4, 5 and 6). The old city in Jodhpur, which boasts numerous blue-painted houses, is encircled by a wall with many gates and surrounds the Mehrangarh Fort (Figure 7). However, during the last few decades, the city has grown significantly outside of the wall.

Figure 3 and Figure 4. Location of Jodhpur (above) and Welded Tuff on the way to Mehrangarh Fort (below) (Source: Lama and Rathore, 2018; Maps, 2012)

A study towards understanding residents' psychology towards geo-heritage conservation and tourism development is a call to action (Gannon et al., 2020). This study is particularly interested in answering two pertinent research queries viz; *a)* what are the antecedents of residents' support towards conservation of the geo-site and tourism development and *b)* what is the moderating effect of residents' perception towards geo-heritage conservation.

In academic literature, various terminologies have been used to study the concept of "residents' perception" in the context of heritage conservation; the nomenclatures used to define the construct of "perceptions" include terms like "attitudes" and "reactions" (Andereck and Vogt, 2000; Byrd et al., 2009; Da Silva Lopes et al., 2019; Davis et al., 1988; Garau-Vadell et al., 2013; García et al., 1995; Jurowski et al., 1997b). Irrespective of the various terminologies used to identify and investigate the emotions of residents towards heritage conservation and tourism development, the significant parameters that are taken into cognisance are based upon the direct, indirect, and undetermined effects that tourism and conservation efforts have on the local inhabitants (Sharpley, 2014). Recent researches in the field of residents' perception about tourism development purport the fact that natives are usually supportive of any initiative that leads to more arrival of tourists in their regions when they positively discern the impacts in the long run (Látková and Vogt, 2012; Nicholas et al., 2009; Nunkoo and Ramkissoon, 2010; Rasoolimanesh et al., 2017; Sharpley, 2014).

Figure 5. The Mehrangarh Fort build in Jodhpur Sandstone located over the Jodhpur group of Malani-Igneus Suite (Source: Authors' own)

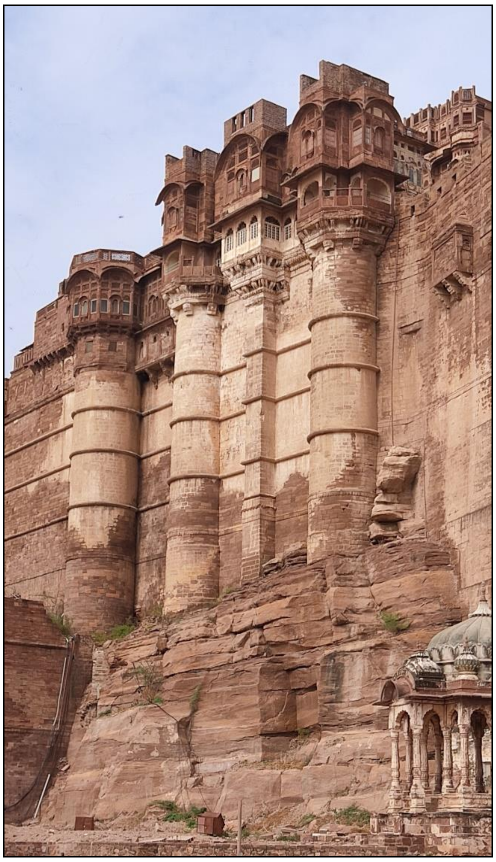

Figure 6. The welded tuff below the fortified structure of Mehrangarh Fort Palace (Source: Authors' own)

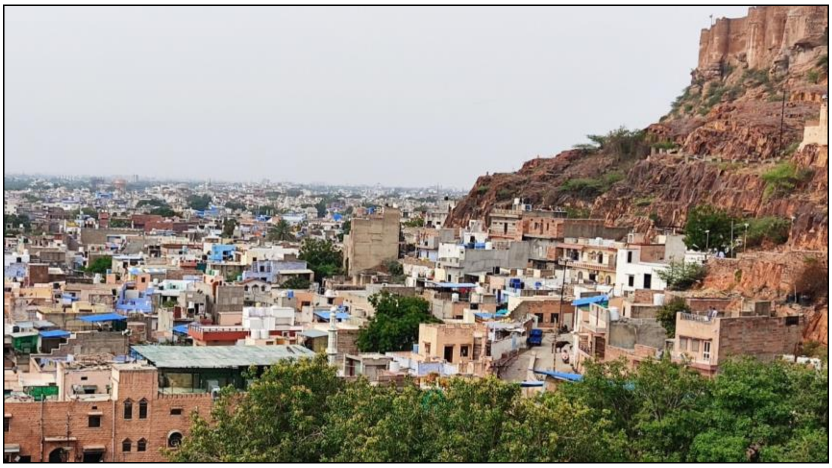

Figure 7. The local community staying close to Mehrangarh Fort (Source: Authors' own)

Tourism as an economic activity impacts the local communities by incrementing labour and entrepreneur prospects, advancing infrastructure, raising living standards, improving leisure and recreation capabilities, and facilitates the preservation of indigenous culture (Andereck and Vogt, 2000; Deery et al., 2012; Hwang et al., 2012). On the other hand, negative influence from the incoming tourists cannot be ignored, with prominence given to accruing costs of living and property rates, urban congestion and rise in organised crimes (Deery et al., 2012; Hwang et al., 2012; Látková and Vogt, 2012). Taking cognisance of this discrepancy, previous researches have focussed on factors like the impact of community attachment (Gursoy et al., 2002; Látková and Vogt, 2012) community involvement ((Nicholas et al., 2009); (Rasoolimanesh et al., 2017), attitudes towards the environment (Gursoy et al., 2002; Nicholas et al., 2009), cultural and ethological attributes (Rasoolimanesh et al., 2017), economic benefits (Jaafar et al., 2015; Ko and Stewart, 2002) on resident's attitude towards the impact(s) of tourism development in their locals.

Furthermore, (Ng and Feng, 2020) have highlighted the effects of such factors on geoheritage conservation in the purview of residents. Theoretically, exploring the hosts' perspective's role can increase the available knowledge and litmus test the incorporation of residents' perception in previous literature, which may guide studies to gauge such relationships in the future. Pragmatically, this study aims to supplement the efforts of destination planners, managers and other operatives to optimally manage and administer the heritage tourism inventory while stimulating the host's perception towards their communities and channelising the same towards conservation efforts.

THEORETICAL LENSES

Scrutiny of literature reveal that multiple theories have been expedited to explain the role of influencing factors in moulding hosts' perception towards geoheritage conservation. Authors (Nicholas et al., 2009; Rasoolimanesh et al., 2017) expedited the role of stakeholder theory while (Rasoolimanesh et al., 2019) used Weber's theory of formal and substantive rationality to approach the notion of residents' perceptions. However, (Gursoy et al., 2002; Jurowski et al., 1997b; Ko and Stewart, 2002; Látková and Vogt, 2012; Rasoolimanesh et al., 2015; Sharpley, 2014) observe domination of the social exchange theory (SET) in the discussion. Andereck et al., 2005; Jurowski et al., 1997b; Wang and Pfister, 2008 observe that SET explains why residents are encouraged to support heritage conservation when they sense the positive impacts preponderate the negative ones. On the other hand (Rasoolimanesh and Seyfi, 2020) note that SET may suffer from certain lacunae, as it may only comprehend the effects of positive and negative perceptions towards heritage conservation; furthermore, investigations by (Andereck et al., 2005; Boley et al., 2014; Sharpley, 2014) have highlighted the weakness of SET to clarify the factors influencing the perception of residents. (Cropanzano et al., 2017) have been critical of the SET in its capacity to capture behavioural antecedents and imprecise behavioural predictions.

Andereck et al., 2005; Boley et al., 2014; Rasoolimanesh, et al., 2017 have considered the adoption of Weber's theory of substantive and formal rationality (WTSFR) propounded by (Weber, 1978) to offset the epistemological deficiencies laid above and simultaneously develop scientific inquiries to determine factors affecting residents' perception towards conservation. The merit associated with WTSFR is that it aims to describe actions and perceptions based on two rationality types: substantive and formal (Boley et al., 2014). Substantive rationality concerns impressions, value systems, thoughts and ethical motives (Boley et al., 2007). Ward and Berno, 2011 argue that there exists a dissimilarity among hosts and visitors from the point of view of demography which subsequently moulds the hosts' deportment and attitudes towards tourism development. However, the SET is not fully cognised of this differential (Ward and Berno, 2011b). This is a significant consideration that motivated researchers to imbibe facets of Weber's Theory of Substantive and Formal Rationality to study the interactions among hosts and natives in tourism development and conservation. A few critical works of literature includes (Boley et al., 2014; Ranasinghe and Pradeepamali, 2019; Rasoolimanesh et al., 2017). Therefore, to study, capture and predict host behaviour in the context of conservation of a geoheritage and tourism development, this study deploys substantive factors from the WTSR like the quality of life (Uysal et al., 2016) and resident's utilisation of resources (Allen et al., 1993) and support for conservation from the SET (Ng and Feng, 2020). After a thorough literature review, it is revealed that the moderator of choice residents' perception is a novel interaction under investigation to understand the effectiveness of attitude of hosts towards not only developing a tourism product and conserving a geological feature.

Furthermore, the interaction effect is a call to action by (Boğan et al., 2020), who studied the dynamics of this construct in the context of hotel social responsibility. The above premises provide the authors with enough ground to amalgamate both the WTSFR and SET. The study aims to provide pragmatic solutions to managing and promoting a geosite and develop a sustainable tourism model by considering the local community's central role. The study will be executed by investigating and inferring upon the hedonic, perceptive, trade-off relationships with support for conservation endeavours and the moderating role of residents' perception between the influencing factors and support conservation. The study aims to capture, process and predict residents' support for preserving geo-heritage sites and tourism potential.

LITERATURE REVIEW

Theoretical Framework and Constructs

The study finds its inspiration and pertinent gap(s) from (Gannon et al., 2020), wherein the investigation recommends that future studies should examine novel independent variables, namely; place image, safety and security, personality, resident's utilisation of heritage and tourism resources, well-being and quality of life, the current study aims to gauge the relationship between above factors and support for geo-heritage conservation

(a) Place Image

Kotler et al., 1993 defined the concept of place image as "the sum of beliefs, principles, and impressions that individuals have towards a certain place". Shields, 2013 through their book titled "Places on the margin: Alternative geographies of modernity" describe "the various discrete meanings associated with real places or regions regardless of their character in reality". Authors like (Ajayi and Tichaawa, 2020; Hankinson, 2004; Stachow and Hart, 2010; Warnaby, 2009) have indicated that individuals may develop distinctive attitudes towards a particular place based on experiences and associations they have from it; furthermore, these attitudes translate into a stereotype when they become widely putative (Boisen et al., 2011). Individual's discernment of physical places is ambiguous and is non-represent of reality Anholt, 2010 and Dinnie, 2011. Stylidis et al., 2014b) deployed a scale and proposed that residents' place image influences their perception of tourism and subsequently mould their support for tourism development. Still, the outcomes outline the need for a more resident-centred measuring vehicle to capture tourism impacts.

H1: Place image has a significant effect on the support for geoheritage conservation

(b) Safety and Security

Safety and security can be defined as the state of knowing that any agent will induce no harmful effects under specific conditions. In tourism academia, a study by (Chiciudean et al., 2019) has used resident's feelings of safety and security to determine the critical factors for sustainable rural development. In another study, researchers (Imbeah et al., 2020; Wang et al., 2010) reveals that female residents of the Chinese city of Shandong reported reluctance to embrace tourism due to safety and security concerns, which makes the construct even more vital for academic scrutiny, (Konstantaki and Wickens, 2010) corroborate the same through their findings among London residents which showed lack of confidence about the security arrangements made during the 2012 London Olympic Games. (Rasoolimanesh et al., 2017) conceptualised the measure of "community gain" wherein one of the critical parameters is residents' perception towards community safety and security; their study aims to gauge the collective perception of the inscription of George Town in coastal Malaysia as a WHS.

H2: Safety and Security have a significant effect on support for geoheritage conservation

(c) Resident's Utilisation of Resources

Drumm and Bank, 2005 have described a community in the context of protected areas like World Heritage Sites as "a heterogeneous group who share residence in the same geographic area and access a set of local natural resources", residents in and around the vicinities of World Heritage Sites have increasing access to the opportunity to make decisions about their consumption of resources and livelihood infrastructure (Cochrane and Tapper, 2006). Furthermore, the stakeholder theory and critically analysed the interaction between locals and wildlife-based tourism developments in Zimbabwe, wherein it was observed that locals are to be considered the traditional users of resources in the natural site. Jurowski et al., 1997a has utilised tourism resource utilisation as an exogenous variable to determine residents' support for tourism in a mountain tourism zone in Virginia (US). Jurowski and Gursoy, 2004 observed a direct inverse relationship between the utilisation of tourism resource base and the cultural costs. Jurowski and Gursoy, 2004 differentiated their sample into 3 sub-samples based on a group's physical proximity to a World Heritage Site; the prediction indicated varying sentiments towards resource consumption among the groups. Imbeah et al., 2020 have argued that while residents are aware that resource duplicity exists in the use of resources among natives and tourists, further research should explore how this affects support for conservation.

H3: Residents utilisation of resources have a significant impact on the support for conservation efforts

(d) Resident's Well Being

In recent decades, increasing emphasis has been paid to the role of tourism planners in attempting to contribute to the well-being of local inhabitants by reducing the potential costs of tourism development, and research provides that residents have a positive lineation towards tourism development if they know about their well-being which happens to be at the heart of all the growth (Lopes et al., 2019). Although a study by (Wu et al., 2019) have stated the effect of subjective well-being (SWB) in the context of tourist perception at geoheritage tourism sites, no such studies have kindled on the topic of residents well-being. Therefore, the current study aims to empirically test the relationship between well being of the resident and support for geoheritage conservation as (Park et al., 2020) believe that residents are significantly more inclined towards support for a protected area when they sense that the action of supporting conservation will offset the ills effects of visitor movements in their local commune which is again a disposition of the Weber's Two Factor Rationality.

H4: Resident's well-being has an impact on the support for conservation

(e) Quality of Life

Andereck and Nyaupane, 2011 developed the TQOL or the Tourism Quality of Life (QoL) to understand the resident's side of tourism impacts to their overall living standards, which, among other things, consist of factors like air and water quality, preservation of a way of life, state of public transportation, among others. The interdependence between tourism development and quality of life has attracted the interest of researchers since the last decade (Han et al., 2019; Kim et al., 2013; Ko and Stewart, 2002; Uysal et al., 2016) also utilised this item. Its relationship with the residents' support for geoheritage conservation has been discerned by (Syarafina and Misni, 2016), who had observed a significant and positive effect of QoL on ensuring the sustainability of a geopark in Indonesia. Hence, it would be interesting to investigate the same in the context of Jodhpur.

H5: Quality of life for residents have a significant effect on support for conservatory actions

(f) Support for Conservation

Megeirhi et al., 2020 utilised the VBN (value-belief-norm) to understand local residents of Carthage intentions to support sustainable cultural heritage tourism development, wherein it was observed that psychological precedents are responsible for moulding residents attitudes towards tourism development, in another study by (Ng and Feng, 2020) recorded that positive attitude among the locals dwelling around a UNESCO world heritage site supported tourism propagation, while negative attitude portrays a lack of support. An interdisciplinary approach towards understanding residents' support for conservation efforts of a national park in Botswana reveals that various demographic factors like literacy, employment status and proximity to the site play a pivotal role.

(g) Residents Perception

Zheng et al., 2019 deployed the cognitive appraisal theory and identified the causes of residents' emotional responses to developing a performing arts facility for tourist consumption. The study elicited specific attributes of residents' perceptions like happiness, love, and gratefulness but was negatively related to sadness and anger. Additonally, the study highlighted the fact that positive effects had more impact on touristic performing arts development than negative. Monterrubio et al., 2020 used a negativity biased approach to gauge the emotions and attitudes of local residents towards the result of an airport. It was observed that perceived negative image outweighs all positive outlooks, a contrast from the former study. The current study is built upon antecedents from (Jaafar et al., 2015) who identified that residents' perception towards the conservation of a world heritage site in Malaysia was an important factor in explaining the overall propensity of young people towards promoting and sustaining World Heritage Sites in their locality. Furthermore, Rastegar concluded that resident attitudes towards tourist development within and around protected areas play a fundamental role in deciding the future trajectory for the destination in terms of policy and sustainable governance. Therefore, the authors contemplate examining the moderating role of local perception towards geoheritage and tourism development in the current study as the authors adopt a post-positivist approach to study the transactions between tourism activities and the local populace (Henderson, 2011; Khayati and Zouaoui, 2013). In the post-positivist paradigm, the researchers are interested to examine and predict social phenomenons (like residents' perception) against the background of a context (geoheritage) (Henderson, 2011b).

H6: Residents' perception moderates the relationship between safety and security and residents' support for conservation
H7: Residents' perception moderates the relationship between resident's utilisation of resources and residents' support for conservation
H8: Resident's perception has a significant influence on well-being, which affects residents support for conservation
H9: Resident's perception has a significant influence on place image, which affects residents support for conservation

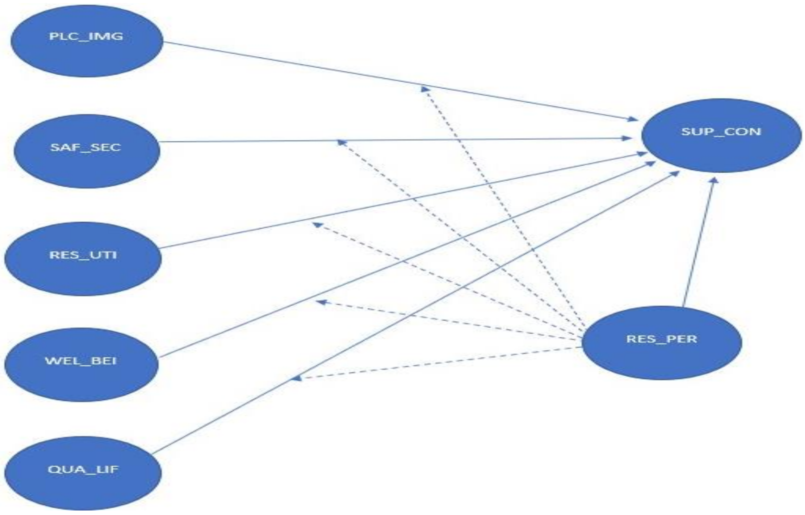

Figure 8. Conceptual Framework Developed by the Authors

Table 1. Demographical Statistics of the Study

Items	Category	Frequency	Ratio (%)
Gender	Female	46	45.5
	Male	54	53.5
Age	18–30	96	95.05
	31–40	5	4.95
Education	Master or higher	37	64.4
	Bachelor	64	35.6
Occupation	Employed	11	10.9
	Self-employed	6	5.9
	Student	79	78.2
	Unemployed	5	5.0

RESEARCH METHODOLOGY

1. Sampling and data collection procedure

This study was conducted based on the conceptual framework presented in Figure 8. Randomised sampling methodology was utilised to give equal opportunity to all participants to have their responses scrutinised. Residents of Old city, Jodhpur (men, women and others) aged betweenz 18-60 participated in the data collection drive. Due to the ongoing COVID-19 pandemic, an online response collection campaign was conducted between January 2021 and March 2021. A sample size of 200 was estimated in conjunction with the ten times rule promulgated by (Sarstedt et al., 2014).

2. Scale and Questionnaire Design

Table 2. Measurement scale developed by the authors

Symbol Assigned	Construct	Operationalisation	Scale Adopted
PLC_IMG	Place Image	1. Effective local government 2. Good job opportunities 3. Interesting historic sites 4. Clean	(Stachow and Hart, 2010); (Warnaby, 2009)
SAF_SEC	Safety Security	5. There is enough civil defense infrastructure available 6. Crimes against women and children are significantly low 7. Cases of vandalism are rare 8. This is a safe place to live	(Muresan et al., 2019) (Konstantaki and Wickens, 2010)
RESI_UTIL	Residents Utilisation of Tourism Resources	9. There is access to public services for all residents 10. Locals make use of hotels and restaurants frequented by tourists 11. Locals have access to infrastructure like roads, accommodations used by tourists	(Jurowski and Gursoy, 2004), (Manwa, 2003)
WEL_BEIN	Well Being	12. I feel my basic necessities are being met 13. There are enough facilities to relax and rejuvenate in the city 14. I find it wholesome living in this city	(Lopes et al., 2019)
QOL	Quality of Life	15. There are places for passive and participative recreational activities 16. I have the opportunity to socialise with my neighbours. 17. I can fully express my creativity and talent in the city-sphere	(Uysal et al., 2016) (Burckhardt and Anderson, 2003)
RES_PER	Resident's perception	18. The destination implements environmentally responsible actions 19. The destination implements special programs to minimise any negative impact on the environment 20. The destination contributes to the positive development of society	(Zheng et al., 2020) (Su et al., 2019)
SUPP_CON	Support for conservation	21. I engage in local conservation activities 22. I support sustainable development of the tourism industry around the geo-site 23. I will support future conservation efforts 24. I am involved in the well-being of the site	(Megeirhi et al., 2020) (Ng and Feng, 2020)

3. Data analysis

Partial Least Square Regression was used to capture and predict residents' behaviour based on the moderating effect of Resident Perception on Support for Conservation Activities. The SMART-PLS Package by (Hair et al., 2017) was utilised for the analysis. Test for Common Method Bias was conducted through the Factor Analysis Module of SPSS by IBM, and the dataset achieved <50%, which is admissible under Harman's Single Factor Test for measurement bias. The rationale behind selecting the PLS-Structuring Equation Modeling was based on the significant number of investigations involving residents' attitudes and support for conservation and tourism development which used the PLS-SEM method (Gursoy and Rutherford, 2004; Jurowski et al., 1997a; Liang and Hui, 2016a; Stylidis et al., 2014a; Williams and Lawson, 2001). Additionally, statistical treatments by the PLS-SEM is not challenged by non-normal data, and it can produce robust observations with smaller datasets (Jr. et al., 2017; Sarstedt et al., 2016; Dey et al., 2020; Rai et al., 2013; Hung et al., 2021)

RESULTS

1. Reliability Analysis, Convergent and Discriminant Validity

The academic community has used PLS to investigate psychometric attributes of social processes like the interaction of individuals to change in their environment (Ashill et al., 2005); A key parameter of the measurement model's robustness is the construct reliability which is identified through the Cronbach's alpha coefficient. In this study, Cronbach's alpha value reach the accepted value of ≥0.5, satisfying the criteria of construct reliability (Bagozzi and Yi, 1988) (Table 3). In Table 4, two vital criteria, the Composite Reliability (CR), which is a testament to the robustness of the indicators to the respective manifest variable is at an acceptable level of ≥0.7, and the convergent validity or AVE (Average Value Extracted), a critical informatic to gauge variance due to measurement error is observed to be >0.5 which is admissible according to (Farrell, 2010). Through the Fornell-Lacker Criterion and the cross-loadings (Table 3), the discriminant validity of constructs is satisfied as square root of each construct's AVE is higher than its correlation with another construct, and each item loads highest with respect to its associated construct (Henseler et al., 2014).

Table 3. Fornell-Lacker Criterion
(Source: Authors' processing from SMART PLS 3.2.9)

Variable	Items	Factor Loadings (λ)	Cronbach's α	CR	AVE
Place Image	PLC1	0.733	0.765	0.846	0.581
	PLC2	0.801			
	PLC3	0.830			
	PLC4	0.674			
Safety and Security	SAF1	0.781	0.734	0.849	0.653
	SAF2	0.868			
	SAF3	0.601			
	SAF4	0.697			
Resident's Utilisation of Tourism Resources	RES1	0.789	0.777	0.871	0.692
	RES2	0.868			
	RES3	0.837			
Well Being	WEL1	0.814	0.846	0.896	0.683
	WEL2	0.836			
	WEL3	0.773			
Quality of life	QOL1	0.804	0.734	0.829	0.553
	QOL2	0.842			
	QOL3	0.873			
	QOL4	0.783			
Resident's Perception	REP1	0.843	0.809	0.883	0.715
	REP2	0.847			
	REP3	0.848			
Support for Conservation	SUC1	0.661	0.751	0.833	0.503
	SUC2	0.785			
	SUC3	0.780			
	SUC4	0.741			

2. Model Performance

Table 4. Factor Reliability and Validity (Source: Author's Process from SMART PLS 3.2.9)

Construct	PLC_IMG	QUA_LIF	RES_PER_	RES_UTI	SAF_SEC	SUP_CON	WELL_BEI
PLC_IMG	**0.762**						
QUA_LIF	0.374	**0.744**					
RES_PER	0.116	0.299	**0.846**				
RES_UTI	0.373	0.278	0.167	**0.832**			
SAF_SEC	0.409	0.448	0.041	0.462	**0.808**		
SUPP_CON	0.278	0.49	0.288	0.232	0.443	**0.709**	
WELL_BEI	-0.009	0.058	0.608	-0.008	-0.115	0.211	**0.826**

Table. 5 Model Performance (Source: Authors' processing from SMART PLS 3.2.9)

Interaction Type	Interactions	Path Coeff. (β)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis Supported
Moderation	PLC_IMG*RES_PER -> SUP_CON	0.08	0.08	0.06	1.337	0.18	No
	QUA_LIF*RES_PER -> SUP_CON	-0.012	-0.012	0.052	0.221	0.82	No
	RES_UTI*RES_PER -> SUP_CON	0.128	0.118	0.156	2.292	0.03	Yes
	SAF_SEC*RES_PER -> SUP_CON	-0.069	-0.071	0.052	1.335	0.18	No
Direct	PLC_IMG -> SUP_CON	0.059	0.062	0.042	1.403	0.16	No
	QUA_LIF -> SUP_CON	0.331	0.334	0.044	7.439	0.00	Yes
	RES_UTI -> SUP_CON	-0.089	-0.083	0.054	1.656	0.09	No
	SAF_SEC -> SUP_CON	0.321	0.316	0.053	6.073	0.00	Yes
	WELL_BEI -> SUP_CON	0.191	0.191	0.052	3.643	0.00	Yes
Dependent Variable: *SUP_CON*		Coefficient of Determination (R^2): *0.381 (38%)*				Empirical Remark: *Satisfactory* (significant at $p < 0.05$)	

DISCUSSIONS

The study considers 4 moderating interactions and 5 direct interactions, thereby giving rise to 9 testable assumptions. The opening part of this segment shall discuss the assumptions concerning direct relationships among the dependent and independent variables. The next part shall cover the discourse on the moderating terms in determining the dependent variable. The first hypothetical assumption hypothesises the efficacy of place images in predicting support for conservation. In the extant literature, it is observed that this particular association is positive (place image and support for heritage conservation) according to (Stylidis et al., 2016). As an alternative antecedent to a case study on the effect of place branding on landscape conservation in Switzerland, authors (Tobias and Müller Wahl, 2013) observe a similar positive affinity between the notion of place image and support for landscape conservation.

In this particular study among the old city residents, Jodhpur, the authors have detected a negative correspondence among place image and support for conservation, which signifies a potent departure from earlier studies (Table 5). Extant studies that have been built on the Social Exchange Theory (SET) like (Ap, 1992; Gursoy and Rutherford, 2004; Stylidis et al., 2014b) have observed that constructs like place attachment and image have been found negative in predicting conservation support. These findings corroborate the findings of this study.

The second hypothetical statement deals with testing the correlation between safety and security and support for geoheritage conservation. In conjunction with studies that centre around similar themes, authors (Pegas et al., 2013) observed that when it comes to the conservation of marine heritage, residents of a particular Brazilian village emit positive emotional response given the fact that conservation efforts may impact the villagers' safe passage to the coastal ridge. This antecedent has signalled similarity with the findings of our study wherein the assumption of a positive correlation between safety and security of residents and support for conservation has been accepted (Table 5). In their research (Priporas et al., 2017) test the effect of community sense of safety and security on conservation behaviour among AirBnB users. The study was underpinned by the Social Exchange Theory (SET) and exhibited a positive correlation between safety and security and conservation proclivity. The current research records a positive association between safety and security and support for geoheritage conservation in alignment with the SET's previous finding.

Thirdly, a hypothesis was developed to test the relationship between residents' utilisation of tourism resources and support for geoheritage conservation. It was observed in this study that there exists a negative correlation between the two constructs. It is noteworthy that previous researches in the field like (Jurowski et al., 1997c), have outlined a significant positive relationship among residents using resources meant for tourists.

Their support for the conservation of tangible heritage (Nunkoo and Ramkissoon, 2010) adds to the discourse by studying residents' support towards developing an integrated resort in Mauritius. Their study indicates a positive linear relationship among the variables in question. In our study, the relationship between the residents' utilisation of tourism resources and support for geoheritage conservation in the context of residents of the old city, Jodhpur, is negative, which again is a departure from the conventional findings (Table 5). A plausible explanation may be the implication of Weber's two-factor rationalisation because respondents who are primarily dwellers of the area around the geoheritage do not sense a positive outcome from the tourism activities and the subsequent conservation efforts. Boley et al., 2014 argue that the locals may become distant from any development program in their community if the benefits are not perceivable. It is here that authors like (Gannon et al., 2021) have deployed Weber's two-factor rationalisation theory in addition to the SET to understand the relationship between residents' utilisation of tourism resources and support for geoheritage conservation, as the former theoretical underlining captures psycho-cognitive states beyond the emotion-based confines traditionally offered by the SET (Mody and Day, 2014).

The fourth assumption of interest is a probable positive link between resident's well-being and support for geo-heritage conservation. In a parallel investigation, (Chen et al., 2020) studied the construct of well-being due to the interaction between tourists and residents. Park et al., 2017 have identified a positive association between tourism development and community well-being which is mirrored by findings (Gannon et al., 2020). In our study, empirical evidence suggests that resident's well-being plays a significant and positive part in assessing the support for geoheritage conservation in the old city of Jodhpur (Table 5). The association between resident's well being and support for conservation has underpinnings from Weber's two-factor rationality and SET (Yolal et al., 2016), wherein a positive link has been ascertained between the tested factors. This is in conjunction with the findings of this investigation.

The fifth hypothesis dealt with investigating the direct relationship between quality of life and support for geoheritage conservation. In conjunction with studies like (Liang and Hui, 2016b) who have found a positive correlation between the quality of life and support for tourism development. Because support for conservation of geoheritage as a context hasn't been studied before, our result of a positive relationship among the constructs in question is a novel finding. Our study is further strengthened by the empirical findings by (Yu et al., 2011), who observe strong affiliation of the quality of life construct in impacting residents' support to tourism development, which we consider a proxy to support geo-heritage conservation (Table 5). Quality of life construct has robust foundations from the SET (Liang and Hui, 2016b), which has been tested in contexts concerning support for tourism development and not conservation of any heritage site, which may be considered an addition to the existing corpus of knowledge.

This study introduces 4 investigative assumptions to gauge the moderating efficiency of residents' perception to predict support for geoheritage conservation. While 3 assumptions were found to lack empirical evidence to be accepted, the one moderating interaction having residents' utilisation of tourism resources as a pathway to the dependent variable (Residents' utilisation of tourism resources* Resident's perception-> support for conservation) has been identified as a robust moderating effect. Incidentally, there are no antecedents in extant literature to derive for this special relationship.

A scoping literature review from leading scientific directories like Scopus and Web of Science leads us to describe the findings of the interaction terms mentioned above as being novel.

Expected contribution to theory and practice

The theoretical contribution of this study is that the Weber's 2 Factor Rationality is deployed with the behavioural aspects of the Social Exchange Theory (SET) to scrutinise the behaviour of residents towards geoheritage conservation and tourism development in their locality. This gives another dimension for academicians to approach issues related to the conflict between residents needs and tourists wants, thereby augmenting and extending the spectrum of the Social Exchange Theory. After a thorough systematic literature review and practising abundant caution, it can be discerned that the study's novelty includes the inculcation of constructs like residents' quality of life and well-being to study the factors of support for conservation and tourism development (Gannon et al., 2020). Progressively, the moderating interactions significantly affects the predictive capacity of the theoretical framework used in this study.

The practical aspect of the study is immense. It gives the practitioners leverage to better plan for managing geoheritage sites and develop robust strategies for their development, keeping in mind the duplicity of resources. By deploying novel attributes like residents' quality of life and the moderating effect of resident's perception to model conservation support behaviour among the local community, the sustainability of the delicate geoheritage site. Our study contains a post-positivist approach which implies that support for geoheritage conservation includes a critical element of human context that makes the role of residents a vital component of planning or executing geoheritage conservation endeavours. It is interesting to note that the Mehrangarh fort was featured in the critically acclaimed Hollywood film 'The Dark Night Rises" (Nolan, 2012), in addition to the numerous Hindi language movies filmed in and around the vicinity of the fort and the igneous rock structures. These developments have made the promotion and conservation of the geoheritage site the need of the hour. Policies should provide impetus to evolving touristic activities like film tourism, rock tourism and heritage tourism.

Future researches should focus on increasing the generalizability of the study by conducting longitudinal studies. The authors recommend the time-lag method of data collection wherein the responses are more robust, and measurement bias-related issues are also reduced significantly (Ali et al., 2020). Furthermore, future investigations could employ constructs that manifest non-hedonic, non-volitional and self-reflective attributes of residents' behaviour towards geoheritage conservation and tourism development, especially in middle-income countries like India (Verma and Chandra, 2018)

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ASSESSMENT AND ZONING OF RECREATIONAL FACILITIES NORTH KAZAKHSTAN REGION FOR THE DEVELOPMENT OF THE TOURISM INDUSTRY

Pavel S. DMITRIYEV
North Kazakhstan Kozybayev University, Faculty of Geography and Ecology,
Petropavlovsk, Republic of Kazakhstan, e-mail: dmitriev_pavel@mail.ru

Ivan A. FOMIN
Tyumen State University, Faculty of Geoecology and Nature Management, Institute of Geosciences, Tyumen, Russian Federation and North Kazakhstan Kozybayev University, Faculty of Geography and Ecology, Petropavlovsk, Republic of Kazakhstan, e-mail: iafomin@mail.ru

Jan A. WENDT[*]
University of Gdańsk, Faculty of Social Sciences, Institute of Socio-Economic
Geography and Spatial Management, Gdańsk, Poland, e-mail: jan.wendt@ug.edu.pl

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Abstract: The publication is devoted to the study and classification of zoning of recreational facilities for their possible use and development of the tourism industry in the North Kazakhstan region of the Republic of Kazakhstan. The obtained data characterizing natural and recreational objects, allowing to create a picture of their spatial placement, by the administrative districts of the region, are studied. The conducted study of recreational facilities allowed them to be zoned. These aspects allowed us to determine the degree of their demand, to identify objects already used or recommended for use as objects in the tourism industry. A cartographic material has been prepared that visually reflects the opportunities, problems and prospects for the development of the tourism industry in the region In the studied territory, recreational objects are identified, which, according to a number of similar features, we combine into five types: natural, natural-technical, architectural, historical-revolutionary, archaeological. The natural territories of the North Kazakhstan region considered by us were united into five recreational districts.

Key words: recreational facilities, landscape, natural objects, natural monuments, tourism industry, zoning

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INTRODUCTION

The recreational system is social in nature, since its central object is a person, and its main purpose is the physical and spiritual improvement of people (Abubakirova et al., 2016). The uniqueness of natural objects creates the economic basis of the region and includes moral and aesthetic aspects that are an integral part of the formation of the culture of citizens (Kuralbayev et al., 2016). This is reflected in the program documents: "Cultural Heritage", which includes a number of large-scale projects that are being implemented at the state level (Zhidkoblinova, 2013; Bancerova et al., 2018; Ismagulova et al., 2020; Wendt, 2020). Such programs are typical not only for Kazakhstan, but for other regions as well (Więckowski and Saarinen, 2019; Cerić and Więckowski, 2020). The authenticity of Kazakhstan is of particular interest for the formation of the image and development of the tourism industry in the state (Kantarci, 2007a; 2007b; 2007c; Shakirova, 2015).

A comprehensive study of natural and recreational, cultural and historical objects at the state level allows: firstly, the creation of an integral system for studying the vast and often endangered cultural heritage of the people (Ilieș et al., 2020), including modern national culture, folklore, traditions and customs (Smykova, 2015; Saparov et al., 2017). Secondly, it allows you to study natural objects for their further preservation and rational use for the development of economic potential, aesthetic perception, for emphasis on the uniqueness of the region (Aimagambetov et al., 2017; Batyrova et al., 2018). Third, it allows for the reconstruction of significant historical, cultural and architectural monuments of particular importance for national history, where environmental objects act as an integral part of it (Tiberghien et al., 2017; Tiberghien and Xie, 2018; Tiberghien et al., 2018; Tiberghien, 2019). Thus, the uniqueness of natural objects and the historical and cultural heritage of the territory of the North Kazakhstan region is the basis for the development of recreational potential, for the formation of the tourism industry in the regional and local level (Fomin et al., 2020; Morar et al., 2020; Dmitriyev et al., 2021). Numerous studies are devoted to the study of recreational facilities of the North Kazakhstan region and the city of Petropavlovsk. As a result of the research, it was revealed that these include objects of natural, natural-technical and anthropogenic origin (Vodopyanova, 1985; Beletskaya, 1987).

[*] Corresponding author

Natural and recreational objects of the region are a place of rest and recuperation, others have scientific and educational significance, and still others serve as the main economy (reservoirs, artificial coniferous forests, etc.) (Creswell, 2003).

The development of ecological tourism based on natural and recreational facilities will allow, while maintaining a healthy ecological environment, to develop the economic potential of the region (Tiberghien, 2019; Dmitriyev et al., 2021). A systematic study of recreational facilities will allow us to study the dynamics under the influence of an anthropogenic factor. The importance of the current state of recreational facilities will help to identify existing problems, help to maintain them in good condition for sustainable development (Zhakupov et al., 2015; Deac et al., 2018; Tleubayeva, 2018; Wendt et al., 2021a). In addition, to create a holistic representation of the placement of recreational objects, their systematization and spatial zoning are necessary.

For all regions, including Northern Kazakhstan, it is very important to solve a number of tasks when studying recreational facilities. Among them, the study of the current state, spatial placement, transport accessibility, classification and zoning (Page, 2004; Michniak et al., 2015; Chernova and Sukhova, 2017; Stoica et al., 2017; Dmitriyev et al., 2021). An integral part is the study of the possibility of their use for various purposes – tourism, excursions, scientific research, economics, etc. The solution of one of the important tasks will determine the degree of demand for recreational facilities in the tourism industry, in the education system and other industries. The study and use of recreational facilities is based on the sustainable development of the territory (Nazarova et al., 2019; Nazarova et al., 2020; Wendt at al., 2021b).

MATERIALS AND METHODS

The research included the collection of field data, the study of accumulated material, including archival material. As part of the study, the method of visual observations, the cartographic method, and work with stock material were used. The theoretical methods included a comparative analysis of the data.

a) research and observations, a survey of the population, a geographical description using cartographic, comparative-geographical, historical-geographical, etc. were carried out methods;

b) the analysis of the current state of natural and recreational objects of the studied territory, for the development of the tourism industry, to identify their potential opportunities, is carried out.

c) an attempt has been made to classify and zoning recreational objects of the studied territory.

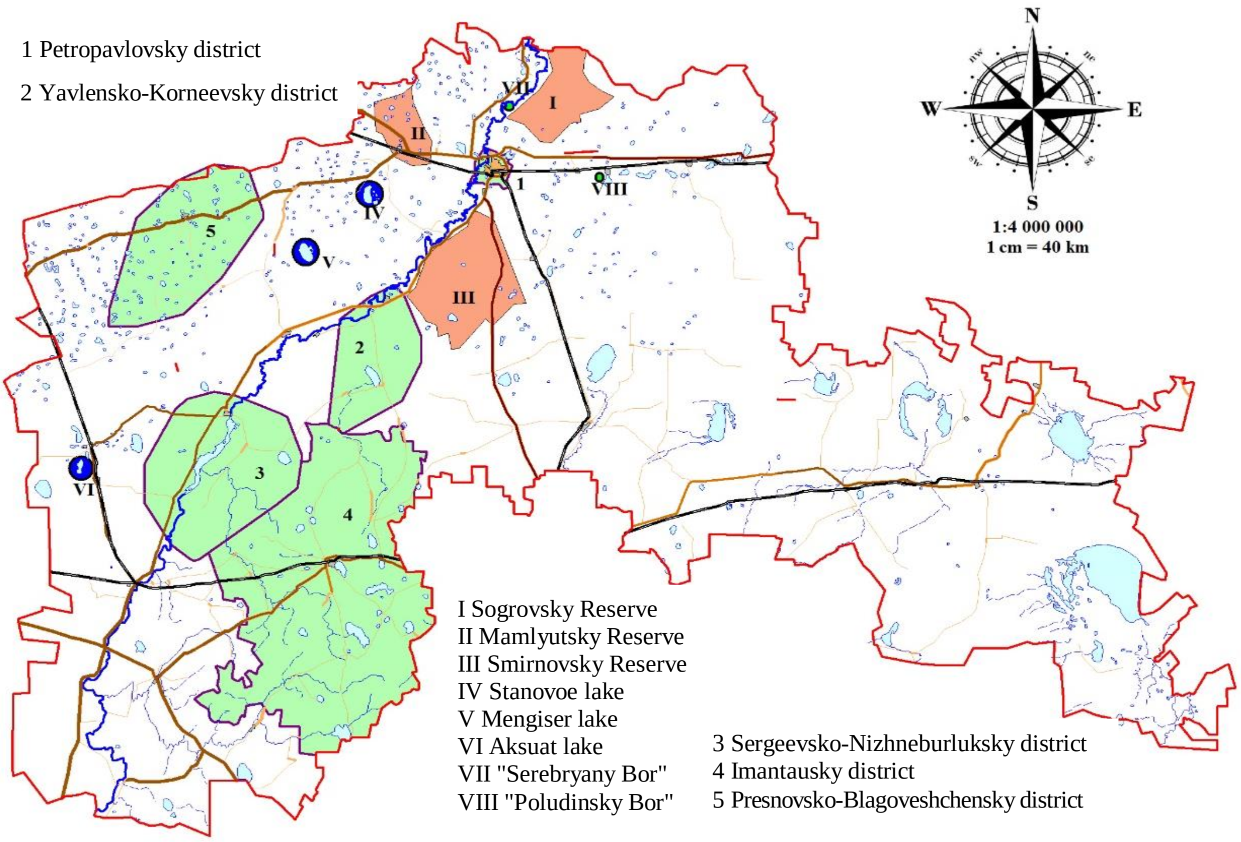

Figure 1. Distribution of recreational areas and recreational facilities on the territory of the North Kazakhstan region (Source: own elaboration)

The publication presents the results of field research, methods of statistical processing, mathematical analysis and study of satellite images. There are a large number of classifications for determining tourist zoning. However, on the basis of local history material and scientific data, we have made an attempt to develop a classification and zoning of recreational objects of the studied territory. This allowed us to distinguish 5 types: natural, natural-technical, architectural, historical-revolutionary and archaeological. In this publication, the natural type of recreational objects is considered. According to zoning, we have identified five recreational areas: Petropavlovsky, Yavlensko-Korneevsky, Sergeevsko-

Nizhneburluksky, Presnovsko-Blagoveshchensky and Imantausky, single recreational facilities were combined separately. The factors determining a particular recreational area were taken as the basis used by us in assessing the recreational potential. When analyzing the properties of recreational objects, the main factors characterizing their tourist and recreational potential are determined. To assess the level of recreational potential of each recreational area, we used a complex quality indicator calculated by the weighted average calculation method. Based on this methodology and the available scientific materials and the results of a sociological survey, coefficients were calculated that made it possible to assess the properties of a recreational object in order to calculate its potential. In addition, after the allocation of recreational areas in the territory of the North Kazakhstan region, an assessment of their recreational potential is given.

$$k = \sum k_i \sum a_i$$ (Gubij et al., 2005)

where k_i - indicator *i*- object properties, points; a_i - coefficient of weighting of indicators k_i, fractions of a unit ($\sum a_i$ =l)

RESULTS AND DISCUSSION

The choice of territories and objects for recreational purposes may well be engaged in the branches of physical geography – geomorphology, hydrology, climatology, etc. The nature around us is in continuous change, which is expressed in the change of physical and geographical conditions and the evolution of the organic world. The events of the past have left their mark on the appearance of the relief, in the composition and structural features of the rocks and the fossils contained in them (this is how the remains of extinct animals and plants show).

That is why some landforms, rocks and finds of extinct animals and plants serve as a kind of pages of the great stone chronicle of the Earth. On the one hand, very characteristic or rare landforms, rocks and fossils found in a particular territory are monuments of the geological past of the planet, and on the other hand, they are the most important recreational resources. There are more than twenty-five such monuments of the geological past within the borders of the North Kazakhstan region, the study of which allows us to collect information about events and landscapes that took place in the Petropavlovsk Priishimye many millions of years ago. Based on the studied material, an assessment of the level of recreational potential of each recreational area was given, based on a modified complex quality indicator obtained by the weighted average calculation method, according to 11 criteria, according to a 5-point system. This made it possible to present the studied material in the form of a table (Table 1).

Table 1. Assessment of the properties of a recreational object (Source: the authors' own calculations)

A property of a recreational object	Quantitative characteristics of the parameter of the indicator of the property of the object (ki), score					The weighting coefficient of the indicator (a_i)
	1	2	3	4	5	
Availability of transport infrastructure	Lack of roads with a good surface	Poor provision of roads	The presence of roads of regional significance	Availability of roads of national significance	Good provision of transport infrastructure	0.07
Geomorphological objects	Absence of geomorphological objects	Ordinary geomorphological objects	More significant geomorphological objects	Geomorphological objects of significant value	Geomorphological objects protected by law	0.10
Natural monuments	Lack of attractions	Ordinary natural objects	More significant natural monuments	Natural monuments of conside-rable value	Natural monuments protected by law	0.15
Significant natural and recreational hydrological objects	With visible contamina-tion	With the content of odors	Within the normal range	Within the normal limits for drinking water supply	Exceptionally clean reser-voirs with spring nutrition	0.15
Botanical objects	Swampy with rare shrubs	Small woodlands and spruce forests	Meadow vegetation	Mixed forest	Light pine forests	0.10
Aesthetics of landscapes	Weak expressiveness of the relief	Monotonous landscape	Expressive landscape	Picturesque views of the landscape	Bright multi-faceted picturesque views of the landscape	0.12
Anthropogenic load of the recreational area, km^2/person	Availability of industrial facilities	A dense network of rural settlements, the presence of landfills	A large area of land allocated for agriculture	The predominance of protected areas over those used in agriculture	A large number of protected natural areas	0.08
Faunal diversity	Depleted species composition of fauna	Diverse species composition of the fauna	Rich species composition of the fauna	Rare and endangered species	Species listed in the Red Book	0.10
Historical and cultural monuments	Lack of attractions	Ordinary monuments	More significant monuments	Monuments of great artistic value	Monuments protected by law	0.08
The level of improvement	Minor landscaping	Additional improvement of beaches	Additional food outlets	Overnight stay	Capital structures	0.05

The highest coefficient of 0.15 characterizing the properties of a recreational object belongs to the presence of natural monuments and hydrological objects. In the second place - the aesthetics of landscapes, it corresponds to a coefficient of 0.12. The third place is shared by geomorphological objects, faunal diversity and botanical objects, 0.1 each. The assessment of anthropogenic load and historical and cultural monuments account for 0.08 each. It is interesting that socio-economic properties such as the availability of transport infrastructure and the level of improvement account for – 0.07 and 0.05, respectively. Thus, it can be concluded that among the main properties of recreational facilities, much attention is paid to the natural resource potential, visual and aesthetic enjoyment of the natural environment. All this underlines the interest directly in eco-tourism, despite the development of infrastructure. All recreational objects of the studied territory are combined into five types: natural, natural-technical, architectural, historical-revolutionary and archaeological. In turn, each of them is divided into several subtypes. However, I would like to focus directly on natural and recreational facilities, as the most attractive for the development of the tourism industry in the North Kazakhstan region (Table 2).

Table 2. Taxonomic system of recreational areas (Source: the authors' own calculations)

Taxonomic rank	Name of the taxonomic unit	The order of the territory size	Example of a recreational area
I	Recreation center	Tens or hundreds of hectares	"Serebryany Bor", Central Park of Culture and Recreation, relict Zhanazholsky Bor,
II	Recreational microdistrict	Hundreds of km^2 or thousands of hectares	Lakes: B. Tarangul, M. Tarangul, Mengiser, Zhaltyr
III	Recreational subdistrict (mesorayon)	Thousands or hundreds of km^2	Nature reserves: Smirnovsky, Sogrovsky, Mamlyutsky
IV	Recreational area	Hundreds or tens of thousands of km^2	Yavlensko-Korneevsky
V	Recreational zone	Hundreds of thousands or tens of thousands of km^2	____

The given taxonomic system of recreational areas made it possible to distinguish five taxonomic ranks based on the area indicator. Among them, the recreational zone is the actual territory of the North Kazakhstan region, and recreational areas are large areas of the territory that combine recreational objects according to the above properties.

Despite the relative monotony of the natural conditions of the North Kazakhstan region, within its limits we distinguish the following properties of recreational areas – the presence of geomorphological objects, hydrological, botanical and zoological, and also takes into account such important conditions as the area of the recreational area, the aesthetics of landscapes, the presence of historical and cultural monuments and the level of landscaping.

A recreational area is a territorial set of economically interconnected recreational enterprises specializing in the service of recreants, which allows them to best meet their needs using the existing natural and cultural-historical complexes of the territory and its economic conditions. Recreational facilities in the territory of the North Kazakhstan region are located unevenly. Some administrative districts that occupy a significant area are poor in recreational resources (Tayynshinsky, Ualikhanovsky, Akzharsky). At the same time, several types of recreational facilities can be located on a small area of administrative districts at once: Yesilsky, Zhambylsky, Shal akyn (Spravochnik, 2007).

In this regard, we have identified five recreational areas where the most recreational objects of different types are concentrated. In our work, we will define them as recreational areas (according to the taxonomic system of recreational areas Mironenko, Tverdokhlebova): Petropavlovsk district, Yavlensk-Korneevsky, Sergeevsko-Nizhneburluksky, Presnovsko-Blagoveshchensky, Imantau districts. Petropavlovsky district is represented by by recreational facilities of all types found on the territory of Petropavlovsk and its suburban area. Of the hydrological objects, these are the Ishim River, the Petropavlovsk Reservoir, a group of lakes and ponds; of the botanical ones – the green zone, the central park of culture and recreation, the park named after the 50th anniversary of October, the Pestroye and Borki forests; of the historical and revolutionary ones, the memorial of Eternal Glory, the regional museum of local lore, the Museum of Fine Arts, as well as monuments, busts and obelisks. All subtypes of architectural recreational objects marked in the region are located in Petropavlovsk. Yavlensko-Korneevsky district it is represented by geomorphological, hydrological, historical-revolutionary and architectural recreational objects of the Esil district.

This includes the Yavlenskoe outcrop, the Ishim River, the Kamysakty River, the Esil reservoir, the Tarangul Lake, Zhamankol, Kendykty, Balykty, Zhilandy, the Maltsevsky pond, the channel "Esil River-lake B. Tarangul", Pokrovsky spring, Maltsevsky broad gully, Koldarovsky broad gully, Alexandrovsky broad gully, Maltsevsky forest, birch stakes of the Yesilsky forestry, hunting and nature reserve farm "Krasny Bor", as well as the district historical and local history museum in the village of Yavlenka, monuments, busts and obelisks. The distance from the regional center to the administrative center of the village of Yavlenka is 76 km.

Sergeevsko-Nizhneburluksky district it includes all recreational facilities of the Shal Akyn district. These include the Nizhneburluk graben, the Sergeyev reservoir, the channel "Sergeyev reservoir-lake M. Tarangul-lake Koldar", Lake M. Tarangul, Zhaltyr, juniper thickets (Afanasevka village), as well as archaeological sites of Baykar and Boganaty, etc. The distance from the regional center to the administrative center of Sergeevka is 176 km. Presnovsko-Blagoveshchensky district it is represented by geomorphological objects (manes, ridges, paleo-Sueri valley), hydrological (hundreds of lakes), botanical (relict Zhanazholsky forest) and zoological (Maybalyk, Budenovsky and Lapushkinsky sites). There are museum and memorial complexes of famous writers-I. Shukhov, S. Mukanov, G. Musrepov. The distance from the regional center to the administrative center of S. Presnovka – 140 km.

Imantausky district it is represented by hydrological, geomorphological, botanical, zoological and historical-revolutionary objects. These include: the hills "Obozrenie", "Relict massif", "Two brothers", "Sharp Sopka", "Split

Sopka", "Waterfall with a cave", "Eagle Mountain", the island of Lake Imantau, "Cossack Island", the rock deposit "Pot", the Orlinogorsk nature Reserve, the memorial and literary museum of Sh. Ualikhanov, Lake Shalkar, Imantau, etc. The distance from the regional center to the administrative center of S.Saumalkol – 250 km.

There are also areas on the territory of the region where several recreational facilities are located, located at a considerable distance from each other. These objects are not included in the 5 major recreational areas, but nevertheless, they are of great importance for recreation and the tourism industry. We did not include individual recreational facilities in recreational areas and, as a result, did not assess their recreational potential.

However, it is still important to list them. In the Kyzylzhar district "Serebryany Bor" and the Sogrovsky reserve, in the Mamlyutsky district – the Mamlyutsky Reserve, the Stanovoe and Mengiser lakes, in the Akkayinsky district – the Smirnovsky reserve, in the M. Zhumabayev district – the Poludinsky Bor, in the Timiryazevsky district-the lake Aksuat. The selected recreational areas of the territory of the North Kazakhstan region were evaluated according to 10 criteria on a 5-point system. The results of the evaluation calculations are presented in Table 3.

Table 3. Comprehensive score assessment of the recreational potential of the selected areas (Source: based on the authors' calculations)

Recreational areas	Petropavlovsky	Yavlensky-Korneevsky	Sergeyevsko-Nizhneburluksky	Presnovsko-Blagoveshchensky	Imantausky
Availability of transport infrastructure	5	4	2	3	2
Geomorphological objects	5	5	5	5	5
Natural monuments	4	5	4	4	5
Significant natural and recreational hydrological objects	5	5	3	3	3
Botanical objects	5	4	4	4	5
Landscape aesthetics	4	4	5	4	5
Anthropogenic load of the recreational area, km^2/person	1	2	3	3	5
Faunal diversity	3	3	3	4	3
Historical and cultural monuments	5	3	3	3	4
The level of improvement	5	1	1	1	4
Total recreational potential	42	36	33	34	41
Total k, taking into account the weighting coefficient of the indicator (a_i)	4.21	3.92	3.43	3.53	4.04

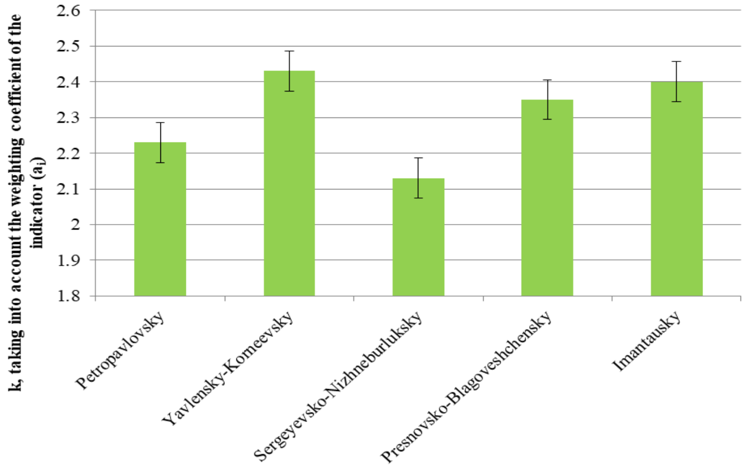

Figure 2. The level of recreational potential (k) (Source: based on the authors' calculations)

When analyzing the table, it can be highlighted that there are no recreational areas with insignificant and low recreational potential in the territory of the North Kazakhstan region. Recreational areas with medium and high recreational potential prevail. The highest recreational potential of the studied areas is Petropavlovsk. However, according to the nature of the anthropogenic load, the Imantau recreational area still remains more attractive. This made it possible to graphically reflect the assessment of the recreational potential of the selected areas (Figure 2). Thus, the North Kazakhstan region has a high natural and recreational potential, a rich cultural heritage. All this needs careful treatment, preservation, study, etc. Problems of using recreational facilities and territories are noted. One of the main problems of the unique natural territories is the small number of staff units and the almost complete absence of researchers, tourist managers. There is a widespread lack of reliable and highly passable vehicles, which emphasizes the weak development of the road network with high-quality coverage. Excessive plowing of virgin lands and the use of pesticides and herbicides have led to a significant reduction in the number of species in the reserves. Bustard and flutter have disappeared, very few grey partridge, quail, field lark, steppe harrier remain. The situation is far from favorable with forest species of animals and birds. Poaching significantly complicates the situation in protected areas. Thus, there are many problems and the state of remarkable natural territories in the future depends on their early solution. There is an urgent need to create a forest-steppe national park in the region on the basis of the Sogrov Nature Reserve.

The first steps in this direction have been taken: the territory has been determined, the borders have been justified, natural conditions, objects, etc. have been studied. It should be noted once again that the protected areas of the region have many environmental problems. The situation is also complicated by the fact that some of the natural objects are located in densely populated places, with a very high degree of anthropogenic load. The modern tourism industry, based on the unique natural and cultural potential of the Republic of Kazakhstan, is a natural system-forming factor of flexible integration of tourism into the system of world economic relations, one of the most dynamically developing and effective in terms of return on invested capital by the industry, despite its capital intensity.

CONCLUSION

Based on the state strategy of spiritual revival, based on knowledge about the region, it is necessary to identify the natural and recreational potential for the development of tourism in the regions of Kazakhstan. What will make the region attractive for tourists, will serve as a basis for patriotic education of citizens, for economic development.

Despite the relatively small area, the North Kazakhstan region, and especially the city of Petropavlovsk, has a large set of interesting and valuable recreational areas and objects. In the studied territory, recreational objects are identified, which, according to a number of similar features, we combine into 5 types: natural, natural-technical, architectural, historical-revolutionary, archaeological. The natural territories of the North Kazakhstan region considered by us were united into 5 recreational districts: the Petropavlovsk macro-district, the Yavlensk-Korneevsky, Sergeyevsko-Nizhneburluksky, Presnovsko-Blagoveshchensky and Imantau districts. A significant number of recreational facilities of various types are concentrated here. On the territory of the region there are also recreational facilities located at a considerable distance, both from the regional center and from each other. We singled them out separately as single recreational objects, we did not make an assessment of their recreational potential.

The assessment of the properties of recreational facilities and designated areas allowed us to assess their potential, all this allowed us to conclude that there is a good opportunity and need for the development of eco-tourism. The information collected and summarized by us on this topic can be used by employees of organizations and institutions as reference, educational material. Systematic study of recreational facilities will allow further development of the tourism industry of the region, since tourism and recreation are currently the only areas of the economy that are really interested in preserving an ecologically healthy environment in the regions of Kazakhstan.

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THE TOURISM-LED GROWTH HYPOTHESIS IN TRANSITION ECONOMIES? EMPIRICAL EVIDENCE FROM A PANEL DATA ANALYSIS

Le Thanh TUNG*
Ho Chi Minh City Open University, Faculty of Economics and Public Management,
Policy and Applied Economics Research Group, Ho Chi Minh City, Vietnam, e-mail: tung.lt@ou.edu.vn

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Abstract: Tourism has been considered as a potential factor in development strategy in many developed and developing countries worldwide. Besides, tourism is really a key economic sector in some countries. This study aims to examine the tourism-led growth hypothesis for some transition countries, which includes seven high growth economies Bulgaria, Hungary, Poland, Romania, Russia, Ukraine and Vietnam. The research database is collected by an annual form in the period of 1995-2019. These economies are considered successful transitional cases in the global economy, however, the tourism-led growth hypothesis in these countries has been received only a little evidence from academics in recent years. The Johansen-Fisher test and the OLS estimation are applied in the quantitative process. There are some new findings from the empirical results. First, the Johansen-Fisher test confirms the existence of long-run cointegration relationships between tourism (denoted by the tourism revenue and the tourism arrivals) and economic growth in the panel data sample of countries. Second, the long-run coefficients of the tourism variables are positive and significant that concludes the tourism-led growth hypothesis in these transition countries. The contribution of the study is not only to fill the empirical research gap by the estimated results from a group of transition economies but also to confirms the tourism-led growth platform as an efficient development strategy for other developing countries. Furthermore, our study suggests some policy implications for policymakers to use tourism as a key development sector in these countries in the future.

Key words: Tourism-led growth, Economic development, Economic policy, Cointegration test, Transition countries

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INTRODUCTION

Tourism is now popularly recognized as one of the largest service industries in the world and one of the most significant sources of national output and economic growth rates in many countries (Balaguer and Cantavell-Jorda 2002; Lew, 2011; Pablo-Romero and Molina, 2013). On the other hand, tourism particularly benefits the people in developing countries, where need new jobs and business opportunities (Brida and Risso, 2010). Besides, tourism development creates a positive effect on the income of local people as well as brings new demands for local businesses (Balaguer and Cantavell-Jordá, 2002; Lim and Zhu, 2017). Furthermore, tourism development makes a critical spillovers effect on the local economy and leads to the growth of other major industries (World Economic Forum, 2019), for example, manufacturing sectors, financial services and retail systems (Chen, 2007; Cárdenas-García and Sánchez-Rivero, 2015; Aratuo and Etienne, 2019). Considered as financial flows of foreign currencies, from the social perspective, tourism is understood as a "smokeless industry" that has helped millions of people in many regions out of poverty (Saayman et al., 2012; Njoya and Seetaram, 2017; Garza-Rodriguez, 2019; Tung, 2020).

Besides some positive aspects, there are some concerns related to the high growth of tourism, for example, the destruction of the natural environment (eg., Strydom et al., 2019; Firdaus et al., 2019) or rapid urbanization of tourism cities, deforest and destroy the natural landscapes (Scott et al., 2016). Although, tourism is one of the fastest-growing service industries of the world economy, there are debates about the real relationship between tourism and economic growth. Many empirical studies confirm the tourism-led growth hypothesis (eg., Nowak et al., 2007), on the other hand, some empirical results do not find evidence in supporting this hypothesis (eg., Kyophilavong et al., 2018). Hence, there are demands of investigating the real relationship between tourism development and economic growth in a specific country or specific group of countries. However, tourism has been found to have an important role in economic development in many countries worldwide (Balaguer and Cantavell-Jorda, 2002; Brida and Risso, 2010).

On the other hand, economic growth and the sources of growth in countries are always considered as the spotlight topic in the economic theories (eg., Grossman and Helpman, 1990; Barro, 1991). In the context of globalization is increasing, obviously, tourism is more closely connecting countries worldwide year by year (Ivanov and Webster, 2013). Based on the previous arguments, the tourism sector and tourism activities have been significantly supported economic growth in many countries (Pablo-Romero and Molina, 2013; Tugcu, 2014). The empirical results are quite diverse in both theoretical and empirical research (Brida and Risso, 2010; Tugcu, 2014; Brida et al., 2016). There are some studies

* Corresponding author

that show a positive impact of tourism on economic growth and confirm the tourism-led growth hypothesis in the countries (Tugcu, 2014). However, tourism-led growth has been not found in some empirical studies, such as Kyophilavong et al. (2018) in Laos or Gričar et al. (2021) in Slovenia. Besides, global economic-financial crises or global pandemics have highlighted the potential risks of the tourism-led growth model for the applied countries when their economies close link with international value chains of the global tourism industry (Weidenfeld, 2013; Aratuo and Etienne, 2019). In recent years, there have had many previous studies in developed countries (Balaguer and Cantavell-Jorda, 2002; Nowak et al., 2007; Katircioğlu, 2010; Aratuo and Etienne, 2019) some previous results from developing countries (Trang et al., 2014; Tugcu, 2014) or island countries (Katircioglu, 2009).

However, there are a few empirical studies in transition countries, which have robust growth rates in tourism sectors. Transition countries are popularly understood as the economies that have been changing from a centrally planned model to a market economy. The transition countries need to undergo economic structural transformations to help develop market-based institutions. The solutions are economic liberalization and remove international trade barriers. Tourism has many opportunities to develop in the group of transition countries. Because of high economic growth rates, some transition countries have been listed in the group of emerging economies (which is expected as a new engine of the world economy in the next decades), therefore, the role of tourism in improving economic growth is an interesting research topic. However, there are no previous results that focus on the impact of tourism on growth with a panel data sample of the transition economies, hence, this study aims to fill this empirical research gap in the current literature.

In order to fill the empirical research gap of the impact of tourism on economic growth in transition countries, in this study, the tourism-led growth hypothesis will be examined with a panel database collected from selected countries including Bulgaria, Hungary, Poland, Romania, Russia, Ukraine and Vietnam. In recent decades, the transition economies have robustly opened their domestic markets to join the global trade and international value chains. These countries are chosen following the available in the database as well as robust development in their tourism sectors. In detail, the statistics from the World Development Indicators (World Bank, 2021a) show that the GDP per capita of the transition countries has been increased significantly in recent decades (Figure 1).

For the period 2005-2019, in the European region, Romania has achieved the highest growth at 3.3 times in the GDP per capita (from nearly 9.6 thousand$ to 32.3 thousand$), besides, Poland, Russia, and Bulgaria have increased around 2.4 times. In 2019, Hungary and Ukraine have had the lowest growth level at 1.9 times compared to 2005. In the Asian region, Vietnam is a transition country that always ranked in the group having the highest growth rate. This country has raised its GDP per capita from nearly 2.9 thousand$ to 8.4 thousand$ for this period (as 2.8 times). Although Vietnam has the lowest GDP per capita in 7 transition countries, this economy is expected to successfully join the high-income group in the next years. The interesting question is why some transition countries grow so fast? Compare to the other countries, obviously, these transition economies have reached significant growth in recent decades.

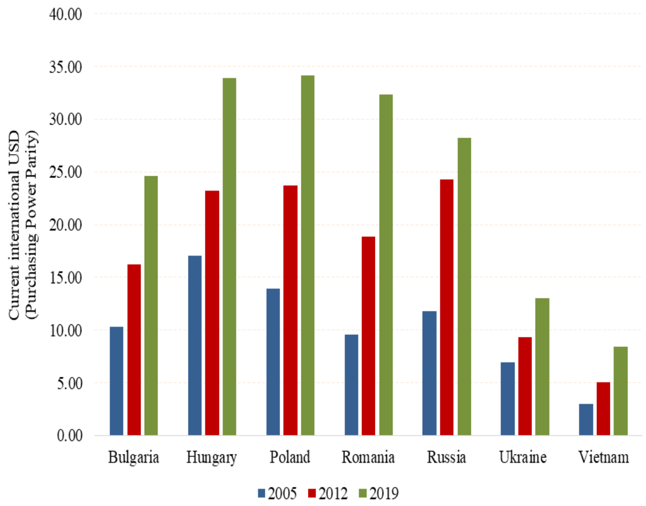


Figure 1. The GDP per capita in some transition countries (Source: World Development Indicators - World Bank, 2021a)

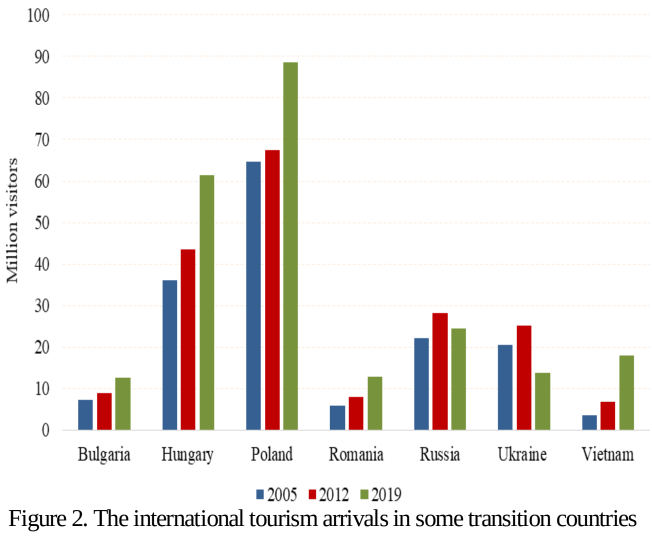


Figure 2. The international tourism arrivals in some transition countries (Source: World Development Indicators - World Bank, 2021b)

Over the same period, 2005-2019, besides the fast growth of the economies, the statistics from the World Development Indicators (World Bank, 2021b) also indicate that the international tourism arrivals of these transition countries have also increased at high levels. In particular, the total number of international tourism arrivals into this group was 160 million visitors in 2005, reached 160 million visitors in 2012, and had 231 million visitors in 2019 (raised 1.5 times for the period). The statistics show Poland is the largest tourism market amongst seven transition countries (at 88.5 million international visitors). Hungary is the second one with a number of international visitors is 61.4 million people (World Bank, 2021b). The figure of the number of international tourism arrivals also confirms that tourism might have a significant role in supporting economic growth in these countries (Figure 2).

The transition economic process requires adjusting institutional economic systems, particularly in supporting the development of private companies. Therefore, tourism is helpful when it creates many opportunities for small and medium enterprises as well as enhances the start-up activities from the private sector. Besides, based on the tourism development, the domestic markets are received new demands of products and services and help to close the link between domestic markets and the global market. The transition model appears in different ways where domestic enterprises increase their profits and practical business modes in the markets. In essence, tourism is good for the functional restructuring of public business institutions from being a provider of growth to an enabler, on the other hand, the main engines of economic growth are the private sectors, for example, private companies in the tourism sector. However, there are not any empirical studies related to the examination of the tourism-led growth hypothesis, using panel data, for this group of transition economies. On the other hand, some related studies were being done with old databases, therefore, the values for the policymaking process are quite limited.

Totally, by examining the tourism-led growth hypothesis in this group of transition economies, this study has some contributions. First, this study focuses on the topic of tourism- economic growth nexus in seven transition countries. The empirical evidence helps to fill the current research gap in the development literature. Second, based on the estimated finding, the empirical result suggests for the policymakers to increase the efficiency of the policymaking process. Third, the investigated evidence is a good reference for other developing countries to well employ the tourism-led growth strategy in their development economic plans. Besides, the database of this study is the newest one which was directly collected from the World Development Indicators (World Bank, 2021a, 2021b, 2021c) in the period of 1995-2019. Therefore, the empirical evidence of this study can help as much as possible for the policymaker in the countries. The paper includes 5 sections. Section 2 is the literature review. Section 3 presents the econometric model, methodology and data source. The estimated results and discussions are shown in section 4. Finally, conclusions and suggestions are covered in Section 5.

LITERATURE REVIEW

Economic growth is the central topic in development theories worldwide (eg., Grossman and Helpman, 1990; Barro, 1991). Basically, the tourism-led growth hypothesis is a theory that tries to identify another source to support economic growth (Balaguer and Cantavell-Jorda, 2002), besides the traditional sources such as increasing the amount of labour and capital within an economy. Since the beginning of the 2000s, the tourism-led growth theory has appeared as one of the most popular topics in the tourism literature with a number of empirical studies investigating the potential impacts of tourism on economic development over the world (Ivanov and Webster, 2013). Therefore, the examination of the tourism-led growth hypothesis is considered as the main study line in the tourism economic literature. Based on some investigated results, the tourism sector and tourism activities are noted as a robust motivation in enhancing the economic development in many countries. For two near decades, there have been some researchers studied the tourism-led growth in developed countries (eg., Nowak et al., 2007) or developing countries (eg., Chen, 2007) or island economies (eg., Katircioglu, 2009; Seetanah, 2011). However, there are a few previous results related to the case of transition economies, besides, the database is employed may be quite old. Hence, in this literature review, our study is only discussing some recent empirical evidence which much relates to the transition economies. In the European region, Payne and Mervar (2010) analysis the tourism-growth nexus in Croatia by quarterly data was collected from 2000-2008. The empirical study confirms the tourism-led growth hypothesis for the Croatian economy.

Besides, Surugiu and Surugiu (2013) analysis the long-run relationships between tourism expansion and economic growth in Romania during the period 1988–2009. The empirical evidence suggests the tourism-led growth hypothesis in this country. Besides, the quantitative results emphasize the important role of national tourism development strategies for supporting the tourism sector. On the other hand, Shahzad et al. (2017) test the tourism-led growth hypothesis in the top ten tourist destinations worldwide (includes Russia). The estimated results primarily show positive relationships between tourism and economic growth for these countries. Gričar et al. (2021) investigate the tourism-led economic growth in Montenegro and Slovenia, which are considered like newcomers on the international tourist destinations map. The empirical database is a monthly form in the period of 2010-2019. as an endogenous variable. There is a long-run cointegration relationship between tourism and economic growth in Montenegro and one cointegrated vector. However, the result confirms no cointegration vector for Slovenia.

Furthermore, Trang et al. (2014) analysis the impact of tourism on growth in Vietnam during the period of 1992–2011. The results indicate the high efficiency of the solutions of the government to enhance economic growth through the tourism sector in Vietnam. However, the contribution of the hotel and restaurant sector is found having relatively low compared to the potential. Kyophilavong et al. (2018) examine the tourism-led growth hypothesis in Laos in 1992-2014. The empirical evidence confirms that the tourism-led growth hypothesis is rejected in the case of Laos. The main reasons are the weak link between the tourism sector and the rest of the economy, besides, this country has poor infrastructure and a shortage of skilled labour in tourism sectors. Tung and Cuong (2020) examine the impact of tourism on poverty in Vietnam by a panel database collected from 61 provinces in 2010-2018.

The empirical results confirm that tourism has a negative and significant impact on poverty in the study period. In detail, a higher tourism revenue leads to a lower poverty rate in the provinces. The study results suggest policymakers should use tourism as a key factor to sustainably reduce the poverty rate of households in the future. In overview, follow the review of previous results in the group of transition countries, the effect of tourism on economic growth is quite different and depends on the social-economic characteristics of each country. There are a few studies that focus on transition countries, besides, most of the empirical studies employ the old databases which can lead to much bias in the policy-making process in the current context. Furthermore, to the best of our knowledge, there is no evidence using a panel database focused only on the tourism-led growth hypothesis of the transition economies. Hence, this study will contribute to filling this empirical research gap in the current literature of the tourism-growth nexus.

RESEARCH MODEL AND DATA SOURCE

The estimated strategy has three steps. First, the panel unit root test is employed to check the stationary phenomenon of the variables. Three panel testing methods for the unit root are used including the Levin-Lin-Chu (LLC) (see Levin et al., 2002), the Breitung (see Breitung, 2000) and the Im-Pesaran-Shin (IPS) (see Im et al., 2003). Second, the Johansen-Fisher test (see Maddala and Wu, 1999) helps to identify the cointegration relationship between variables. Third, the long-run estimated results are done by three panel regressive methods (the pooled-OLS, fixed effects and random effects). By comparison with the estimated results, the tourism-led-growth hypothesis will be concluded in the case of some transition countries in the research sample. In order to test this hypothesis, the impact of tourism on economic growth is presented by the following equations (Balaguer and Cantavell-Jorda, 2002; Seetanah, 2011; Kyophilavong et al., 2018).

$$LogY_{i,t} = \lambda_0 + \lambda_1 LogTourism\_revenue_{i,t} + u_{i,t} \quad (1)$$

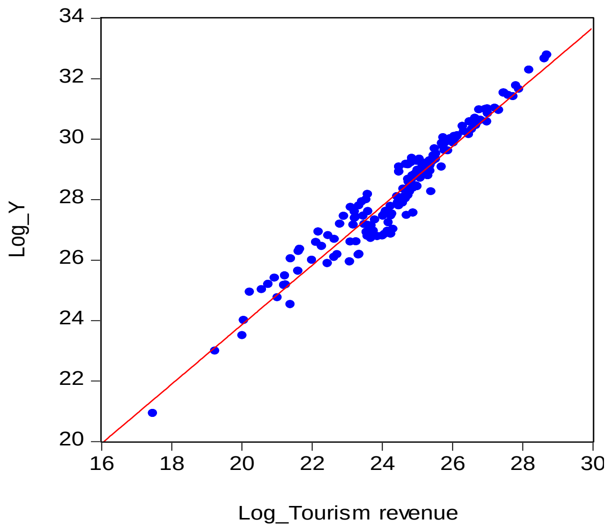
$$LogY_{i,t} = \varphi_0 + \varphi_1 LogTourism\_arrival_{i,t} + v_{i,t} \quad (2)$$

Where the LogY is the natural logarithm of the real GDP, LogTourism-revenue is the natural logarithm of the real expenditure of international tourists, and LogTourism-arrival is the natural logarithm of the number of international tourists, $u_{i,t}$ and $v_{i,t}$ are the error terms. Besides, t denotes time periods, and i is the cross-sectional unit with i ϵ [1, n].

The study uses an annual database having seven transition countries (Bulgaria, Hungary, Poland, Romania, Russia, Ukraine and Vietnam) in the period of 1995-2019. Besides the availability of the database, these transition countries are selected because they are recently included in the group of emerging economies, which have robust growth rates. This database (Table 1) is directly downloaded and calculated from the data bank of the World Development Indicators (World Bank, 2021a, 2021b, 2021c). In order to test the tourism-led growth hypothesis, the dependent variable is economic growth, which is measured by the natural logarithm of the real gross domestic product (real GDP). The independent variable is the tourism variable, which is denoted by two kinds of indicators, the first is the natural logarithm of the real tourism revenue (measured by the international tourism expenditure indicator), and the second is the natural logarithm of the number of international tourism arrivals. The real values are adjusted by the GDP deflator indicator. To the best of our knowledge, this database maybe is the best one by its high quality and the international comparable statistic available. The descriptive statistics of the database are presented in the following table. Combined with the descriptive statistical analysis, the graphing techniques are employed to represent the potential impacts of tourism on economic growth in the countries in the study sample. To further illustrate the quantitative results in the next section, two scatter plots are drawn based on the study data (Figure 3). The vertical axis shows the natural logarithm value of the real GDP (LogY) and the horizontal axis presents the natural logarithm value of the real tourism revenue (LogTourism_revenue), the natural logarithm value of the real tourism arrival (LogTourism_arrival) in the same period, respectively. Furthermore, two linear regression lines are drawn to illustrate the expected relationship between these variables. Besides, the scatter plots imply positive relationships between the LogY and LogTourism_ revenue as well as the LogY and the LogTourism_ arrival. Therefore, the tourism-led growth hypothesis can be expected to confirm the case of these transition countries for the study period.

Table 1. The statistical summary of the variables
(Source: Calculated from the research data)

Statistic	LogY	LogTourism-revenue	LogTourism-arrival
Mean	28.08290	16.56385	24.43106
Median	28.01100	16.50628	24.72100
Maximum	32.77800	18.30547	28.70400
Minimum	20.92600	14.11636	17.47500
Std. Dev.	1.948059	1.015773	1.940827
Skewness	-0.257640	-0.128062	-0.527207
Kurtosis	3.539991	2.284069	3.605169
Jarque-Bera	4.062215	4.215728	9.730281
Probability	0.131190	0.121497	0.007711
Observations	175	175	158



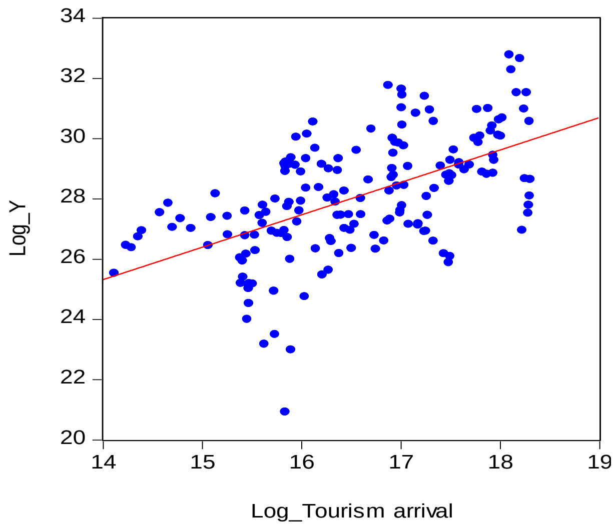


Figure 3. The graphs of the relationships LogY-LogTourism_revenue and LogY-LogTourist_arrival (Source: Calculated from the research data)

RESULT AND DISCUSSION

As mentioned in the estimated strategy, first, the variables are tested for unit roots and for cointegration between tourism and economic growth. Based on the testing results, all the tests including LLC (Levin-Lin-Chu), Breitung and IPS (Im-Pesaran-Shin) indicate that the logY and logTourism_revenue variables are stationary, both level data and first difference data, at the significance of 1%. The LogTourism_arrival is non-stationary at level, however, the application of the first difference values confirms this variable is stationary at the significance of 1%. Hence, the tests imply that the variables are integrated of order one I (1). The optimal lag is chosen by the reference from the Akaike Information Criterion (AIC). The results of the unit root tests are shown in the below table (Table 2 and Table 3).

Table 2. Result of the panel unit root test
(Source: Calculated from the research data)

In the level			
Method	LogY	LogTourism-revenue	LogTourism-arrival
Levin-Lin-Chu (LLC)	-3.388***	-3.628***	-0.633
Breitung	-3.480***	-3.144***	3.186
Im-Pesaran-Shin (IPS)	-2.390***	-2.442***	-0.692
In the first difference			
Method	ΔLogY	ΔLogTourism-revenue	ΔLogTourism-arrival
Levin-Lin-Chu (LLC)	-9.238***	-9.263***	-7.945***
Breitung	-3.206***	-4.364***	-5.038***
Im-Pesaran-Shin (IPS)	-9.907***	-9.554***	-9.469***

Notes: *** denotes significant at 1%

Table 3. The Johansen-Fisher panel cointegration test result
(Source: Calculated from the research data)

Hypothesized No. of Cointegration Equation(s)	Fisher-statistic (from Trace test)		Fisher-statistic (from Max-Eigen test)	
	Statistic	P-value	Statistic	P-value
The independent variable is the natural logarithm of tourism revenue				
None	95.15***	0.000	67.91***	0.000
At most 1	62.25***	0.000	62.25***	0.000
The independent variable is the natural logarithm of tourism arrival				
None	136.5***	0.000	88.13***	0.000
At most 1	92.53***	0.000	92.53***	0.000

Notes: *** denotes rejection of the null hypothesis at 1%

Based on the unit root tests, the variables are expected to cointegrate at I(1) in all countries. The Johansen-Fisher cointegration test is applied to identify the existence of a long-run relationship between the variables in the countries (Maddala and Wu, 1999). The cointegration test helps to conclude that the variables might be cointegrated at I(1), otherwise, the regressive result maybe is a spurious estimate. The Johansen-Fisher cointegration test is done between the natural logarithm of the real GDP (LogY) and the natural logarithm of the real tourism revenue (LogTourism_revenue), on the other hand, between the natural logarithm of the real GDP (LogY) and the natural logarithm of the tourism arrival (LogTourism_arrival). The optimal lag length for the cointegration test is based on the suggestion of the Akaike information criterion (AIC). By using two indicators, the Trace statistic and Maximum eigenvalue statistic, the Johansen-Fisher tests confirm that there are 2 cointegration equations between tourism and economic growth in the study sample of transition economies. In detail, the null hypothesis of no cointegration (H_0) is rejected when these statistics are statistically significant at 1%. The cointegration test results also imply the impact of tourism can be considered as an influencing variable in ensuring a cointegration relationship between tourism and economic growth in these countries. The results of the cointegration tests are reported in the below table.

The Johansen-Fisher cointegration tests conclude that there is the existence of long-run relationships running from tourism to economic growth in these transition countries (Maddala and Wu, 1999). Therefore, two long-run models can be estimated and then identify the sign and the significant level of received coefficients, which help to confirm the tourism-led growth hypothesis in the case of these countries. If the coefficients of LogTourism_revenue and LogTourism_arrival are positive and statistically significant, the tourism-led growth hypothesis will be confirmed, hence, these countries have come to be known as tourism-led growth economies. On the opposite side, this hypothesis can be rejected in the development process of these countries for the study period. However, as shown in Table 4, the tourism-led growth hypothesis can be concluded in these countries. The combined results from two long-run equations are in the below table.

Table 4. The panel estimated results (Source: Calculated from the research data)

Dependent variable: The natural logarithm of real GDP (LogY)						
Variable	*Pooled_OLS*		*Fixed_effects*		*Random_effects*	
Constant	4.220***	[8.617]	4.686***	[10.02]	4.681***	[9.659]
LogTourism_revenue	0.982***	[49.15]	0.963***	[50.43]	0.964***	[51.11]
R-squared	0.9393		0.9679		0.9440	
Adj – R squared	0.9389		0.9665		0.9436	
Observations	158		158		158	
Dependent variable: The natural logarithm of real GDP (LogY)						
Variable	*Pooled_OLS*		*Fixed_effects*		*Random_effects*	
Constant	10.26***	[5.124]	-6.977	[-1.550]	-0.356	[-0.096]
LogTourism_arrival	1.075***	[8.910]	2.116***	[7.791]	1.716***	[7.726]
R-squared	0.3145		0.5366		0.2505	
Adj – R squared	0.3105		0.5172		0.2462	
Observations	175		175		175	

Notes: *** denotes significant at 1%, and t-statistic in the parentheses

In Table 4, the estimated results of the long-run models obviously indicate that the tourism variables have positive and significant impacts on the economic growth at the significance of 1%. The estimated results also are consistent between three methods including the pooled_OLS, the fixed effects and the random-effects. Therefore, the tourism-led growth hypothesis is confirmed in the case of seven transition countries. In detail, the elasticity of the tourism_revenue variable is around 1% with three methods, which implies that a 1% increase in the tourism revenue can lead to a 1% increase in economic growth in the long run. Besides, the estimated results also indicate that a 1% increase in the number of tourism arrivals makes a 1.075% (the pooled_OLS), a 2.116% (the fixed effects), a 1.716% (the random effects) increase in the annual growth rate of these economies, respectively. Furthermore, the quantitative results are suitable with the trend of the database shown in the above figures as well as the Johansen-Fisher congregation test in the previous section. The empirical results suggest that the tourism-led growth strategy is really a good development plan in long run in transition economies, which are changing from a centrally planned economy to a market economy.

Our empirical finding also helps to expand the previous results of in transition countries in the European region such as Payne and Mervar (2010) in Croatia, Surugiu and Surugiu (2013) in Romania, Gričar et al. (2021) in Montenegro and Slovenia, and in the Asian region such as Trang et al. (2014). Besides, our empirical result is the opposite of the previous result from Laos (a transition economy in Asia), because this economy had not confirmed the tourism-led growth hypothesis for the period of 1992-2014 (Kyophilavong et al., 2018). Some transition economics have met many huge achievements in economic development in recent decades as well as have successfully joined into the group of developed countries. However, our study highlights the tourism sector and tourism activities are still very helpful to establish an advantageous market economy with high competitiveness and high freedom in the business environment. Finally, our findings have not only expanded the empirical results but also filled the current research gap of tourism-growth nexus in the case of the group of the transition economies. The robust growth model of these transition economies needs to continue to be maintained and expanded the economic contributions from the tourism development variable.

CONCLUSION

The paper examines the tourism-led growth hypothesis in a group of transition countries, includes Bulgaria, Hungary, Poland, Romania, Russia, Ukraine and Vietnam, in the period of 1995-2019. These countries have had robust economic growth rates in recent decades. The Johansen-Fisher test confirms the existence of long-run cointegration relationships between tourism and economic growth in this group of countries. Besides, the panel estimated results show positive and significant impacts of tourism variables on economic growth at 1%, which concludes the tourism-led growth hypothesis in the case of the transition economies. Based on the estimated results, our finding highlights that the policymakers should persist in applying the tourism-led growth strategies in the future.

From the perspective of policy implications, based on our evidence, tourism-led growth is concluded as a good national development strategy that helps to support economic growth in countries. Besides, the growth of tourism also helps the host economies to close links with the global value chains. In the future, the support for tourism sectors needs to consider in order to help this economic sector develop more sustainable in the future. On the other hand, the leaders in countries maybe note that the instability of the world economy and international health crisis (eg., a global pandemic) can push the tourism-led growth economies into external crisis shocks. Although our empirical result implies that the expansion of tourism activities is an important factor of the economic development path in these countries, the potential risks from outsides can decrease when the domestic tourism of countries is stimulated and helps diverse demand from both inside and outside, therefore, the benefits in increasing tourism are stable in the long run. Besides, in order to sustainably develop the tourism sector, there are some possible solutions as follows, establish the dynamic link between the tourism sectors and the rest of the economies, invest more to increase the quality of infrastructure systems, and raise human resources in tourism sectors (eg., skilled labours). Finally, the transition economies need to continuously increase the competitiveness of their tourism sectors and join deeper in the global value chain of tourism services. Therefore, tourism-led growth can help them successfully enhance economic growth in this group of countries in the future.

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ASSESSMENT OF TRIP EXPERIENCE FROM CHINESE TOURISTS' PERSPECTIVES ON INDONESIA TOURISM

Filda RAHMIATI*
President University, Ki Hajar Dewantara, Faculty of Business, Cikarang, Indonesia, e-mail: filda.rahmiati@president.ac.id

Mohammed Hariri BAKRI
Universiti Teknikal Melaka Malaysia, Faculty of Technology Management
& Technopreneurship, Hang Tuah Jaya, Meaka, Malaysia, e-mail: hariri@utem.edu.my

Fu SHUYUAN
President University, Faculty of Business, Ki Hajar Dewantara, Cikarang, Indonesia, e-mail: fu.shuyuan@student.president.ac.id

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Abstract: With China's rapid economic growth and improved standard of living, travel and tourism are increasingly becoming the first choices for vacation activities. The purpose of this research is to assess the trip experience on destination loyalty through tourist satisfaction of Chinese tourists who visited Indonesia tourism. The quantitative research method was used and the primary data collected using questionnaire to 158 respondents of Chinese tourists who visited Indonesia analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The study indicates that 6 of the 7 hypotheses are accepted. As a result, accommodation mediated by tourist satisfaction has no significant effect on destination loyalty. The impact of trip experience on destination loyalty mediated by tourist satisfaction accounted for 64.4 percent. This study demonstrates how Chinese tourists evaluate their trip experiences of Indonesia tourism. Transportation was discovered to have the greatest impact, whereas need to be improved in order to create destination loyalty.

Key words: accommodation, excursions, transportation, trip experience, tourist satisfaction, destination loyalty

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INTRODUCTION

Tourism is a thriving industry these days. With the expansion of the global economy, tourism has emerged as the pillar industry with the highest income in the majority of nations. It is the global engine of employment generation (Edgell, 2019). According the World Travel and Tourism Council's (WTTC) latest annual research, conducted in collaboration with the Oxford Institute for Economic Research, tourism grew by 3.5 percent in 2019, outpacing global economic growth by 2.5 percent for the ninth consecutive year (WTTC, 2019). Indonesia does as well; because as travel industry in Indonesia has developed, the foreign exchange earnings from tourism has increased annually (Jaelani et al., 2020) also leads to the development of related businesses, especially tourism supporting businesses. It has solved a large number of people's employment problems. Over the years, Indonesia has made tourism the focal point of its economic development, and it has achieved great success (Ollivaud, 2019). China has become one of the world's largest markets, as well as Indonesia's second biggest foreign tourist market after Malaysia (Arlt, 2013). With China's rapid economic growth, standard of living has improved greatly, and so as a lifestyle has shifted, travel and tourism are becoming the first options for people's holiday activities (Richards, 2018). According to a report from the China National Tourism Administration, China ranks first in the world of outbound trips in the first half of 2017, with 62 million trips (Wei et al., 2017). The World Tourism Organization (WTO) expects that Chinese tourists could become one of the world's main tourist countries of origin by 2020 (Sartorelli, 2019). Southeast Asian countries are also attempting to entice Chinese tourists. Thailand, Vietnam, Singapore, Malaysia, Indonesia, and the Philippines are among the top 10 most popular destinations in the world (Liu, 2017). The number of Chinese travelers keeps growing, the number of Chinese tourists visiting Indonesia has increased the most rapidly, surpassing Malaysia and Singapore. However, the growth of Chinese tourists has slowed. In 2019, approximately 2 million Chinese tourists visited Indonesia, accounting for 12% of total foreign tourists (Ollivaud, 2019). Thus, study on trip experience of Chinese tourists who visited Indonesia should be explored in effort to expand future visitors by returning, as well as recommends others as a result of satisfaction.

Tourism satisfaction, according to Ramseook-Munhurrun (2015), is essential to the future viability of tourist destinations. Tourists who are satisfied with their experience will return and recommend it to others. Tourist satisfaction is a determinant of destination loyalty and would be based on tourists' experience, starting from transportation from their home country to the destination, as well as accommodation and excursion activities, while traveling (Rahmiati et al., 2019). Thus, tourists have a trip experience when they engaged in tourism activities and consume tourism products or services.

* Corresponding author

Those experiences can boost a desire to return. Positive feedback are generated as a result of offering satisfying tourism goods and services, which increases loyalty (Da Costa Mendes et al., 2010). As a result, Sangpikul (2018) mentioned travel experience associated with people to destination loyalty was shown to be significant. Additionally, Ramesh and Jaunky (2021) mentioned that satisfaction increases destination loyalty allowing businesses to attract more tourists.

Thus, transportation, accommodation, and excursion activities all play an important role in tourist satisfaction and intent to return (Agyeiwaah, 2019). This study explores the tourist satisfaction and destination loyalty of Chinese tourists who visited Indonesia tourism based on trip experience of transportation, accommodation and excursions.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Destination Loyalty

Customer loyalty can be defined as the customers having a long-term commitment to repurchase the same product or service at a tolerance of price. In addition, customer loyalty linked to the aim of returning and recommending it to others (Liang, 2008; Xue and Yang, 2008; Wahyuningsih, 2012; Amoah et al., 2016; Chiu et al., 2016; Danurdara and Hidayah, 2016; Gallarza et al., 2016). Destination loyalty means a consistent source of income and an increase in the destination's economic advantages. Loyal behavior of tourists means lower costs than attracting new customers (Yasami et al., 2020). As a result, tourist destinations compete for repeat visits from tourists. It is the best predictor of post-visit behavior in terms of destination loyalty. Study done by Sangpikul (2018) approved that travel experience directly affects tourist satisfaction, and also indirectly affects destination loyalty through tourist satisfaction as a mediating variable whereby tourist satisfaction as the important mediating variable (full mediation role) between travel experience and destination loyalty (Figure 1). A high level of tourist satisfaction should be targeted in addition to having a good travel experience at the destination to encourage tourist revisits. Tourists who have had a positive travel experience and are satisfied with the destination's attributes are more likely to return. Also, a memorable tourism experience, through satisfaction, is a good predictor of destination loyalty (Stavrianea and Kamenidou, 2021).

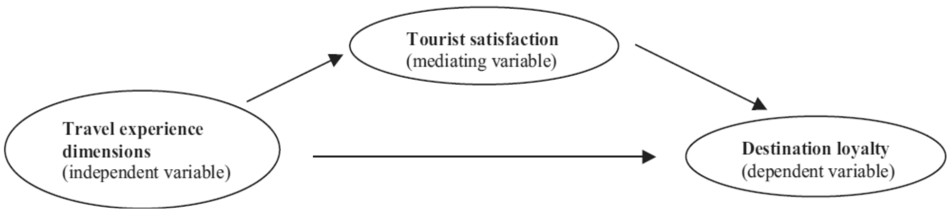

Figure 1. Travel experience dimensions on tourist satisfaction and destination loyalty (Source: Sangpikul, 2018)

Tourist Satisfaction

Tourist satisfaction in the tourism industry is the result of a comparison of tourists' expectations of the destination and their on-the-spot perception after arriving at the destination. It will influence the choice of destination, consumption of tourism products and services, whether or not to return, and whether or not it is recommended to friends and relatives (Ardani et al., 2019). Tourist satisfaction is developed from customer satisfaction and is considered to be the main variable for maintaining competitive business (Abubakar and Mavondo, 2014). Tourist satisfaction is the result of a variety of factors, including the expectations generated during past travel and the tourist's perception of the services received (González-Rodríguez, 2020).

Trip Experience

During the trip experience phase customers purchase tourism items such as inbound and outbound transportation, accommodation during the journey, and a variety of tourism experiences known as excursions. The first sub-sector is transportation, which is divided into international and national transport. International air carriers are the most common mode of international transportation (Christian et al., 2011b). Depending on the inbound country, local transportation is also available. Inbound countries have their own transportation actors who coordinate and collaborate with foreign logistics firms. Tourism organizations may equip and invest in more modern and comfortable modes of transportation. Tourist destinations must collaborate with transportation companies to provide more transportation options to tourist attractions, allowing visitors to have a more enjoyable experience (Giao et al., 2021).

After transportation, accommodation could see a place to stay and a place to eat. This phase explains various types of accommodations, such as hotels, boutique hotels, motels, apartments, resorts and many more. Lastly, excursion activities are experienced by tourists. These are natural tourism, entertainment, festival, and also shopping. Besides, tourist's experience is felt when tourists are involved in the tourism activities during the trip; consuming tourism products or services. Those experiences can contribute to a desire to return. Positive feedback are generated as a result of offering the best tourism goods and services, which increases loyalty (Da Costa Mendes et al., 2010). Those activities during the trips experience are measured by the efficiency (Noor et al., 2020) whereby functional benefit experienced by the customer such as time saving. In addition, personnel service quality is important in tourism destination. Competent, helpful, friendly, kind, and knowledgeable personnel are needed today as customers want to be better informed in making selection (Rahman et al., 2016).

Based on the prior discussions, the following hypotheses were proposed in this study:

H1: Transportation has a significant impact on the Chinese tourist satisfaction visiting Indonesia

H2: Accommodation has a significant impact on the satisfaction of Chinese tourists visiting Indonesia

H3: Excursions have a significant impact on the satisfaction of Chinese tourists visiting Indonesia

H4: Tourist Satisfaction has a significant impact on the destination loyalty

H5: Transportation has a significant impact on destination loyalty mediated by tourist satisfaction of Chinese tourists visiting Indonesia

H6: Accommodation has a significant impact on destination loyalty mediated by tourist satisfaction of Chinese tourists visiting Indonesia

H7: Excursions have a significant impact on destination loyalty mediated by tourist satisfaction of Chinese tourists visiting Indonesia

RESEARCH METHOD

The study used a quantitative research method to examine the impact of trip experiences such as transportation, lodging, and excursions on loyalty as mediated by satisfaction. The data collection using primary data were collected through online questionnaire to Chinese tourists who had previously visited Indonesia within three weeks of data collection period. A non-probability sampling designed for this study. A convenience sampling was used to get the sample. The study's sample size were 158 responses. Questions were graded using a Likert scale of one to seven points. Smart-PLS version 3 data analysis software was used in the study. For transportation, five items were adopted from Setyanto and Pangestuti (2019), five items were adopted from Nugroho et al., (2016), and five items were adopted from Gaffar et al. (2011); Prakash and Chowdhary (2010); Ratminingsih et al. (2018), and Salazar (2013). Five items from Sumaedi et al (2014), Budiman et al (2014), Cholik (2017), and Khuong and Ha (2014) were used to assess Satisfaction (2014). Five items adapted from Khuong and Ha (2014), Gallarza et al (2016), and Liang (2008) were used to assess loyalty.

RESULTS AND DISCUSSION

Demographic profile of respondents

The demographic profile of the respondents is divided into gender, age group, time visit, and traveling companions. Gender distribution among respondents is nearly equal, with males accounting for 53% and females accounting for 47%. The majority of respondents (33%) are between the ages of 21 and 30, followed by 31-40 years (28 %), 41-50 years (20 %), 20 years (15 %), and > 50 years (6 %). More than half of the respondents (54%) are first-time visitors, followed by 2-4 times (39%) and 7 percent visiting Indonesia more than 5 times. Most tourists visiting Indonesia with tour groups account for 30.3 %, tourists visiting Indonesia with families account for 29.3 %, tourists visiting Indonesia with relatives and friends account for 23.2 %, and tourists visiting Indonesia alone account for 17.2 %.

Assessment of Measurement Model

The outer loadings in the study's measurement model are good enough to fit into the construct (Table 1 and Figure 2). However, should be higher than 0.60, there are two constructs that are less than 0.6, so E1 and CTS3 were deleted. The study's outer loadings for transportation range from 0.669 to 0.760. Loadings for accommodation range from 0.740 to 0.784. The outer loadings for excursion ranged from 0.637 to 0.780. Outer loadings for satisfaction range from 0.635 to 0.755. Lasty, loadings for loyalty range from 0.695 to 0.818.

Table 1. Construct Validity and Reliability

Construct	Loading	Composite Reliability	Average Value Extracted
Transportation			
T1	0.669	0.844	0.521
T2	0.735		
T3	0.721		
T4	0.760		
T5	0.719		
Accommodation			
A1	0.740	0.878	0.590
A2	0.770		
A3	0.784		
A4	0.778		
A5	0.768		
Excursion			
E2	0.748	0.808	0.515
E3	0.780		
E4	0.696		
E5	0.637		
Satisfaction			
CTS1	0.727	0.802	0.504
CTS2	0.635		
CTS4	0.718		
CTS5	0.755		
Destination Loyalty			
TL1	0.695	0.883	0.602
TL2	0.792		
TL3	0.818		
TL4	0.778		
TL5	0.793		

Table 2. Discriminant validity Heterotrait-Monotrait Ratio (HTMT)

	Accommo-dation	Excursions	Destination Loyalty	Tourist Satisfaction	Transpor-tation
Accommo-dation					
Excursions	0.476				
Destination Loyalty	0.619	0.467			
Tourist Satisfaction	0.489	0.538	0.710		
Transpor-tation	0.519	0.458	0.725	0.686	

Table 3. The direct and indirect impact of the study

Hypo-thesis	Relationship	T value	P value	Interpre-tation
H_1	Transportation -> Tourist Satisfaction	4.572	0.000	Significant
H_2	Accommodation -> Tourist Satisfaction	1.986	0.048	Significant
H_3	Excursions -> Tourist Satisfaction	2.297	0.022	Significant
H_4	Tourist Satisfaction -> Destination Loyalty	2.462	0.014	Significant
H_5	Transportation -> Tourist Satisfaction-> Destination Loyalty	2.220	0.027	Significant
H_6	Accommodation-> Tourist Satisfaction -> Destination Loyalty	1.433	0.152	Not Significant
H_7	Excursions -> Tourist Satisfaction-> Destination Loyalty	2.706	0.039	Significant

As shown in Table 1, Average Value Extracted for five variables shown in acceptable range (minimum requirement is 0.50) from 0.504 to 0.602. And also, the value of Composite Reliability is greater than 0.7. The next test is to test the discriminant validity through the evaluation of the HTMT value. According to Henseler (2015), if the HTMT value is lower than 0.90, the validity of the discrimination between the two reflective structures is established (Table 2).

Assessment of Structural Model

The diagram in Figure 2 depicts the structural model of the study. The bootstrapping method was used in Smart PLS 3 to determine the direct effects of variables. This study's direct relationship standardized into three: the impact of trip experience (transportation, lodging, and excursions) on satisfaction, and the impact of satisfaction on loyalty. They also proposed an indirect relationship, which is the role of satisfaction as a mediator between trip experience (transportation, accommodation, and excursion) and loyalty.

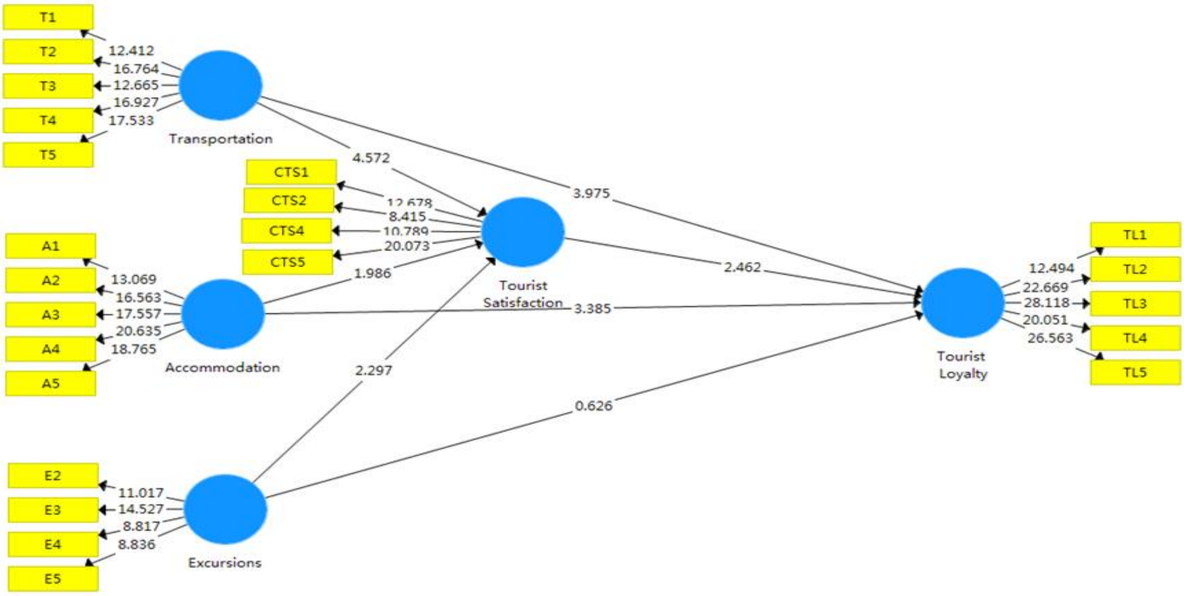

Figure 2. Structural Model of the Study

As shown in Table 3, transportation (T value= 4.572, p value= 0.000), accommodation (T value= 1.986, p value= 0.048) and excursion (T value= 2.297, p value= 0.022) have significant impact on satisfaction. Besides, satisfaction also has a significant impact on loyalty (T value= 2.462, p value= 0.014). Table 3 also shows the results of the mediating effects of the study of satisfaction as a mediating variable between trip experience (transportation, accommodation, and excursion) and loyalty. It found out that satisfaction plays a significant mediating role on transportation (T value= 2.220, p value=0.027), accommodation (T value= 1.433, p value= 0.152), and excursion (T value= 2.706, p value= 0.039).

The internal model can be evaluated by observing the value of Q^2. The Q^2 represents a measure of how well the path model can predict the originally observed values (Hair et al., 2017). In the table, it shows SSO as the sum of the squared observations, SSE the sum of the squared prediction errors, and the last column (1 – SSE/SSO) the final value of Q^2, which we interpret to judge the model's predictive relevance with regard to each endogenous construct. The value of Q^2 of .02 represents a "small" effect size, .15 represents a "medium" effect size, and .35 represents a "high" effect size. the Q^2 values show 0.644 of all endogenous constructs are considerably above zero. These results provide clear support for the model's predictive relevance regarding the endogenous latent variables. This means that the key constructs of transportation, accommodation and excursions as the highest relevance based on high effect size to explain the endogenous latent variable(s) in the structural model accounted for 64.4%, which illustrates by tourist satisfaction on destination loyalty.

CONCLUSION

The result found that all aspects in trip experience (transportation, accommodation, and excursion) had a direct impact on satisfaction. Transportation is an indispensable part of the tourism industry, and the quality of available and destination transportation will affect the experience and overall satisfaction of tourists. Next, accommodation standards are also important determinant of accommodation satisfaction, as well as satisfaction with prices, facilities and services, and overall satisfaction with accommodation. This research has similar result with Chatzigeorgiou (2017). Last, excursions have a significant impact on tourist satisfaction having similar result with Sangpikul (2018). This research shows that short-distance excursions are an indispensable part of tourism activities. The attitude of the tour guide affects the mood of tourists. The professional level of the tour guide determines whether the tourism activities go smoothly. The historical features and beautiful scenery of the scenic spots are the main tourism purpose, tourist participation in excursion is the core of perceived value and reasonable price, which can improve tourist satisfaction.

A direct relationship is satisfaction and loyalty, this study found similar result with Lee (2011) who mentioned that there is a positive impact of tourist satisfaction and loyalty. Supported by Rahmiati et al. (2020), foreign tourists who are pleased with the Indonesia tourism products will undoubtedly return to Indonesia in the future, try more tourist products and services, say positive things about Indonesia, and recommend it to friends and family. Thus, the higher the tourist satisfaction, the higher the loyalty, and this satisfaction will make the tourist return and recommend it to others. This study has similar result with Yamashita and Takata (2021) as the more loyal international tourists feel toward the destination, the more engaged with and familiar they are with the tourism products they have previously visited the destination.

For indirect impact of this study, the provision of appropriate transportation can change the interest of tourists in destinations. Transportation is providing mobility for tourists in the destination, and the experience of tourists in public transportation services may affect the satisfaction of tourists and thus affect the loyalty of tourists. According to the results, accommodation was found not to have significant impact on loyalty when mediated by satisfaction. The lowest t-value was accommodation based on hotel reservations. Most Chinese tourists find it difficult to book a room before visiting Indonesia. The hotel reservation was to be problematic for tourists to stay in Indonesia, which affects the satisfaction and loyalty of tourists. Last result, tourist loyalty can be built by satisfied tourists in excursion.

If Chinese tourists are satisfied with excursion, Chinese tourists will recommend their satisfaction on Indonesia tourism to others. Coban (2012) supported the result that excursion through intermediary visitor satisfaction has a positive and significant impact on loyalty. This study suggests that the importance of the quality of products and services of the trip experience on tourist destination loyalty is mediated by tourist satisfaction, which can create a competitive advantage for Indonesia tourism (Rahmiati et al., 2020). A precise information on tourism products must be available respectively offline and online to avoid miscommunication, such as the availability of adequate transportation, and also the availability of accommodation as well as tourist products.

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BUSINESS SUSTAINABILITY PRACTICE AND OPERATIONAL MANAGEMENT INHOTEL INDUSTRY IN AQABA SPECIAL AUTHORITY ECONOMIC ZONE AUTHORITY (ASEZA)

Omar JAWABREH*
The University of Jordan, Faculty of Tourism and Hospitality, Department of Hotel Management, Jordan, e-mail: o.jawabreh@ju.edu.jo

Haitham ABDELRAZAQ
University of Western Sydney, School Business, Australia, e-mail: haithamabdelrazaq@gmail.com

Ashraf JAHMANI
Al-Ahliyya Amman University, Business School, Jordan, e-mail: ajahmani@ammanu.edu.jo

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Abstract: The objectives of this paper are to explore the understanding of tourism through business sustainability through the management of the environmental and operating practices of five-star hotels in Aqaba Jordan. Data would be obtained from a variety of outlets, including paper analyses, impressions, and questionnaires. Semi-structured interviews are typically used to retrieve and supply details. The primary purpose of such interviews is to collect contextual knowledge from the sampled community. It also seeks to include useful knowledge on specific problems and to gain a range of perspectives on specific issues. It is planned to pilot the paper and pencil surveys and the test details to be gathered by field visits and semi-structured interviews. The findings reveal that hotels in Aqaba have used reuse or recycle glass or plastics. In order to encourage sustainable practices in the hotel industry in Jordan, we need to build distinction and competitive advantages by cost savings. The sustained success of economic operations is of utmost importance to companies, whether in the production or service sectors. This emphasis on sustainability is especially relevant to the growth of tourism and hospitality destinations. Established and Emerging economies have embraced environmental and organizational sustainability as a core.

Key words: perception, sustainability, operational management, sustainability, environmental, Aqaba

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INTRODUCTION

Sustainable performance of business activities is highly essential for businesses, whether in the manufacturing or services industry. This focus on sustainability is particularly significant in developing tourism and hospitality destinations. Developed and Developing economies have adopted environmental and operational management as a key focus of their hospitality and tourism enterprises. Europe in particular has a variety of globally recognized environmental schemes, and includes the European Eco-Management, the International ISO-14001, Audit Scheme (EMAS), and the European Eco-label scheme. Some hotels are still resistant to "greening behavior" such as investing in environmental protection initiatives and introducing environmental protection measures. These companies believe that these initiatives require considerable capital investment; they do not bring any significant financial benefit to the hotel (Eshun and Tichaawa, 2020; Maaiah and Wouhoush, 2020; Jinha and Youn-Kyung, 2020; Rizal et al., 2020; Trip et al., 2021; Kang et al., 2012). Furthermore, some scholars have found consumers to be ambiguous about purchasing environmentally friendly products (Jones et al., 2016; Kuqi, 2018; Liesbeth, 2004).

The roots of environmental thought in the hospitality sector became evident over half a century ago, when a few enterprising hoteliers realized they could provide an enhanced guest experience by integrating natural elements into the resort experience. This concept, which evolved from earlier land conservation efforts, was pioneered in such locations as Caneel Bay and the Maho Bay Camps in the U.S. Virgin Islands. Key events in the decades that followed are briefly outlined below (Demetra et al., 2021; Olya et al., 2020; Sayfuddin, 2021). The focus of this study is to examine the perception of tourist through business sustainability through the management of environmental and operational practices of five star hotels in Aqaba Jordan. Environmental management is gaining significant recognition among businesses all over the world. Attaining positive and favorable environmental and operational performance largely drives the activities of businesses. As indicated by Kirk (1995), the concern related to the management of environmental performance is mainly associated with industries such as tourism, which account for direct pollution from their business practices. However, during the 1990s the subject of sustainable and better operational environmental performance has led to the expansion of sustainability of business in various other industries. Environmental protection and conservation have become important to the hotel industry from the perspective of government, consumers and the industry itself. Rapid economic development has

* Corresponding author

caused environmental pollution and destruction. As a result, the government, industry and consumers are highly concerned about environmental conservation. Zhenhua Liu, 2003; Singh et al., 2011; Wang et al., 2013; Xing and Kara, 2013; Xun and Dogan, 2015; Yaiza, 2011; Zhang et al., 2012).The hospitality industry is one such example, having faced significant concerns about managing the performance towards the environment and the need to adopt sustainable practices.

The number of resources to assist hotel owners and operators in understanding and implementing sustainability measures is vast. These resources are provided by international organizations, public agencies (national and local governments), environmental firms, architectural and engineering consultancies, energy firms, utilities, trade organizations, and other entities (Hwai-Shuh, 2012; Karolina, 2017; Lei et al., 2011; Masadeh et al., 2019; Masa'deh et al., 2017; Ángeles et al., 2017; María del Mar et al., 2018; Sajjad et al., 2018; Sainaghi et al., 2018). The purpose of this research is to investigate sustainable environmental performance in five star hotels in Aqaba, Jordan. The primary objective of the research is to determine the impact of business and operational practices of five star hotels in Aqaba. This will be determined by conducting data collection from the main stakeholders such as guests, hotel managers and suppliers through their responses and conducting literature reviews from brochures and artifacts. The data collected will then be analyzed through qualitative analysis.

LITERATURE REVIEW

Sustainable practices as adopted by hotels are highly favored by customers and their higher satisfaction level makes them loyal towards the hotel. Keeping existing guests and repeat visitation is a constant theme when discussing profitability in the service industry. Guests are becoming increasingly attracted to hotels that have gone 'green' and are seen to be employing active environmental conservation measures. According to Kang et al. (2012), Consumer willingness to pay a premium for green initiatives is significantly higher, making an investment in green practices attractive to hoteliers. Generally, hotels practicing effective sustainability programs improve their sustainability programs and stand a better chance of gaining Green Globe certification. The major challenge for the hotel industry is instilling change in their business operations. Hotels operate with the main motive of enhancing their profitability. It is becoming increasingly important that hotels consider stakeholders like the community, government, society and the environment. Studying the business sustainability topic from an organization change viewpoint helps us to understand better why efforts by stakeholders to implement sustainable development only realize partial success, says Blomme et al., (2013). Second, the theoretical perspective to be applied is that of Strategic Management Theory in the discussion of environmental and operational management practices in the hotel industry. Hotel chains in the higher star levels (four and five star) are more actively engaged in initiatives that address issues directly linked to environmental sustainability (Richard, 2000; Saleh and Hassan, 2000; Wyngaard and Lange, 2013).Operational decisions such as the management of waste and consumption of various significant natural resources, design and human resource practices should be undertaken in a manner that leads to their strategic use and advancement in the overall efficiency of hotels. Both Stakeholder Theory and Strategic Management theory and approaches will be canvassed in the literature.

Sustainable tourism, according to Forsyth (2003), is the consequence of and imitation of sustainable development (SD). According to him, sustainable development refers to production that satisfies current demands while also having the capacity to satisfy future generations' needs. While concise, this explanation overlooks the difficulties of putting the concept into practice. This is due to a number of impediments to sustainable development, most notably in terms of the idea and reach of sustainable techniques, as well as the sectors in which they operate (Berezan et al,. 2013; Chen, 2009). In addition to enhancing the perceived product quality (Reinartz et al., 2004), CRM stands for Customer Relationship Management, and it refers to the joint effort with each customer because the firm adds value to their life, and they express their gratitude by remaining loyal to the brand. This is a personalized agreement with each client that seeks to identify and keep the greatest consumers while also expanding the company's knowledge of their particular requirements, fulfilling their expectations of the organization, and making a positive impact in their lives (Jawabreh et al., 2020).Customer satisfaction must be improved in order to retain client loyalty. Today, the most important thing to do to enhance customer happiness is to adopt consumer-centered practices that are customized to the needs and values of each individual customer (Jens andSteen,2007). Customer loyalty is described as the long-term and ongoing retention of a relationship via the provision of service that meets, if not exceeds, the customer's needs (Iraldo et al,. 2017).

Hwan and Ercan, S (2005) create indicators to track community tourism development (CTD) in a long-term context. This research used a modified Delphi method to generate such objective indicators. The indicators were developed with the help of a panel of 38 academic tourism researchers. After three rounds of deliberation, panel members agreed on the following 125 indicators for CTD: political (32), social (28), ecological (25), economy (24), technical (3), and cultural aspects (13). This collection of sustainable tourism indicators may be used to develop a set of indicators at the local and regional levels. Further research will be conducted to develop a set of sustainable indicators based on the unique characteristics of communities and involving indicator experts from the social and physical sciences as well as representatives from all stakeholder groups, including residents of the host community, industry experts, government planners, policy-makers, and non-governmental organizations (Fanni and Rezazadeh, 2018; Hardy and Beeton, 2001). Introduces a comprehensive new competitive model that focuses on environmental sustainability aspects related to tourism destinations. Because of the variety of industries involved in destination planning and development, a competency model that examines the relationships among all stakeholders involved in creating and integrating value-added products to sustain resources while maintaining market position relative to other competitors is required. Future destination growth must be led by a competent and efficient management with a focus on a sustainable client base. As a result, destination management should concentrate on a thorough evaluation of distinctive comparative advantages that offer a unique long-term attraction to the target travel consumer groups. As a result, a particular destination's lifespan becomes a consequence of reacting to market demand and competitive difficulties. Future destination development plans must be consistent with market demands and environmental integrity in order for the sector to remain economically viable. According to research performed by Webster (2000), increased public knowledge forces companies to concentrate on attaining long-term success. According to the findings, environmentally aware consumers are willing to pay a greater premium for a company that implements greener business methods. According to Mensah (2006), the necessity for environmentally aware consumers to buy from green businesses, as well as development possibilities, has been the main pushing force for hotels in attaining environmentally friendly and sustainable overall performance. Webster (2000) goes on to emphasize the need to promote sustainability measures in terms of public relations. Publication of sustainability indicators in reports, as well as acknowledgment of major proactive actions taken to improve overall environmental and sustainable performance, are an additional benefit. Apart from that, the sustainable measures taken by hotels are also recognized in relation to their buying habits. Purchasing activities and considerations such as purchasing recyclable materials rather than single-use materials, encouraging seller firms to partner in recycling, purchasing from local firms, purchasing less hazardous cleansers, and purchasing energy-saving materials are all examples of environmental sustainability in action (Mensah, 2006). Hotels aiming for sustainable performance may then apply transformational approaches to the overall performance of the hotel by concentrating on these areas (Erdogan and Baris, 2007; Aswita et al., 2018; Eshun and Tichaawa, 2020).

Many of the results of Masa'deh et al., 2017) research on environmental management practices in hotels in Aqaba, Jordan, were found to be similar in terms of sustainable strategies implemented by hotels. The presence of an environmental policy, the appointment of a dedicated environmental manager, the use of natural ventilation rather than air conditioning, the installation of dual flush toilets, encouraging guests to be environmentally conscious, and assisting hotel managers in achieving green performance were all implemented. To accomplish sustainability, the hotel utilized recycled paper goods, produced environmentally friendly project information for visitors, and, most significantly, supported the local community in which it operated. Hotels may launch public awareness programs to assist the local population realize the significance of avoiding the use of paper goods in the environment (Masa'deh et al., 2017).

METHODOLOGY

Data collected from multiple sources, which include document reviews, observations and questionnaires. Semi-structured interviews are usually used to retrieve and offer information. The main aim of such interviews is to get qualitative information from a sampled population. It also aims at getting information important to specific issues and gains a number of insights into specific issues. It is intended to pilot test the paper and pencil surveys and test information to be collected through a field visit and semi structured interview. The information collected is analyzed by the researcher and missing data or questions can be identified to revise the surveys (Chin, 2010; Reinartz et al., 2009). The research was carried out with an open framework, which allows for conversational and focused two-way communication. This method helps the field staff to know community members. Outsiders could be availed during the interview, as they are more objective. Group and individual interviews can be conducted to get more objective information. The survey analyzed using descriptive and thematic frequency counting. The use of a psychometrically tested instrument like the EMS/EIA for the research ensures validity and reliability. The researcher needs to consider ethical values in performing the collection of data, in order to achieve accuracy and reliability of the collected data. This ethical compliance is monitored by completing and receiving approval from the National Ethics Application Form (NEAF) This provides safeguards for the researcher and increases the credibility of the research. For this project, limitations may arise in terms of commercial in confidence information and managers may require the researcher to sign non-disclosure clauses (Bagozzi and Yi, 1988). Thematic analysis collating information from the interviews broadly categorized environmental and operational aspects of business sustainability. The inclusion of photographs and other artifacts used to provide data. The presentation of study findings as tables and Graphs for responses on EMS/ EIA descriptive data.

AQABA

The modern name of Aqaba came from the ancient name of 'Aqabat Aila' which means "the pass of Aila", a reference to the route north of Ma'an city, in the South of Jordan. Given its strategic location on a number of trade and pilgrimage routes, Aqaba attracted many conquerors throughout its history. Ptolemies, Nabataeans, Romans, Crusaders and Ottamans are to name but a few of those dynasties who once ruled Aqaba. Located at the Southern tip of Jordan, Aqaba represents Jordan's only port access to the outside world through the Red Sea. From Aqaba's city center, the borders of Israel, Egypt and Saudi Arabia are within easy reach. Aqaba is reachable by land, sea and air through a network served by both a deep-water seaport, an international airport and various motorways. The aim is for Aqaba to become an international destination attracting investments from all over the globe and to be the catalyst for economic development in the south of Jordan. A study on the prospects of Aqaba was undertaken by the World Bank and the concept of a public-private partnership was taken forward. The Aqaba Special Economic Zone (ASEZ) was launched in February 2001 as a duty-free, low tax and multi-sector development zone offering global investment opportunities in a world-class business environment ranging from tourism, professional services, multi-model logistics and manufacturing. ASEZ is spread over an area of 375km covering the total Jordanian coastline (27km), the seaport, the international airport and the historical city of Aqaba. Beside the many hotels in Aqaba (41 classified hotels) that offers events facilities, three huge touristic projects are being constructed and will resume their functions in 2014 and the next years. These projects (Saraya Aqaba, Ayla Oasis, and Marsa Zayed) will have many five star hotels beside convention centers devoted for MICE and local events. Moreover, to public universities are teaching tourism and hospitality for their undergraduate students and event management course is compulsory that students should take during their learning years in these two universities. In Jordan, resort properties that operate in places like Aqaba, Petra and the Dead Sea are particularly vulnerable to environmental degradation and the loss of the natural environment. Umaima Al Majthoub (2008) notes worrying trends related to water, energy and land degradation related to the tourism industry in Jordan.

The importance of mitigating adverse impacts on the environment in which hotels operate is also gaining momentum (Sweeting and Sweeting, 2002). Further, as suggested by Molina-Azorin et al., 2009), commitment towards the natural environment is an important variable within the current competitive scenario and environmental initiatives by organizations can lead to the attainment of competitive advantage and improved performance levels. There are various benefits possible through adopting sustainable practices, but the issue of long lasting threats includes impacts on fragile eco-systems, flora, fauna and competition with local people for scarce resources especially energy and water. Hence, it is imperative that the government and hospitality providers manage environmental performance through sustainable practices, ensuring the long-term viability of the tourism and hospitality industry.

STABILITY OF THE TOOL

The stability of the tool has been tested by Cronbach's alpha coefficient test, and by considering of the Table 1 it's clear that all values greater than 0.60 then there is stability in the study tool. As shown in Table 3, that, except paragraph No. 3, all other paragraphs got greater than 3.00 mean and significance level less than 0.05 it means that it has Statistical Significance.

Table 1. Cronbach's alpha test results:

Fields	Alpha value
Business and operational practices are followed by five-star hotels in Aqaba Jordan to achieve sustainable environmental performance.	0.89
The levels of Awareness and Attitudes of Management and Stakeholders toward Environmental Sustainability Measures in five-star hotels in Aqaba Jordan.	0.83
Environmental audits practiced by five-star hotels in Aqaba Jordan.	0.78
Total	0.84

Table 2. The frequencies and percentages for personal and functional variables of respondents

Variable	Variable categories	No.	Percentage
Gender	Male	80	72%
	Female	31	28%
Age	Less than 20 years	5	4.5%
	21-30 years	50	45%
	31-40 years	33	29.7%
	41-50 years	10	9.1%
	51-60 years	13	11.7%
Income	Less than 1000$	80	72%
	1001-2000	20	18%
	2001$ - 3000	7	6.4%
	more than 3001 $	4	3.6%
Occupation	Private Sector	111	%100
	Public Sector	0	0
Education	High School	15	13.5%
	Bachelors degree	84	75.6%
	Masters degree	10	9.1%
	Post Graduate degree	2	1.8%

Paragraph No. 4 which relates to Hotels in Aqaba used Reuse or recycling glass or plastics at the first rank and a mean of 4.1623. Paragraph No. 1 which related to the sustainability mean to the customer Proper use of water and energy at the second rank with a mean 4.1622. Then paragraphs 2 came, respectively, in the third and fourth rank, Paragraph No. 17 which related Hotels in Aqaba used green power such as solar heating. Paragraph no 3 came in the last rank with a mean of 2.6577.

Table 3. Mean, standard deviations and the level of significance for Business and operational practices are followed by five-star hotels in Aqaba Jordan to achieve sustainable environmental performance

No	Paragraph	mean	S.D	level of significance
1	Sustainability means to the customer Proper use of water and energy	4.1622	.78091	0.00
2	Sustainability means to the customer Purchasing Green items	4.0180	.76256	0.00
3	Sustainability mean to you minimal wastage of food	2.6577	.81459	0.00
4	Sustainability means Getting awards for maintaining sustainability	3.7387	.73499	0.00
5	Sustainable environmental management in the Hotel Industry specifically in the Jordanian context	3.8829	.77152	0.76
6	Categories sustainability practices carried out by your Hotel Priority	3.7387	.82805	0.01
7	Categories sustainability practices carried out by your Hotel Energy Saving	3.5405	.86112	0.00
8	Categories sustainability practices carried out by your Hotel Green Purchasing	3.6667	.89781	0.02
9	Categories sustainability practices carried out by your Hotel Water Saving	3.9099	.85864	0.00
10	Categories sustainability practices carried out by your Hotel Waste Minimization	3.5495	.77152	0.00
11	Categories sustainability practices carried out by your Hotel Solid Waste Management	3.5405	.72342	0.00
12	Hotels in Aqaba used Energy saving bulbs	3.4324	.83798	0.00
13	Hotels in Aqaba used Portion control to minimize food wastage	3.7207	.75283	0.00
14	Hotels in Aqaba used Low flush toilets	3.4865	.98963	0.00
15	Hotels in Aqaba used Categorizing garbage collection for recycling	3.5405	.86112	0.00
16	Hotels in Aqaba used Low flow shower heads less than 2.5 gal/minute	3.2973	1.03216	0.00
17	Hotels in Aqaba used green power, such as solar heating	3.9640	.74988	0.00
18	Hotels in Aqaba used Towel reuse program	3.9009	.67359	0.00
19	Hotels in Aqaba used Reuse or recycling glass or plastics	4.1623	.94657	0.00
	Total	3.882	.64651	0.00

Paragraph No. 5 has got a larger than 3.00 mean values, but its level of significance is greater than 0.05, meaning it is not statistically significant, which means that there is no Sustainable environmental management in the Hotel Industry specifically in the Jordanian context. The paragraphs have got together 3.882 mean values and level of significance less than 0.05, meaning it is statistically significant, therefore the first hypothesis are accepted where Business and operational practices are followed by five star hotels in Aqaba Jordan to achieve sustainable environmental performance. As shown in table (4), that paragraphs got greater than 3.00 mean and significance level less than 0.05 it means that it has Statistical Significance. Paragraph No. 27 which relates to Hotels in Aqaba Need to create differentiation and competitive advantage through cost savings at the first rank and a mean of 3.9640. Paragraph No. 20 which related to the important sustainability practice in your hotel Financial saving at the second rank with a mean 3.8378. Then paragraphs 31, Cost saving measures, came in the third and fourth rank, Paragraph No. 25 which related Importance of conserving the natural resources. Paragraph no 24, Pressure from consumers in the industry such as guests and travel agents came at the last rank with a mean of 3.2703. Although Paragraph No. 25 has got a larger than 3.00 mean values, but its level of significance is greater than 0.05, meaning it is not statistically significant, which means that there is no Pressure from owners and shareholders. The paragraphs have got together 3.7703 mean values and level of significance less than 0.05, meaning it is statistically significant, therefore the first hypothesis are accepted where the levels of Awareness and Attitudes of Management and Stakeholders toward Environmental Sustainability Measures in five star hotels in Aqaba Jordan.

Table 4. Mean, standard deviations and the level of significance for the levels of Awareness and Attitudes of Management and Stakeholders toward Environmental Sustainability Measures in five-star hotels in Aqaba Jordan

No	Paragraph	Mean	S.D	Level of significance
20	Important sustainability practice in your hotel Financial Saving	3.8378	.84789	0.00
21	An important sustainability practice in your hotel, as well as increased consumer awareness.	3.6847	.83101	0.00
22	In your hotel, you have an important sustainability practice. Benefits that last a long time, such as environmental conservation	3.6306	.95278	0.00
23	Important sustainability practice in your hotel Customer Retention	3.3604	.86121	0.00
24	Pressure from consumers in the industry such as guests and travel agents	3.2703	1.03525	0.00
25	Pressure from owners and shareholders	3.2973	.95912	0.07
26	Internal and External Green Championship campaigns	3.3423	1.04007	0.00
27	Need to create differentiation and competitive advantage through cost savings	3.9640	.89369	0.02
28	Need to retain customers	3.5856	.90923	0.00
29	The importance of conserving the natural resources	3.6486	.97839	0.00
30	Government regulations	3.5946	.80202	0.00
31	Cost saving measures	3.7027	.72104	0.00
	Total	3.7703	.60597	0.00

Table (5) shows that all paragraphs have Statistical Significance when the mean is higher than 3.00 and the significance threshold is less than 0.05. No. 36, which, in your view, pertains to Hotel Management's promotion of sustainable practices in the hotel sector in Jordan, is ranked top with a mean of 3.8910. The paragraph No. 41, which you believe hinders environmental conservation in the Jordanian hotel sector, is ranked second with a mean of 3.8910. Then came paragraphs 32 and 38, which related to how committed is your Hotel to providing resources (money, time, people) towards sustainable practices in relation to the overall income less than 50%, and paragraph No. 38, which related to how committed is your Hotel to providing resources (money, time, people) towards sustainable practices in relation to the overall income less than 50% with a mean of 3.5676, paragraph no35 came in last.

Table 5. Mean, standard deviations and the level of significance for Environmental audits practiced by five-star hotels in Aqaba Jordan

No	Paragraph	Mean	S.D	level of significance
32	The percentage of costs does your Hotel save in promoting the use of sustainable management measures in relation to the overall income less than 50%	3.7928	.79906	0.00
33	The percentage of costs does your Hotel save in promoting the use of sustainable management measures in relation to the overall income more than 51%	3.6667	.90788	0.00
34	In your opinion Hotel Owners to promote sustainable practices in the hotel industry in Jordan	3.6577	.89945	0.00
35	In Jordan's hotel sector, do you think the government should encourage sustainable practices?	3.5676	.98739	0.00
36	In your opinion Hotel Management to promote sustainable practices in the hotel industry in Jordan	3.8919	.92787	0.00
37	Customers, in your view, should encourage sustainable practices in Jordan's hotel sector.	3.6757	.89607	0.00
38	How committed is your Hotel to providing resources (money, time, people) towards sustainable practices. (Please circle your answer)	3.6847	.98148	0.00
39	Sustainability in the Hotel Industry still an issue in Jordan	3.6577	.97697	0.08
40	In your opinion hampers environmental conservation in the Jordanian hotel industry Poor Regulation	3.6306	.77375	0.00
41	In your opinion hamper environmental conservation in the Jordanian hotel industry High cost	3.8910	.66540	0.00
42	In your opinion hampers environmental conservation in the Jordanian hotel industry Lack of expertise	3.5856	.79164	0.01
43	In your opinion hampers environmental conservation in the Jordanian hotel industry Ignorance	3.4144	.94838	0.00
	Total	3.6036	.61095	**0.00**

Although the mean value of paragraph No. 39 is higher than 3.6577, the level of significance is greater than 0.05, indicating that it is not statistically significant, implying that sustainability in the hotel industry is still a problem in Jordan.The paragraphs no 40 have a mean value of 3.6036 and a level of significance of less than 0.05, indicating that it is statistically significant. Thus, the third hypothesis is accepted. Five-star hotels in Aqaba, Jordan, do environmental audits.

Table 6. One-Sample Test

Dimension	**t**	**df**	**Sig. (2-tailed)**
Business and operational practices are followed by five star hotels in Aqaba Jordan to achieve sustainable environmental performance.	63.276	110	.000
The levels of Awareness and Attitudes of Management and Stakeholders toward Environmental Sustainability Measures in five star hotels in Aqaba Jordan.	65.552	110	.000
Environmental audits practiced by five star hotels in Aqaba Jordan.	62.143	110	.000

RESULTS

This study aimed to demonstrate tourist perceptions of business sustainability, environmental management, and operational management in five-star hotels in Aqaba city, and we can infer the most important findings of the researcher during the study by referring to the study, data analysis, and test hypotheses. First, at the level of significance (0.05> α), there is statistically significant to Hotels in Aqaba utilized. Glass or plastics are reused or recycled first, with a mean of 4.1623. Second result: At the level of significance (0.05> α), there is statistically significant. The levels of awareness and attitudes of management and stakeholders toward environmental sustainability measures at five star hotels in Aqaba, Jordan are accepted as the first hypothesis. The third hypothesis: Because the third hypothesis is statistically significant at the level of significance (0.05> α), it is accepted. Five-star hotels in Aqaba, Jordan, do environmental audits.

It was discovered that (50%) of them are ready to pay an extra fee of 10% for their stay in the Green Hotel, and (60%) of them have reservations about certain hotels' efforts on their electronic websites in this respect. The (International Business Leaders Forum) (ABLF) encouraged the spread of this trend in the hotel industry, as well as the general tourism and travel industries, so it established the (International Tourism Partnership) (ATB) in 1992 in a serious attempt to diagnose the sector's disadvantages and deficiencies in terms of the environment, as well as finding ways to address them. - First, educate hotel guests about the significance of water and the necessity for them to help save it by limiting their usage as much as possible and recognizing the legal status of the devices and additives used in its legalization. Second, encouraging prisoners to use towels and linens as little as possible in order to save water and minimize the use of detergents and powders in the washing process, both of which contribute to pollution. Third, in order to conserve money, ensure that the water they use has sufficient pressure by adding air to it.

Fourth, saving the prisoners' electrical energy via optional lighting and other means, such as limiting the required illumination and not over-operating the hotel room's electrical equipment. And among the leading green hotels in this field is a chain (Fairmont Hotels and Resorts) that entered into a partnership with the (Environmental Sustainability Program) (Green Key), which is recognized by (the American Hotels and Hostels Association) and recommended by (the Forest Alliance Organization) Al-Matarah, and that has been doing so since the 1990s until all of its hotels and resorts in North America have been certified. The Partnership for Sustainable Global Standards and the White House's "Environmental Sustainability Council" are both reported to be interested in this initiative. The (Fairmont Hotels and Resorts Chain) hve also launched a group of innovative guest accommodation offers that benefit nature in a variety of ways, such as the (Fairmont Royal Pavilion) hotel in Barbados, which has established a specialized team to monitor sea turtles and document their life cycles under the watchful eye of guests. And the (Fairmont Orchid) hotel in (Hawaii) monitoring and following up on its coral reefs in collaboration with the University of Hawaii, and the (Fairmont Bab Al Bahr) hotel in Abu Dhabi, United Arab Emirates, organizing trips for guests in the many lakes and islands surrounding the hotel (200 islands) and watching birds, fish, and animals in order to feel nature and a proper int The Austrian Imperial Hotel, which won the Tourism awards for Environmental Preservation, was one of twelve hotels nominated in Austria, for adopting an advanced engineering system to save electrical energy, as well as a lighting system that has proven effective and is based on automatically extinguishing (50 percent) of the lighting network after the (11) a.m. (10,000) During the year, a house, and the use of water sprays for cleaning, which saves (400) million liters of water per year, and the use of baskets to collect and sort the remains and waste in the hotel, whether metal, plastic, or food, for the purpose of processing and recycling as much as possible, and choosing detergents and sterilizers with as little impact on the environment as possible without compromising the quality, and choosing detergents and sterilizers with as little impact on the environment as possible without compromising In addition, the (InterContinental Dubai Festival City) hotel in Dubai, United Arab Emirates, has transformed its exterior lighting system, saving 10% of electrical energy yearly and using lighting bulbs with a 22% longer operational life than previous lamps.

The topics of integrated environmental and economic accounts and the green economy have received a lot of attention in recent years because they are critical in achieving sustainability and achieving it through the integration of its three main components, which include economic growth, environmental sustainability, and social welfare, as well as measuring growth in the green economy (Jawabreh, 2017; Abujamous et al., 2018; Alananzeh et al., 2018; Anna, 2005; Aragon-Correa et al., 2015; Heydari and Bakhtar, 2018; Idahosa, 2019; Karim et al., 2018; Rizal et al., 2020; Singtuen and Won-In, 2020; Strydom et al., 2020; Strydom et al., 2019). The integration of environmental and economic accounting is critical for assessing the effect of economic activity on the environment as well as the advantages that the environment provides to the economy. The findings of the 2019 environmental surveys demonstrated the significance of the green economy by evaluating environmental investment and green employment created by this investment, which seeks to preserve and manage the environment while also providing environmental products and services. Environmental expenditure data is important because it can be used to track the costs of switching from a traditional manufacturing process to one that is more environmentally friendly, or to pay additional costs for proper waste and wastewater disposal, pollution reduction, and other environmental protection activities, or as a response to environmental laws and regulations that govern the process. The Millennium Goals' seventh objective is to protect the environment by permanently providing environmental services and commodities, such as providing a clean and sustainable supply of water for the people. The financial expenditures for environmental protection and management by the medical services sector, both public and private, and the municipal, industrial, and service sectors (hotel and education activities) were included in the study of environmental expenditures for the year 2019 (Azilah et al., 2014; Chan et al., 2016; Cheng-Yue et al., 2020; Christopher et al., 2018; Eirini et al., 2019; Emmanouela et al., 2016; Gomez-Conde et al., 2019). The public sector is (government ministries and universities). These sectors' environmental expenditure reflects their own responsibilities for environmental protection and management.

According to the findings, the municipal sector spent the greatest money on environmental protection, spending 61.5 million dinars. Operating costs accounted for 89 percent of expenditures, while capital expenditures accounted for 11 percent. Self-financing accounted for 97 percent of the total, while government assistance accounted for just 1%. The medical services industry came in second with 7.2 million dinars invested, with 41% of it goes to operating costs and 59% going to capital expenditures. The third-placed industrial activities sector (hazardous industries and certain industrial activities) spent 6.7 million dinars, with operating expenses accounting for 47 percent and capitalism accounting for 53 percent. The services sector (hotel and educational activities) came in last, with 1.4 million dinars in spending, 64 percent of which was operating costs and 36 percent of capital expenditures (Pereira-Moliner et al., 2015; Santos et al., 2019; Sloan et al., 2009; Pereira-Moliner et al., 2015; Santos et al.,2019). The goal of the study is to gather comprehensive information on the status of five-star hotel sustainability practices. Surveys and field visits, as well as artifacts and semistructured interviews, will be used to achieve methodological triangulation. The respondents will come from Jordan's five-star hotels that are actively involved in corporate sustainability efforts.

The standard method is selecting a certain reporting area and examining it in depth in the hopes of determining the author's underlying intents and goals. Thematic analysis is the second method. This relates to the overall sample of texts used in the study, as well as the categorization methods used to identify various elements of the text, which are subsequently counted with an emphasis on objectivity and dependability. The third strategy is to internalize the encoding process, particularly the goals that drive the production of mass media material. The fourth strategy is to concentrate on the content.

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INSIGHTS OF GENDER BASED TOURISTS PREFERENCES BY CONSTRUCTING TRAVEL DIARY USING SOCIAL MEDIA DATA

Kunal Dilip CHANDIRAMANI[*]
Vellore Institute of Technology, Chennai (School of Computer Science Engineering), India, e-mail: kunal.kc.chandiramani@gmail.com

Nachimuthu MAHESWARI
Vellore Institute of Technology, Chennai (School of Computer Science Engineering), India, e-mail: maheswari.n@vit.ac.in

Manickam SIVAGAMI
Vellore Institute of Technology, Chennai (School of Computer Science Engineering), India, e-mail: msivagami@vit.ac.in

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Abstract: Insights into traveller's behavior are important for the Tourism Authority of Thailand to draw up plans and make decisions to manage and promote their capital city (Bangkok) as a tourism hub. Therefore, the objective of this paper is to obtain a comprehensive understanding of traveller's behavior in Bangkok. To achieve this, we used a variety of methods such as activity, temporal, and spatial analysis to identify visitor patterns in Bangkok by utilizing a relatively new data gathering technique to extract social media check-in data. The findings include comprehensive statistics about traveller's behavioral patterns at these spots that have practical implications in various city management applications.

Key words: Tourism, Travel Diary, Bangkok Metropolitan Administration, Tourism Authority of Thailand, Destination Management, Traveller Activities, Foursquare, Twitter

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INTRODUCTION

All over the globe, tourism has become the most important service sector activity and a multi-billion - dollar industry over the years. Tourism is known as an engine of economic growth and progress; it contributes to a large amount of money in the economic development of any country (Statista, 2015). The role of the tourism industry in providing opportunities for jobs and generating national income have been well accepted worldwide. Many countries have described tourism activity as an essential component to job generation, inequality reduction, poverty alleviation and sustainable human growth (Vethirajan and Nagavalli, 2014; Ohlan and Ramphul, 2017). Therefore, understanding visitor behavior is an important task for tourism management organizations in promoting tourism activity and expenditure in destination countries. For many countries in Asia Pacific regions (e.g. Thailand, Malaysia and Vietnam), their capital cities are often promoted as a tourism destination to attract international visitors (McDowall et al., 2010; Wadeecharoen et al., 2018). These cities are often central hubs to link it to other destinations due to the developed transportation system, with high concentration of governmental management, businesses, manufacturing and financial centers. Overall, the capital cities in many countries play a very important role in improving that country as a tourist destination spot. Various studies have been conducted generally on analyzing the visitor's behavior in Thailand (McDowall et al., 2010). For a country like Thailand, its capital city (Bangkok) plays a vital role in the tourism industry, as Bangkok is the top revenue generating province in Thailand with a total revenue of 499,393 million baht (TAT NewsRoom, 2019). Furthermore, Bangkok was also identified as the "Best City" in Asia on 11 February 2020 by readers of Destin Asian and 'Best Destination Asia and the Pacific' at the 28th Irish Travel Awards Gala Dinner in Dublin, Ireland(TAT NewsRoom, 2019; TAT NewsRoom, 2020). Therefore, understanding visitor behavior and activity of Bangkok is not only beneficial to Thailand tourism industry, but also other neighbouring countries due to its role as a travel hub in the region (Vu et al., 2018; Vu et al., 2018).

Aiming to support Bangkok Metropolitan Administration (BMA) and Tourism Authority of Thailand (TAT) in better satisfying the needs of their visitors, this paper aims to conduct a comprehensive analysis of visitor activities in Bangkok, Thailand. Existing studies have shown that traditional approaches based on survey and question are inefficient in capturing traveller behaviors at a large and comprehensive level (Breen et al., 2001, Valori et al., 2012), therefore we propose to utilize big data from social media platform (e.g. Foursquare) to carry out the study, which was proven to be reliable in capturing traveler behavior in urban context (Salas-Olmedo et al., 2018). Foursquare is one of the popular location- based social media platforms for venue check-ins (Humeres et al., 2014). Data from this application contains not only the exact geographical information to pinpoint the user's location, but also provides information about the user's activities such as visited venue, venue types, and exact local time at the multiple destinations. We first collected a large-scale venue check

[*] Corresponding author

data set, comprising 29300 check-ins made by 2655 travelers at 25153 unique locations in Bangkok. Exploratory analysis approaches that incorporate data on location, time, and activity, are performed to provide comprehensive insights into visitor's activities. The findings have potential to support tourism management organizations in Asia Pacific regions, especially Thailand, to better develop and promote their capital cities as attractive destinations to international visitors.

The rest of this paper is organized as follows. Section 2 provides a literature review of relevant works and highlights of research gaps. Section 3 describes the approach to data collection and exploratory analysis. Section 4 presents the results and discusses the finding of this study. The final section concludes the paper and offers future research directions.

LITERATURE REVIEW

1. Thailand Tourism Industry

The Thai tourism destination has a long history, although the modern industry may be assumed to have been in operation since the 1960s when the government formed the Tourism Authority of Thailand (TAT), to promote the country (Seaton at. al 2000). Afterwards, arrivals increased, and the country was by the 1980s one of South-East Asia's most popular destinations. The number of incoming visitors continuously grew and in 2010 amounted to 16 million (UNWTO 2013).

As reported by the World Travel & Tourism Council (2015), the tourism industry is Thailand's main economic engine. In 2014, it contributed directly to 1,037,3 billion baht of national GDP, roughly 8.6% of domestic GDP (Thailand's of Tourism and Sport, 2015). This data shows that in Thailand, international tourists have no faith in the political climate.

2. Traveller's Activity Studies in Thailand

The rapid growth in inbound tourism in Thailand has driven Thai tourism to become the second largest domestic industry market in recent decades (Liu et al., 2018). It is suspected that inbound tourism and the wellness tourism industry in Thailand have the ability to expand further (Liu et al., 2018; Tanyatanaboon and Brennan, 2016). Economic distress, however, has lately been higher than ever. Moreover, surprisingly, foreign tourists visiting some countries in Asia and Thailand are always attracted to the low prices of wellness tourism goods, not cultures, strong behavioural intent, and destination loyalty (Han et al., 2017; Hashemi et al., 2015).

Therefore, several scholars in the latest literature on tourism and customer behaviour have found the factors affecting such decision/compliance to support the tourism industry in Thailand, taking into consideration the critique of traveller analysis, advice decisions and behaviour (Byun and Jang, 2019; Eom and Han, 2019; Han and Hyun, 2017; Hudson et al., 2015; Hwang et al., 2019). Such studies are of special significance in the preparation of travellers for post-buying decisions about the consistency and characteristics of a commodity (Han and Hyun, 2017), the brand love (Roberts, 2006; Oliver, 2010; Hudson et al., 2015) and the obtained values (Hwang and Hyun, 2017).

3. Social Media Platforms as Data Sources

Web 2.0 apps that include user-generated contexts such as text, photographs and videos (Obar et al., 2015) are social media. With the large amount of data available, social media can offer insights on tourism activities, perceptions and grievances that are invaluable and traditionally difficult to obtain (Claster et al., 2015).

Tourism researchers have recently turned to social media as an alternative source of data for tourism. Casado-Díaz et al., (2021), incorporated three new drivers for analyzing visitors' expenditure patterns for the management of destinations. Claster et al., (2015) examined Twitter reviews to help us appreciate medical tourism 's capacity and inspiration in support of the medical services industry. In heritage hotels, Yoo and Lee (2015) analyzed Facebook messages for visitor actions and interpretation. Sinclair et al., (2020) investigated a methodology to estimate social media visitors' home locations at various spatial scales and apply it to the entire network of national parks in Germany. Users can exchange messages at a particular location at a certain time with the check-in feature on mobile social media. 'Check-in' is a famous way to show people's interest in a place or site (Versichele et al., 2014). Check-in functions for tracking are known as an effective way of developing long-term customer relations (Kessler et al., 2012).

METHODS AND MATERIALS

This section presents our approach to collect the venue check-in data to capture travel information of visitors in Bangkok, Thailand. Foursquare is used as our data source because of its effectiveness in recording traveller behaviours similar to the real-world situation. Foursquare allows users to make real check-ins by awarding incentive points for check-ins when users actually reside in or close selected places (Patil et al., 2012). The problem with the processing of data from Foursquare is that its platforms do not have functions for the direct detection of users and corresponding check-ins. However, these data can be viewed from another social media site, Twitter, as Foursquare enables users to connect and merge their other social media accounts together. If a check-in is made using a Foursquare application called Swarm, the device automatically sends a tweet to their related Twitter account so that users' friends on Twitter can also access their check-ins. Therefore, it is possible for users to collect foursquare check-in data via Twitter using its Application Programming Interface (API).

1. Data Collection

Firstly, the Streaming function twitter API was deployed to collect check-in tweets in the Bangkok area for a few months. The tweets are extracted using a unique feature where a user can extract tweets posted on a specific geographic area by using a bounding box by specifying four coordinate variables referenced as Xmax, Xmin, Ymax and Ymin. The tweets are initially saved and stored as records in the following format:

{User_Id, User_location, User_language, tweets_id, date, time, day, GPS Coordinates}

Among the stored records the User_Id is a unique identification number which is different for every user on the foursquare app. The date-time attribute is the exact date and time when the check-in was made in the universal time zone. Secondly, we extracted the user's timeline of the identified visitors. A feature of the Twitter API, named getUserTimeLine, was used but due to the limitation of Twitter's public API, the function displays only up to 3,200 latest tweets to a given user. If the total number of tweets a user posts is less than 3,200, then the entire collection of tweets will be displayed. One major problem when extracting the user timeline of a particular user is that the twitter API extracts all the tweets posted by the users but we only need tweets that were posted by the user in Bangkok using the foursquare swarm check-in application. To solve this problem, we have applied a filter using the keyword "foursquare" and for every tweet we filtered if the user's location is within the city premises by using a bounding box. The collected dataset contains check-ins over a wide range of years, beginning in 2001 and ending in 2019. The number of check-ins is described in detail in Table 1.

2. Data Pre-processing

The major data pre-processing steps we have taken on the collected data are as follows:

- removed all the rows having null values
- removed special characters from the venue name and venue type attribute values.
- translated the venue name attributes from other languages like Chinese and Thai to English.
- Finally, we converted the string data extracted from the tweets into date-time format.

The final stage before the analysis is combining all the constructed travel diaries into a single file, so that it can be used for various types of analysis.

	Number of Visitors	Number of check-ins
Male	2122	180214
Female	533	112786
Total	2655	293000

Table 1. Summary of the foursquare (Data source: https://www.swarmapp.com/)

3. Methods

We have used various libraries and graph charts in this paper to analyse the behaviours of different types of tourists. For each analysis we have used different methods which are as follows:

- **Activity preference analysis:** we have produced a bar chart that summarizes the activity preferences of male and female visitors. Moreover, we have also conducted a z-test over the number of check-ins made by male and female tourists to better understand the behaviour of male and female tourists in each activity category.
- **Temporal analysis:** We used the matplotlib Python module to display the heap map diagram and identify the number of check-ins that occurred at various time intervals, which a heat map tells you in a graphical format that is easy to grasp and draw conclusions from.
- **Regional Analysis:** we have categorized the data into three categories which are relevant to this analysis Food Spots – which consists of Food and Nightlife spot activity categories, Shopping Spots – which consists of Shop and Service activity category and Entertainment Spots – which consists of Art and Entertainment and Outdoor & Recreation activity categories, the other activity categories are discarded since they may not have difference in check-in patterns based on the region. In order to perform the analysis, we first count the number of check-ins made every hour in the foursquare dataset for each class in various areas throughout the week. Furthermore, we sum up all check-ins made between Monday and Friday as weekdays and other check-ins as weekends to provide tourism managers with deeper, more gradual insights. We then standardize the numbers by its region's greatest value in that particular category, allowing us to compare the patterns discovered in other regions. For demonstrative purposes, we only included the top five most popular Bangkok neighborhoods from our dataset.
- **Loyalty Analysis:** In this analysis, the data was again divided into three categories: Food Spots, Shopping Spots, and Entertainment Spots. On the categorised data, we have calculated various performance metrics which can help tourism managers to understand the loyalty of a venue like Total number of check-ins at each venue i (TCi), Total number of unique users that checked-in to venue i (TUi) and Average user check-in frequency at Venue i (AUFi).
- **Spatial Analysis:** We have used google earth pro application and highlighted features such as city borders, districts and district borders, Shanghai Metro lines, the road structure and various icons to represent different venue types on a map of Bangkok, Thailand.

RESULTS AND ANALYSIS

In this section of the paper, we have used the constructed travel diaries to make various types of analysis and find out their corresponding outcomes, which may help the tourism managers to make important decisions when recommending tourist spots in Bangkok, Thailand. Travel diaries are very descriptive about the behavior of the visitors., Thailand. The Day, Date and Time features in the travel diary helps the managers to know the places where visitors like to visit during the daytime and the nighttime. Furthermore, the Venue_Name, Venue_Type features can help the tourism managers to know about the popular places of visitor's interest. The various types of analyses that we have performed on the constructed travel diaries are as follows:

1. Activity Preference Analysis

The nature of travel between different groups of visitors differs. To evaluate the travel actions of various traveler groups, we have demonstrated the ability of travel diaries built from check-in data to assess the preference of male and female groups. One major barrier for summarizing the activity preferences of these groups is that there are several types of locations in the data collected. In order to solve this issue, we have categorized each venue into ten separate categories of operation, which are described in Table 2. We have explored the disparity between the actions of male and female communities. The bar chart of activity preferences between male and female visitor groups is shown in Figure 1.

Some of the findings observed from Figure 1 and Table 3 are described as follows:

● The z-test score in the Travel & Transportation activity category is 21.33, indicating that male visitors are more likely than female tourists to take public transportation. However, the z-test result in the Shop and Service activity category is -8.81, indicating that female visitors are more drawn to shopping malls and other departmental and clothing stores than male visitors.

● The z-test result in the Food category is -31.62, demonstrating that female visitors have a higher percentage of check-ins than male visitors. Male visitors, on the other side, had a greater percentage of check-ins in the nightlife spots category, with a z-test value of 3.71. This contrast in behavior demonstrates that male tourists prefer to eat in bars, lounges, pubs, and so on, but female visitors prefer to eat at restaurants and cafes.

● The z-test result in the professional and other locations category is 9.29, indicating that male tourists prefer to visit more cultural places such as temples, spiritual centers, and convention centers. While female visitors prefer traveling to art galleries, museums, theaters, and multiplexes, the Art and Entertainment category has a z-test score of -10.08.

● The z-test score in the Events category is -7.46, whereas male visitors had a much larger proportion of outdoor & recreational activity check-ins, with a z-test score of 20.92. This differential in behavior suggests that male visitors prefer to spend their time at beaches, sporting facilities, and golf courses, whilst female visitors prefer to spend their time at malls, concerts, and roadways.

Table 2. Activity Categories

Sr. No	Activity Category	Famous Locations
1.	Travel & Transportation (T&T)	Airport, Train, bus, metro stations. Hotels.
2.	Art & Entertainment(A&E)	Art Gallery, Art Museum, Cultural Centre, Concert Hall, Stadium, Movie Theatre, Theme Park, Zoo, Multiplex
3.	Events (Et)	Market, conference, festival, Road
4.	Food (Fd)	American, Asian, Italian, Japanese, Mexican Restaurants. Coffee shop, BBQ Joint restaurant, Noodle house, Dessert Shop
5.	Shop & Service (S&S)	Shopping Mall, Airport Service, Convenience, Departmental, Accessories, Clothing, Electronic Stores. Massage parlour
6.	Professional & other places (P&OP)	Animal shelter, auditorium, ballroom, building, community, convention, cultural center, spiritual center factory.
7.	Nightlife Spot (NS)	Lounge, Bar, night market, nightclub.
8.	Outdoors & Recreation (O&R)	Athletic sports, Golf Course, beach.
9.	College & University (C&U)	College academic building, college bookstore, college library, college lab, student center
10.	Residence (Rd)	Assisted living, home, housing development, residential building, trailer park

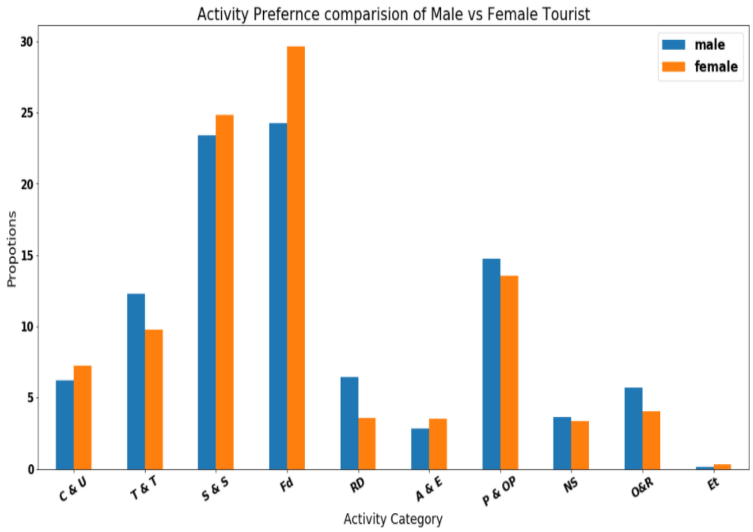


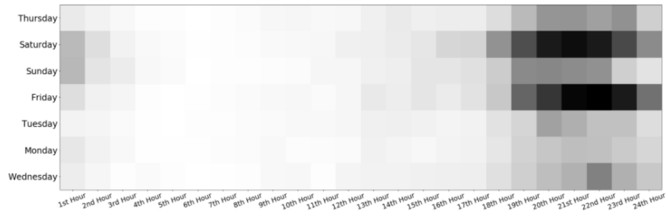
Figure 1. Activity Preference of Male v/s Female Visitors

Table 3. The Z-test Score obtained for the activity preference of Male vs Female visitor

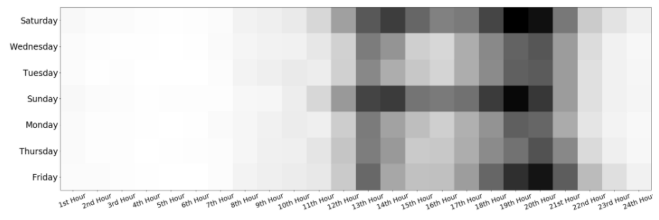
Activity Category	Proportion of Male	Proportion of Female	Difference	Z Score
College and University	6.21	7.22	1.01	-10.58
Travel & Transportation	12.27	9.76	2.51	21.33
Art & Entertainment	2.84	3.52	0.68	-10.08
Events	0.17	0.32	0.15	-7.46
Food	24.28	29.64	5.36	-31.62
Shop & Service	23.42	24.85	1.43	-8.81
Professional & other places	14.77	13.55	1.22	9.29
Nightlife Spot	3.64	3.38	0.26	3.71
Outdoors & Recreation	5.71	4.03	1.68	20.92
Residence	6.44	3.57	2.87	35.74

2. Temporal Analysis

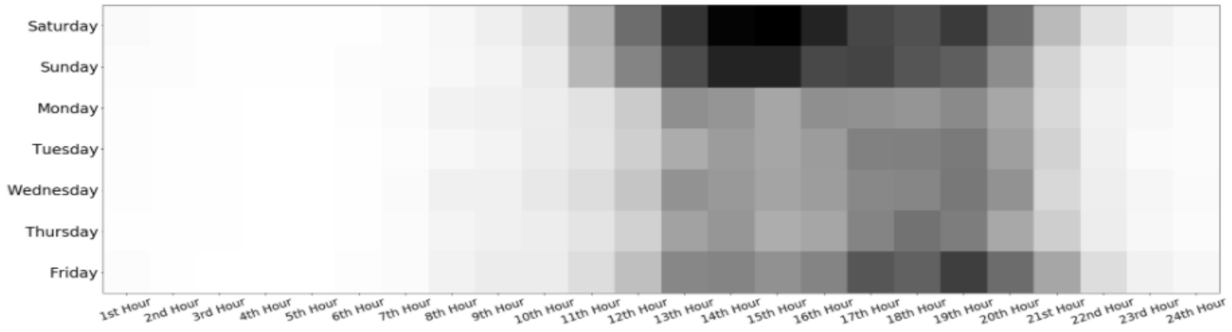
It's very challenging to manage restaurants, cafes, malls, dessert shops and managing the crowd flow of visitors during peak hours. In order to eliminate this problem, we are going to figure out the trend of the number of customers that these popular spots may expect at various points of time each day. The temporal analysis of these spots offers managers insights into the time periods and days when there will be more crowds, which will allow them to schedule staff and purchase ingredients accordingly. Discussing the temporal analysis, Figure 2(a) shows strong presence of visitors on Friday and Saturday night at nightlife spots. While Figure 2(b) and Figure 2(c) indicate that visitors tend to prefer restaurants throughout the week but again Friday, Saturday and Sunday are the busiest days of the week for restaurants and shopping malls. These findings are consistent with the fact that Saturday and Sunday being a holiday for many offices, people prefer to visit tourist locations during these days. On the other hand, if we dive deeper to see the time intervals when more check-ins are made at these tourist spots, restaurants and shopping malls have a higher number of visitors between time intervals 12:00pm to 9:00pm. While the check-ins made at nightlife spots are more after 9:00 pm and at the temples are more during the morning time starting from 9:00 am.



(a)Temporal Analysis of Nightlife Spots



(b) Temporal Analysis of Restaurants



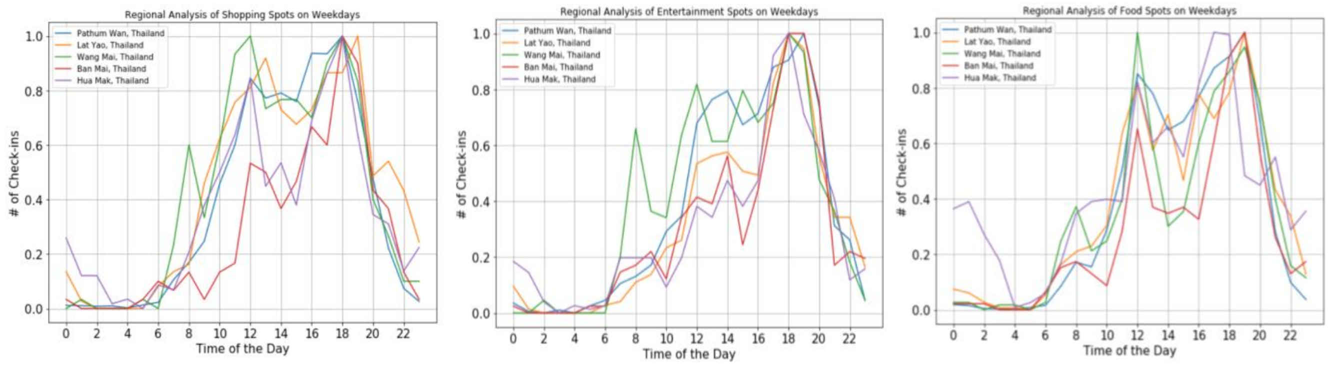
(c) Temporal Analysis of shopping malls

Figure 2. Comparison of Temporal Analysis at various tourist spots

3. Regional Analysis

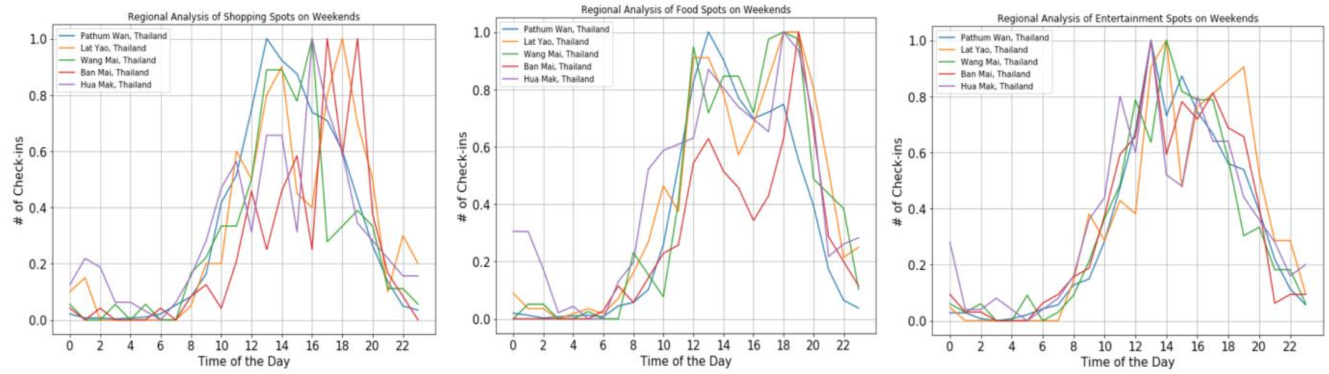
In this subsection of the paper, we shift our attention to regional analysis by targeting various regions of Bangkok on weekends and weekdays. The time periods when check-ins are performed in various regions of Bangkok may provide valuable inputs to the tourism managers to help them understand tourism even better than before.

Discussing the weekday pattern, Figure 3 indicated that all the regions of Bangkok have almost similar temporal patterns in all the classes with peaks occurring at similar times despite differences in venues in various regions. At the Shopping spots on weekdays most of the check-ins made by the visitors are between 12:00pm to 7:00pm, after 7:00 we can see a drastic decrease in the number of check-ins. At Food spots on weekdays, two peaks occurring for all the regions in Figure 3(b) one is at 12pm which is when generally people like to have lunch and one is during 7:00 pm which is when people like to have dinner, but if we take a deeper look at Figure 3(b) we can see a exception in Hua Mak region of Thailand where the second peak of dinner occurs between 5:00 pm and 6:00 pm instead of 7:00 pm.



(a) Shopping Spots (b) Food Spots (c) Entertainment Spots

Figure 3. Regional Analysis on Weekdays



(a) Shopping Spots (b) Food Spots (c) Entertainment Spots

Figure 4. Regional Analysis on Weekends

This may be the case because restaurants close early in that region or maybe because people in that area are likely to have dinner earlier than those in other regions. Also, one more exception occurs between 12:00 am and 2:00 am in the Hua Mak region, where the peak in the graph indicates that it has a greater number of nightlife venues than other regions. Finally, in the Entertainment spots on weekdays, Figure 3(c), all of the regions have almost identical temporal patterns, with the peak occurring between 6:00 and 7:00 pm, though if we look closely, the temporal pattern of the Wang Mai region is a little different in the morning time implying that this region may have entertainment spots that can be visited in the morning. Discussing the weekend pattern of various regions of Bangkok, Figure 4 indicated that all the regions except Pathum Wan region have similar temporal patterns with peaks and minimums happening at similar hours of the day. At Shopping spots on weekends, Figure 4(a) all the regions have similar temporal patterns except the Pathum Wan region where peak occurs at 1:00 pm and after which there is a decrease in the number of check-ins on the other hand, other regions have peak occurring at nearby hours of the day for Lat Yao region peak occurs at 6:00 pm, for Wang Mai and Hua Mak region peak occurs at 4:00 pm and finally for Ban Mai peaks occurs at 5:00 pm and 7:00 pm. Also, if we look closely at Figure 4 (a), the graph shows that there are a lot of check-ins happening in Thailand's Hua Mak region at night, which could imply night events in the Hua Mak region on weekends. At Food spots on weekends, Figure 4(b) all the regions have similar temporal patterns with peaks happening at twice, once around 1:00 pm which is likely the lunch time and the second time around 7:00 pm which is likely the dinner time. The only significant difference we observe is in the temporal patterns of Pathum Wan where peak occurs only once and in the temporal patterns of Hua Mak where there are high numbers of check-ins between 12:00 am to 2:00 pm as well.

Now let us turn our attention to discuss the difference in temporal patterns of each class on weekdays and weekends. At the shopping spots, we observe that the temporal patterns of visitors shopping are quite similar on weekdays and weekends with peaks occurring between 12:00 pm and 6:00 pm and minimum occurring during the morning time. At the Food spots, we observe that on weekdays the lunch time check-in mostly occurs only at 12:00 pm although on weekends the lunch time check-ins occur at 12:00 pm and goes on with high check-ins till 2:00pm, but the dinner habits of all the visitors are almost similar for weekends and weekdays. At the Entertainment spots, we observe that the peaks at the entertainment spots on weekdays happens generally between 6:00 pm and 7:00 pm because of people on the other hand on weekend the peak at the entertainment spots occurs between 12:00 pm to 2:00 pm, this disparity in check-ins suggests that people don’t get free time in the morning during weekdays, so they visit entertainment spots during the night time while on weekends they visit these venues during the afternoon time.

4. Loyalty Analysis

In this subsection of the paper, we have analyzed the overall loyalty of various venues and categories by finding out the total number of check-ins and total number of users who have checked-in to these locations. To perform this analysis, we have calculated the following measures from our dataset for each of the classes:

(a) Total number of check-ins at each venue i (TCi)

(b) Total number of unique users that checked-in to venue i (TUi) and

(c) Average user check-in frequency at Venue i (AUFi). We calculate AUFi as:

$$AUFi = (TCi / TUi) \quad \text{…..(1)}$$

	Shopping Spots	Food Spots	Entertainment Spots
Max of TC	4229	4254.0	645
Min of TC	1.0	1.0	1.0
Mean of TC	19.06	8.83	16.28
Max of TU	948	648.0	287
Min of TU	1.0	1.0	1.0
Mean of TU	7.51	5.16	8.65
Median of TU	1.0	1.0	1.0
Stand. Dev of TU	37.14	19.72	26.22
Max of AUF	4.46	6.65	2.24
Min of AUF	1.0	1.0	1.0
Mean of AUF	2.53	1.71	1.88

Table 4. Statistics of TC, TU AND AUF in each category

The third metric, the average check-in frequency of the customer, can also be deemed as the loyalty to a location. Therefore, AUF of venues in shopping, food and entertainment spots can help the owners to understand their clients, as well as enable the customers to evaluate comparable retailers which offer similar types of service. Take for instance, in our Foursquare dataset, mean customer loyalty is about 3, and Starbucks coffee House has loyalty of around 5. On this basis, the owner will see that there are many returning customers at his venue, and he can give those returning customers special offers for their support. In the meanwhile, if a customer is searching for a decent coffee house in that region, they can correlate the overall average customer loyalty number and the loyalty number of Starbucks coffee houses. Since the coffee house has loyalty numbers above the average of other comparable venues, then Starbucks coffee house is higher than the average. However, for the above instance to be true, we have assumed that all the check-ins are honest and are from the real customers. The statistics of TC, TU and AUF of shopping, food and entertainment spots are given in Table 4. Furthermore, we also list the top 5 venue names with the highest number of check-ins and their AUF values in each of the categories in Table 5. This table will help the customers know about the likelihood of people visiting a particular place more than once, higher the AUF value higher will be the likelihood that people return to that place after visiting once.

5. Spatial Analysis

We analyze the spatial patterns in this section by visualizing the positioning of groups of check-in venues and the density of total check-ins using google earth pro application on a map of Bangkok, Thailand.

From Figure 5, we can observe that Bangkok being one of the major cities of Thailand has been well planned by the officials, where most of the famous locations are located either towards the center or near the Bangkok metro railways, which is represented using black line in the above map. However, we can observe that Government Buildings, Gas

Stations and Hospitals are relatively dispersed over the map. Furthermore, to dive a little more deeper we have conducted spatial-temporal analysis by plotting density distribution of check-ins over the map of Bangkok for four different months of the year, two of them being the months consisting highest number of check-ins (April and March) while the other months consisting least number of check-ins (June and July).

Shopping Spots		Food Spots		Entertainment Spots	
Venue Name	AUF	Venue Name	AUF	Venue Name	AUF
Siam Paragon	4.46	Starbucks	6.56	Paragon Cineplex	2.24
CentralPlaza Lardprao	4.17	Bon Chon Chicken	2.20	SF Cinema City	2.42
Central Orld	3.16	Bar B Q Plaza	2.74	SFX Cinema	2.92
CentralPlaza Grand Rama 9	3.74	MK	2.47	Major Cineplex Ratchayothin	2.63
Terminal21	3.01	After You	2.30	Bangkok Art and Culture Centre (BACC)	1.41

Table 5. List of Venues with highest number of check-ins and their AUF values

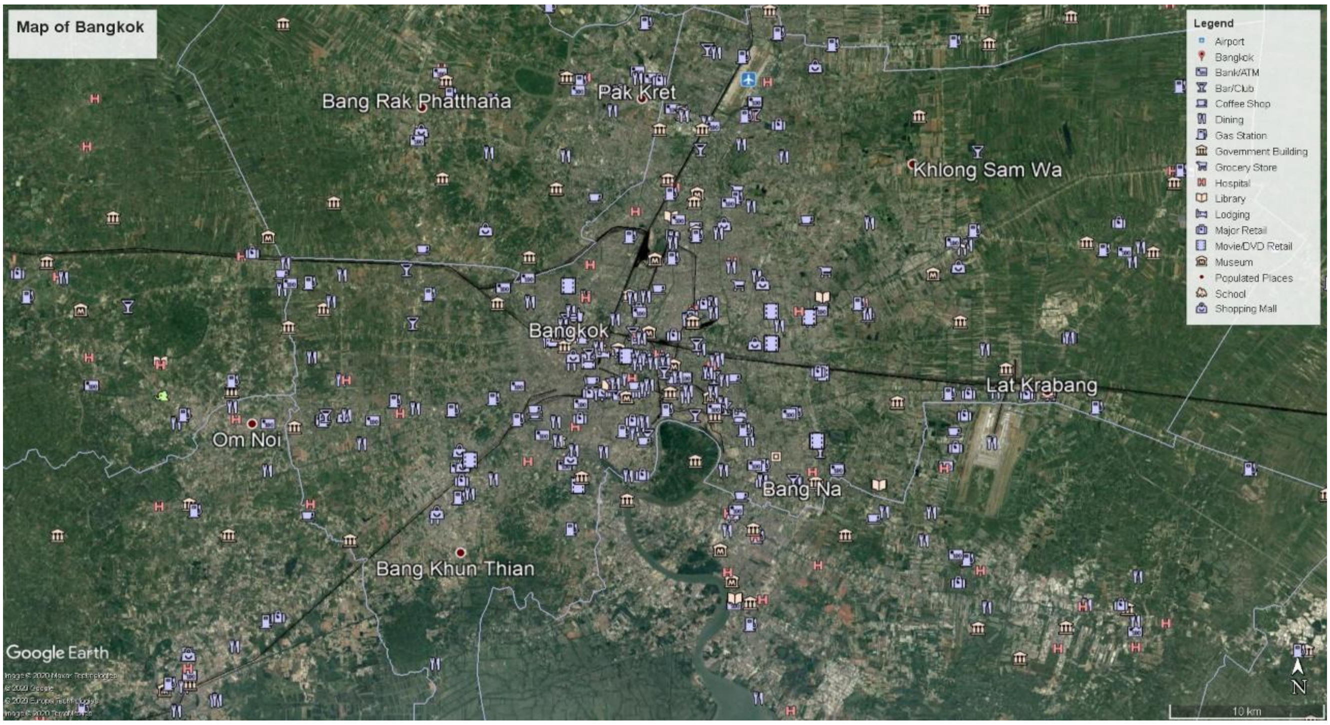
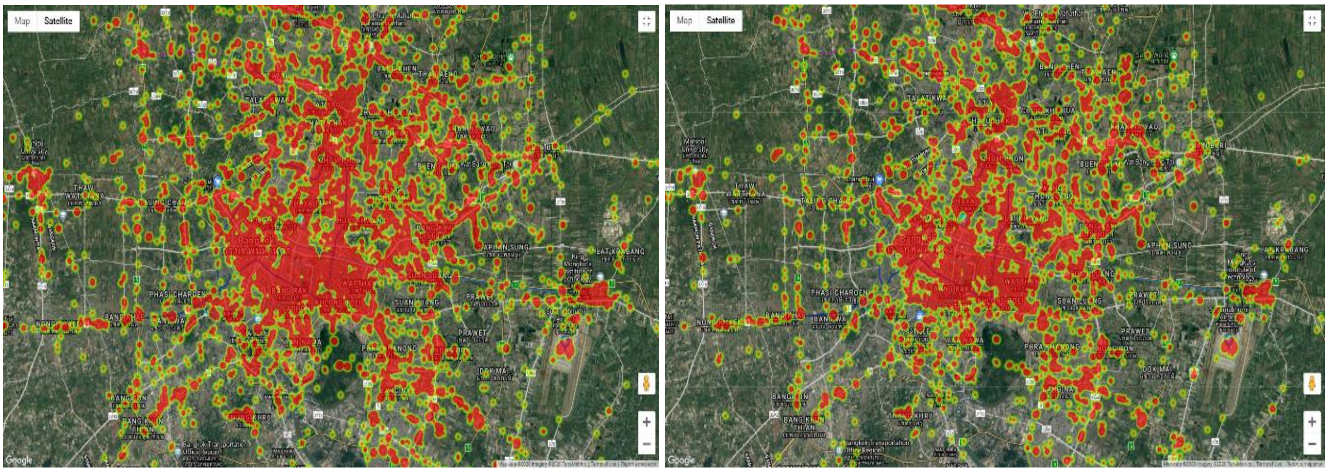


Figure 5. Spatial Analysis of famous locations on the map of Bangkok (Satellite Image Source: https://www.google.com/intl/en_in/earth/)

Figure 6 represents the density distribution of check-ins over the map of Bangkok in four different months. Red color represents high density of check-ins in that area and yellow color represents average density of check-ins, while it eventually dissolves into the base color of the map for areas with no check-in densities. The first two figures (Figure 6 a) plots the density distribution of months that have maximum number of check-ins and the last two figures (Figure 6 b) plots the density distribution of check-ins for months that have least number of check-ins.



(a) Month of March & April (b) Month of June & July

Figure.6 Comparison of monthly check-in density distribution

From Figure 6 it can be observed that although the months of June and July have a smaller number of check-ins the center of map remains denser even during those months, whereas the overall check-in distribution covers a larger area in the months of March and April. Moreover, it is important to note that the central area of Bangkok is the commercial center, and hence, this area has more facilities in almost every aspect.

Nevertheless, the city of Bangkok is highly developed and modern with lots of facilities spread across the whole area of Bangkok, therefore check-in clusters can be seen in various places across the city.

CONCLUSION AND FUTURE WORK

In this paper, we have demonstrated the capability of travel diaries in providing detailed insights into activities and preferences in Bangkok. We also used a system for collecting details on Foursquare and gathering travel information without having to touch visitors directly. From the findings in the analysis section, travel organizations can make appropriate recommendations for male and female visitors to visit these types of venues to satisfy their needs. Male visitors may be provided with the details about public transit to facilitate them in regular usage of public transit. This discovery will help alleviate traffic congestion in Bangkok for many visitors. Female visitors' tourism marketing materials may also include public transport information to encourage visitors to Bangkok and help them easily travel to various places. In order to meet their travel needs, the preferred mode of transport for female visitors can be investigated.

Moreover, this paper includes comprehensive statistics about the days and hours at most visited places, using the Heat Map tool to clearly view the activity-analysis cycle. We also expanded this analysis by comparing weekdays and weekend seasonal trends of the topmost populated regions around Bangkok. Both the temporal and regional analysis were conducted on different types of venues in various categories of activities. This research will allow managers to prescribe exact timetables for tourists to visit different destinations in order to prevent overcrowded locations, which could have positive effects on visitors' satisfaction. We have also used constructed travel diaries to examine geo-spatial data to discover different trends on the Bangkok map. This research was carried out in order to gain clear observations of locations and check-ins via mapping. The findings have shown that while the number of check-ins is comparatively lower for a few months, the centre of the map remains a denser region even in those months, suggesting the availability of more popular places in the area. Besides this, we have also built a way to discover location's loyalty to the users that can provide tourism managers with a deeper insight into the most famous and loyal venues in the various categories that tourists want to visit in Bangkok. All these analyses can be carried out in other locations in the near future in order to provide more detailed information. Moreover, the analysis can be extended on other different categories of tourist groups like Asian and Western, the analysis could also include visitor opinions such as tips on venues.

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ELABORATION OF AN OPTIMAL MODEL FOR THE DEVELOPMENT OF GASTRONOMIC TOURISM IN THE RIGHT-BANK POLISSIA OF UKRAINE

Inna NESTERCHUK
Polissia National University, Faculty of Economics and Management, Department of Tourism, Old Boulevard Street, 7, 10008, Zhytomyr, Ukraine, e-mail: nester_geoek@ukr.net

Anna OSIPCHUK*
Polissia National University, Faculty of Economics and Management, Department of Tourism, Old Boulevard Street, 7, 10008, Zhytomyr, Ukraine, e-mail: annaosipchuck@ukr.net

Eduard BONDARENKO
Taras Shevchenko National University of Kyiv, Faculty of Geography, Department of Geodesy and Cartography, ave. Academician Glushkov, 2, 03680, Kyiv, Ukraine, e-mail: edbe@ukr.net

Svitlana TYSHCHENKO
Polissia National University, Faculty of Economics and Management, Department of Tourism, Zhytomyr, e-mail: kadiss@ukr.net

Oksana TRUSIJ
Taras Shevchenko National University of Kyiv, Faculty of Geography, Department of Economic and Social Geography, ave. Academician Glushkov, Kyiv, Ukraine, e-mail: oktrusij@ukr.net

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Abstract: Based on the study of spatial forms of tourism organization, their structure and patterns of formation to prove that the most optimal form is a cluster model of organization. Also to describe the features, structure, composition and life cycle of potential tourist clusters of the object of study. In the process of substantiating the development of a cluster model on the Right-Bank Polissia of Ukraine the authors used a combination of general and special methods of scientific research (modeling, information, cluster analysis, geoinformation mapping). It is proved that the creation of regional clusters of gastronomic tourism development of the Right-Bank Polissia of Ukraine will lead to the strengthening of competitive advantages of its participants. The proposed cluster model has been visualized cartographically, also its administrative and functional structure has been developed. Substantiated clusters of gastronomic tourism of the region will become the basis for further scientific research aimed at dividing the territory of the Right-Bank Polissia of Ukraine on the basis of the operational units allocation for gastronomic and tourist zoning.

Key words: gastronomic tourism, Right-Bank Polissia of Ukraine, cluster model, potential clusters, life cycle, cartographic visualization, management structure, functional structure

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INTRODUCTION

The global economy has a wealth of experience with different spatial models of development. The greatest successes are those adapted to the practical implementation of projects aimed at enhancing the competitiveness of individual companies and territories. In the course of the market transformation of the Ukrainian economy, processes of expanding the scale and increasing the role of service industries have developed. In this regard, the rapid development of tourism in many regions of Ukraine actualizes the problems of effective use of existing tourism resources and the development of regional centres of economic growth through innovation - tourism and recreation complexes.

Aspects related to spatial organisation, structure and development are important for the regional economy. Forming a regional policy that meets modern requirements for efficiency and sound decision-making is impossible without dealing with the spatial organisation of the region and its characteristics. The current territorial structure of Ukraine's regions is determined by the principles of production location designed in the post-Soviet period. In this context, the issue of spatial imbalances within individual regions of the country is becoming increasingly relevant, and the characterisation of interactions between economic agents in the region is important for addressing these imbalances.

In view of the transformation of Ukraine's socio-economic space over the last two decades, the search for new, more efficient forms of economic organisation has been taking place. Given that the current economic development of the country's regions has a pronounced social orientation, one of the functions of the state is to develop tourism as a means of fully satisfying the recreational needs of its citizens. Tourism industry plays a major role in improving the quality and

* Corresponding author

standard of living of the population, as it ensures the recovery of physical and spiritual strength of the population, the maintenance of working capacity, the enhancement of the image of the territory, etc. Sustainable territorial organisation of tourism is an important area of tourism development, and geographical location of tourism enterprises and facilities is a guarantee of efficient use of resources available in the region (recreational, financial, labour, etc.) and satisfaction of tourism and recreational needs of the population of a particular region and the country as a whole. Their effective allocation and management allows solving both economic and social problems of regional and municipal development through: providing recreation, recreation and recovery of regional population; increasing employment; attracting foreign investment to the region, etc. This article is devoted to the above issues, with the specialization of the study area (the Right-Bank Polissia of Ukraine) for the development of gastronomic tourism, *the relevance* of which is undoubted. The purpose of the work is to substantiate the expediency of the study of spatial forms of tourism organisation, their structure and patterns of formation, and to determine the optimal form of gastronomic tourism development, typical for the Right-Bank Polissia of Ukraine.

The purposes are subordinated to such set for consecutive performance of the task:

- consider and characterise the existing attributes by which spatial forms of tourism are formed;
- identify the best contemporary spatial form of tourism development;
- substantiate the directions of creating tourism clusters for the development of the research area (the Right-Bank Polissia of Ukraine);
- to prove that the creation of regional clusters for the development of gastronomic tourism in the Right-Bank Polissia of Ukraine leads to the strengthening of competitive advantages of its participants;
- describe the characteristics, structure, composition and life cycle of tourism clusters of the object of study as a whole;
- identify the most successful model for the development of gastronomic tourism in the Right-Bank Polissia of Ukraine;
- visualize by cartography the cluster model for the development of gastronomic tourism in the Right-Bank Polissia of Ukraine, determine its managerial and functional structures.

MATERIALS AND METHODS

In the process of this study the authors applied general scientific and special methods, among which the main are: *methods of analysis and synthesis* used for the study of experience of regional tourism development; *method of scientific classification*, comparative, modeling method - for the implementation of certain tasks to study the spatial forms of tourism organization, their structure and regularities of formation, as well as determination of the optimal form of tourism development, typical for the Right-Bank Polissia of Ukraine; *informational method* - for systematization of primary knowledge about regional tourism development; *method of cluster analysis* - for distribution of a certain sample of objects into subsets (clusters) for optimization of regional tourism development; *method of geoinformation mapping* - for direct creation and visualization of cartographic model of gastronomic tourism development of the Right-Bank Polissia of Ukraine on the basis of clusters. Consolidating method of research is a systematic approach, which is used at all the stages and is considered in interconnected aspects through the conceptual framework of creation and application of a single algorithm of the optimal model for the development of gastronomic tourism in the the Right-Bank Polissia of Ukraine.
The informational background of the work served domestic and foreign publications, data from the State Statistics Service of Ukraine in the Kyiv, Zhytomyr, Rivne and Volyn regions. Also authors used personally collected materials in the study area.

RESULTS AND DISCUSSION

Analysis of scientific sources based on the results of foreign and domestic studies of regional tourism development (Myhaylichenko, 2012; Trusova et al., 2020; Feser et al., 2008) revealed a large number of definitions and concepts characterizing the territorial organization of tourism, such as: "system", "district", "region", "complex", "cluster" and others. Approaches to the study of regional tourism development and spatial forms of tourism organisation are presented in Figure 1. Most of the terms emphasise the complexity and multi-component forms of organising tourism activities. Some researchers pay attention to the geographical location of tourism

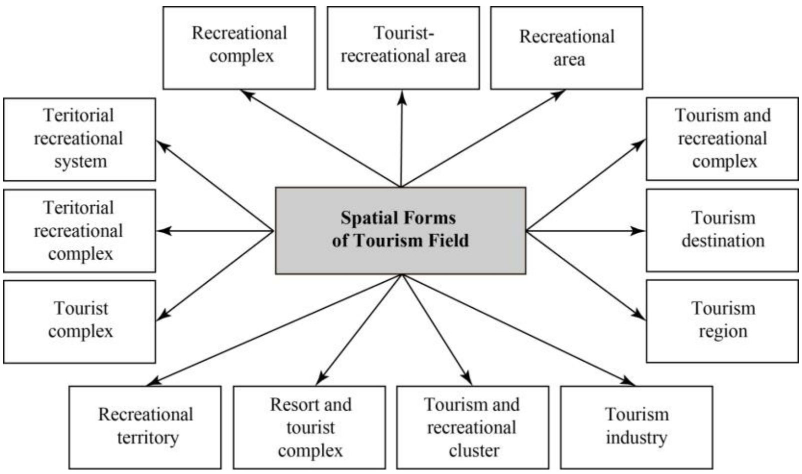

Figure 1. Spatial forms of Tourism Organisation (Source: ordered by the authors)

Industry enterprises in terms of *territorial integrity* (Zorin and Kvartalnov, 2003; Makekadyrova, 2008; Senova, 2011). Other authors focus on the characteristics of the *territorial characterisation of tourism* based on the linkage of tourism and recreational resources to a specific territory. There are many different characteristics in relation to which spatial forms of tourism are formed. Let's consider some of them:

Territorial and recreational complex being a combination of recreational institutions and associated infrastructure enterprises, united by close production and economic ties, as well as the joint use of the geographical location, natural and economic resources of the territory occupied by the complex (Kotlyarov, 1978).

Tourism complex is a closed network of facilities designed to serve tourists and consists of accommodation (hotels, motels, etc.), catering (restaurants, cafes, bars, etc.), related services (equipped beaches, viewpoints and sports grounds, stadiums, swimming pools, cabarets, cinemas, etc.) (Kalashova, 2009). A number of studies by domestic authors are devoted to the tourism complex: (Davydenko, 2006; Dmytrenko, 2008).

Tourism industry is characterised by a dependence on the presence and functioning of enterprises and organisations from various economic sectors, which are involved to varying degrees in the tourism offer. In order for tourism offer to emerge, tourism resources must be available, in addition, demand for a particular tourism resource must be generated, activities for the formation of the tourism product must be regulated and stimulated, and the tourism product must be effectively marketed. We believe that in order to consider tourism complexes, a number of attributes should be taken into account.

First, it is a territorial-administrative attribute, according to which tourism complexes are allocated within a particular region (constituent entities of Ukraine). In this case, it should be noted that they have already existed and the main work should be done to improve their efficient functioning. Such tourism complexes have specific tourism resources, infrastructure, institutional conditions and other characteristics. The second attribute is the taxonomic rank, on the basis of which recreational touristic zones, tourist-recreational districts and special economic tourist-recreational zones are distinguished. Tourist-recreational zones are allocated within geographical areas with similar tourism resources; territorial zoning provides for the allocation of a certain complex within a tourist-recreational zone, and a special economic tourist-recreational zone requires special attention, the types of activities within it are regulated administratively.

The third attribute is structural distribution, it divides tourism complexes according to the focus of tourism in a region into different types, subspecies and varieties of tourism. The classification of tourism complexes is represented by a structural and graphic model shown in Figure 2. Regional tourism resources reflect the development potential and capacity of a particular area of the region and are often limited, while the ability of a region to meet the needs of tourists is determined precisely by the composition and condition of the resources and factors for tourism development in the area.

Kalashova (2009), Koblova (2005), Bogomolova (2008), Shapovalova (2006) in their definitions pay attention to such characteristic of the tourism sector as development management at the regional and local levels.

Territorial and recreational complex is a combination of recreational institutions and associated infrastructure enterprises, united by close production and economic ties, as well as the joint use of the geographical location, natural and economic resources of the territory occupied by the complex (Kotlyarov, 1978).

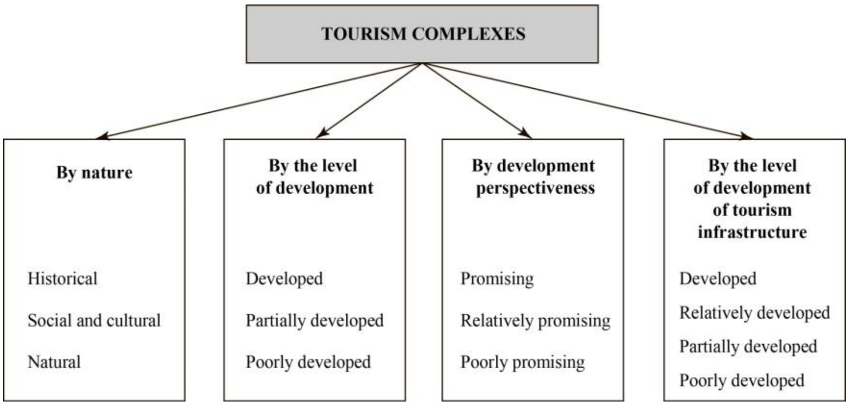

Figure 2. Classification of tourism complexes (Source: ordered by the authors)

Territorial recreational system (TRS) is one of intersectoral varieties of socio-economic geosystems. The concept of TRS was introduced by the economist-geographer V.S. Preobrazhensky (1971) in the 60s of the twentieth century; he justified it as the main form of territorial organisation of recreational economy. He understood TRS as "a social geographical system consisting of interconnected subsystems: natural and cultural structures, service personnel, management body and, finally, recreationists, which is characterised by both functional integrity (the state of subsystems is determined by the social function of the system as a whole) and territoriality" (Preobrazhensky and Vedenin, 1971). In considering TRS, he distinguished between demographic and resource-graphic systems that differ according to the principles of territorial organisation: in the first case, the "territorial differentiation of recreational needs" forms the basis, while in the second, the availability of specific defined resources (Chudnovsky and Zhukova, 2002).

The main priorities in the study of TRS included: the structure, functioning, management, placement of industrial (in this case recreational) facilities in a certain territory. The interaction of these territorial entities with other functional systems, with other territories, were not given much importance due to the development and application of these theories during the period of planned (administrative-command) economy. In practice, TRS were closed systems with highly saturated internal ties within the system and virtually without any external connections.

The concept of TRS has gradually been replaced by that of the tourism and recreation complex. Modern economic literature traditionally considers the concept of tourism complex as a set of elements such as accommodation, catering facilities, transportation, cognitive, entertainment, business, recreational, sports and other purposes, including organisations providing sightseeing services and guide-translator services (Chudnovsky and Zhukova, 2002). Although the concept is often used in the academic literature, there is currently no consensus on its meaning. There is a divergence of views both in terms of understanding the essence of the tourism complex and in relation to the composition of the sectors and enterprises included in it. Thus, (Baeva, 2008a) considers it a complex institutional socio-economic and material formation, with the main backbone factor being the provision of human vitality through prevention, treatment, rehabilitation, mass recreation, recreation, and resulting in the creation and consumption of a specific tourism and recreational product as the initial basis for the formation and implementation of a high-quality package of health and recreational services in the functioning of an integrated sanatorium and health resort. The same problem is also explored by Koblova (2005), Vasylykha et al., 2017.

Resort and tourism complex is a set of interrelated industries that ensure the reproduction (production, distribution, exchange and consumption) of the whole range of resort and tourism services in all their modern diversity (Beydyk, 1997). In a narrow sense, these are sanatoriums, hotels, tourist complexes, holiday centres, youth camps, campgrounds and other recreational facilities, fixed and circulating assets, and human resources that are involved in serving tourists. In a broad sense, it is the totality of closely interrelated industries serving the resort and tourism complex, as considered in a narrow sense (Sharafutdinov, 2000). Abramova (2004) considers it to be the totality of all enterprises and industries covered by the notion "tourism industry of a country" that are located in the territory of resorts, spa regions or health resort areas.

The most common interpretation of the term *'recreational areas'* is to understand them as separate areas or zones that are prepared in a certain way for mass recreation and recreation of the population and are served by qualified personnel. In particular, the Dictionary of Ecology defines a recreational area as an area used for recreation, mass recreation, tourism and excursions (Musienko, 2004). Pashentseva (2011) defines recreational areas as a single natural complex located within a recreational and health-improving landscape that is used by subjects of recreational and other economic activities for medical, recreational and cultural purposes, provided that its natural state is preserved. Fomenko (2007: 309) considers the notion of "recreational area" as an area used for human recreation, mass recreation, tourism and excursions.

Recreational complex it is a set of industries and types of economic activities that provide recreational services to the population of a country, region, or city and create the necessary prerequisites for the normal functioning of the recreational and tourism economy. Certainly, recreational complexes ensure the functioning of weekly, monthly, seasonal recreational cycles, but in individual cases (city, industrial hub, industrial district) the problems of organising short-term recreation - on a weekly and daily basis - should also be emphasised (Baeva, 2008b).

Recreational area is a territory suitable for organizing recreation and tourism due to the availability of recreational resources of a natural or anthropogenic nature (Halachieva, 2006).

Tourist and recreational area is a territory formed by tourism and recreational demand with tourist and recreational resources and conditions, as well as the necessary degree of development of tourism and recreational infrastructure (Dzhadzhuhazova, 2005). The theoretical background of regional clusters includes: the definition of regional clusters (European Commission, 2002; Delgado et al., 2015; Iordache et al., 2010; Bathelt et al., 2004), formation of regional clusters, which is subject to the principle of localization (Belleflamme et al., 2000, 161), agglomeration (Rosenthal and Strange, 2004), geographical concentration of industries in regional clusters (Weber,1929 and Marshall, 1920), investment production and new entrepreneurial activity, demonstrating a higher level of cooperation and competition than can be found among dispersed firms (Enright, 2001). Currently, researchers increasingly use the notion of *"cluster"* for characterizing the tourism development in a particular territory. Territorial and industry orientation to the use of clusters at the regional level was first applied by Porter (2011). Cluster is a set of interrelated homogeneous elements, the combination of which acts as an independent unit with certain properties. Tourist and recreational cluster is a territory formed by tourism and recreational demand with tourist and recreational resources and conditions, as well as the necessary degree of development of tourism and recreational infrastructure (Boyko, 2011).

Using the term *"cluster"* today, various facilities cha be described, for example: a conglomerate that specializes in the production of the same type of products, united within a certain geographical space; an economic sector represented by enterprises located in the same territory; companies that form the added value of a certain standard. The most important result of combining various enterprises and organizations into a cluster is *increasing performance* and labor productivity not only within the framework of enterprises included into a cluster, but also in those areas of economic activity that are somehow connected with it through joint activities, that is, this activity allows you to achieve a synergistic effect. Thus, the cluster approach creates a greater potential for the development of the structures included into it.

Currently, the development of cluster initiatives in the regions of Ukraine is relevant. Currently, many researchers note that cluster structures are an optimal form of arrangement of modern tourism services both at the national level and at the level of a particular region (Hanushchak-Efimenko, 2010; Fedorets, 2011). Works are devoted to the problems of forming regional cluster structures in the tourism industry (Hanushchak-Efimenko, 2010; Kraynyk, 2009). It shall be noted that typologization of regional tourism clusters is far from an easy process. The complexity of such typologization follows, on the one hand, from the very definition of a cluster as a set of companies and business structures located in the same territory (while a cluster includes not only pure travel companies, but also facilities of tourism infrastructure, hotels and public catering enterprises (Hanushchak-Efimenko, 2010; Kraynyk, 2009), on the other hand, from the geographical diversity of the regions of Ukraine, which causes significant differences in their "tourism specialization". Now the regions have different priorities in the development of a particular type of tourism (historical and educational, business, gastronomic, health, beach, eco-tourism, etc.), which affect the type of regional tourism cluster. Recently, when identifying tourism clusters, more preference is given to geographical criteria than to structural and economic ones.

In particular, according to *geographical criteria* clusters are classified into:

– longitudinal - elements of clusters of this type are located or elongated along a specific resource, which is clearly displayed on the basis of physical and geographical zoning. For example, beach resorts in the cities are concentrated on the coast of a sea or an ocean and are also a center for tourists in the cluster;

– monocentric - characterized by the presence of a pronounced "center of tourist flows", through which tourists arrive in the cluster. The center contains the main elements of tourist infrastructure, which provide other (peripheral) elements. A pronounced cluster center can be defined as a "cluster core" (similar to industrial and agro-industrial clusters);

– polycentric - characterized by the presence of several centers of tourist flows connected by elements of transport infrastructure and located in close geographical proximity to each other;

– dispersed or uniform – characterized by the presence of elements that are evenly dispersed through the territory of the cluster (equivalent cities and resorts of interest to tourists) (Porter, 2011).

The typology based on geographical characteristics can be expanded by other criteria, in particular, the location of the administrative center within the tourism cluster, determination of the territorial boundaries of the cluster, density of the main objects of the cluster, etc. (Enright, 1996).

Structural, economic and social criteria (criteria for economic and social efficiency) are also of great importance for identifying the types of regional tourism clusters, in addition to geographical ones.

An important difference between tourism clusters is the availability of a "framed" or "frameless" ("diffusion") structure. A tourism cluster is, first of all, a community of various enterprises and organizations within a certain territory that are directly or indirectly related to the provision of tourist services. It is quite difficult to subordinate the boundaries of a tourism cluster to standard industry classification systems. A tourism cluster should consist of a combination of industries that create a tourism product and conditions for increasing its competitiveness (Fedorets, 2011).

Attention should be paid to the following circumstances and significant characteristics of tourism clustering. Thus, any tourism cluster is always based on the humanitarian component, since all tourism services are always focused on the consumer and their interests, and are weakly dependent on the policy of the state and individual regions in terms of regulating the tourism sector. Unlike an industrial cluster, a tourism cluster always exists only when four components of the complex are available: "resource – consumer – producer – seller of tourist products and services", the loss of one of the elements will sharply reduce the degree of efficiency and competitiveness of the cluster and other territorial entity. If industrial clusters are essentially territorial, and their effectiveness is determined by the mutual proximity of enterprises, then tourism clusters are created as extraterritorial formations – based on the specific specialization, resource capabilities of the territory, as well as the existing needs of tourists. Tourism clusters are characterized in their creation by the approach called "from resources" and "from needs", which contradicts the position of the classical theory of TRS by Preobrazhensky (1971), which was proposed back in the 60s of the twentieth century, while industrial clusters are created "from the territory".

The uniqueness of a tourism cluster lies in the complexity of what it produces and sells – of a tourism product (a comprehensive tourism service). If under the operation of industrial cluster enterprises the final product is most often created, then for a tourism cluster, the final product is only designed and formed by a special group of tourism enterprises – tour operators, and then sold to end users – travel agents. This requires specific approaches to the design and formation of tourism clusters, taking into account the methodology of marketing, positioning and promotion of tourism opportunities and organizations of individual regions, in general, and specific tourism clusters, in particular.

Tourism clusters have a number of characteristics that distinguish them from other types of clusters, in particular:

– use of tourism and recreational resources, including natural, cultural, historical and socio-economic resources used for the formation of a tourism product and the production of tourism services;

– unlike other types of clusters, when designing and creating, tourism clusters are not linked to the administrative borders of regions. They can immediately include the territories of several administrative divisions of the country;

– a necessary element of a tourism cluster is the tourism infrastructure, the elements of which are located not only in the territory of the cluster, but also in the territory of neighboring regions and even countries – in order to ensure the availability of tourism products and services offered by the cluster;

– given that the main element of any cluster is the consumer preferences of tourists, the cluster should offer a variety of tourism products and services provided at different prices;

– the catalyst and regulator of all relations and processes related to the design, creation and development of tourism clusters are state and management authorities at the national and regional levels, and local self-government bodies (local administrations);

– the specifics of tourism clusters are determined by the peculiarities of their territorial construction, since any such cluster must combine three ways of territorial arrangement of tourism potential – linear (touristic routes), planar (touristic districts and cities) and point (touristic centers);

– the development of tourism clusters directly depends on the infrastructure and resource sectors, while the innovation component and synergistic effect achieved through the functional integration of industries and enterprises are of secondary importance for the development of the cluster;

– the effectiveness of a tourism cluster is determined only at the level of development of inbound and especially domestic tourism, which makes the cluster development of touristic territories significantly dependent on a competent and effective business strategy, as well as on the implementation of a set of marketing and advertising strategies aimed at promoting the cluster.

Creation of a tourism cluster is aimed at addressing labor-intensive tasks of combining the efforts of entrepreneurs, business structures and the state. Well-functioning clusters are no longer hierarchical networks and are transformed into a structure of mobile relationships between households, companies, and institutions. These relationships are based on a permanent basis, they can shift and expand into related types of economic activity. Therefore, a "cluster " can be of two forms: gastronomic and territorial. A cluster occurs in a particular location due to specific historical or geographical reasons, the value of which can be reduced to zero over time (when the cluster itself becomes powerful and is self-supported competitively). The development of the regional gastronomic cluster of the Right-Bank Polissia of Ukraine leads to strengthening the competitive advantages of participants by forming a gastronomic hub, which improves the quality of interaction of enterprises involved in the production of tourism products, and acts as a consolidator.

In a territorial cluster, enterprises interact, as a rule, on the basis of competitive partnership relations in order to achieve a common goal - the development of the entire territory as a cluster; enterprises may belong to one or more types of economic activity (Tyshchenko, 2019). The authors found the following primary characteristics of a regional gastronomic cluster of the Right-Bank Polissia of Ukraine: an unusually wide composition of participants; the presence of a synergetic effect; a higher level of productivity and wages; flexibility and dynamism of functioning; a higher level of information exchange and innovation; competing enterprises (companies) cooperate in order to realize the potential of the territory and its competitive advantages, etc. Several large economic entities constituting the "core of the cluster" create a geographically concentrated demand for monotonous components, laborers of appropriate qualifications, and services of certain orientation. Related and supporting enterprises get the opportunity to meet high demand from the "core of the cluster", save on sales and transportation costs. The ordered structure of the regional gastronomic cluster of the Right-Bank Polissia of Ukraine is presented in the form of functional blocks (nodes) (Figure 3).

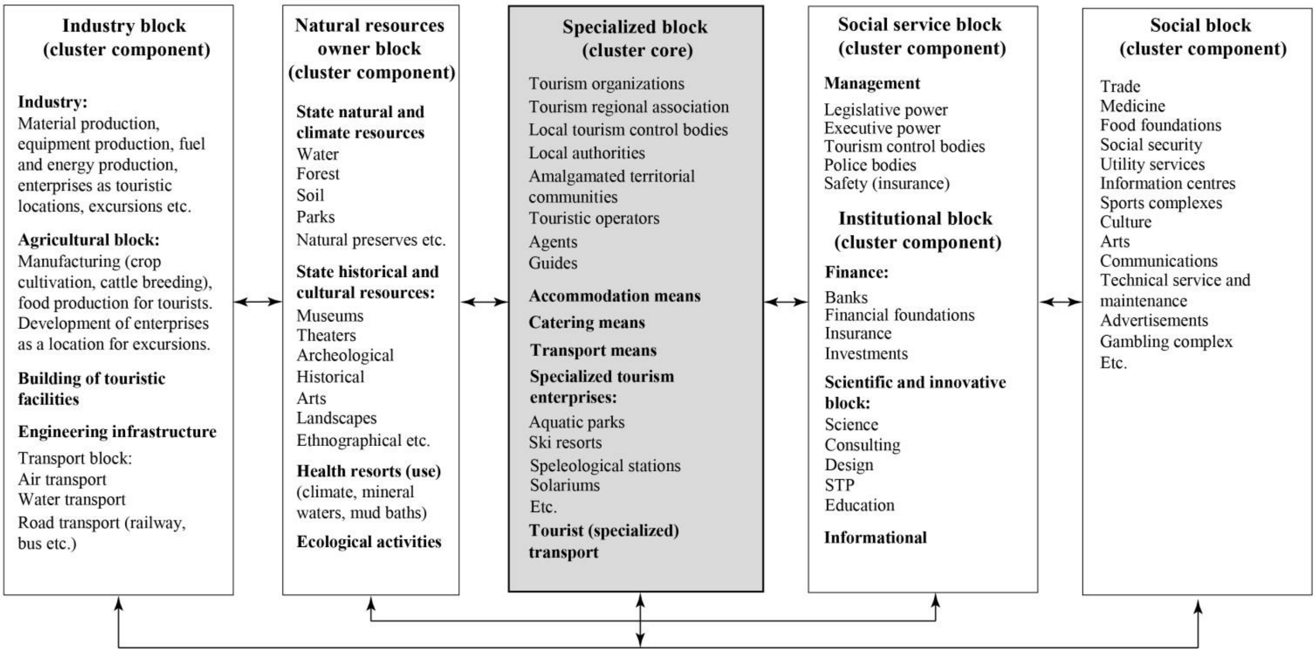

Figure 3. Functional blocks (nodes) of the regional gastronomic cluster of the Right-Bank Polissia of Ukraine (Source: ordered by the authors)

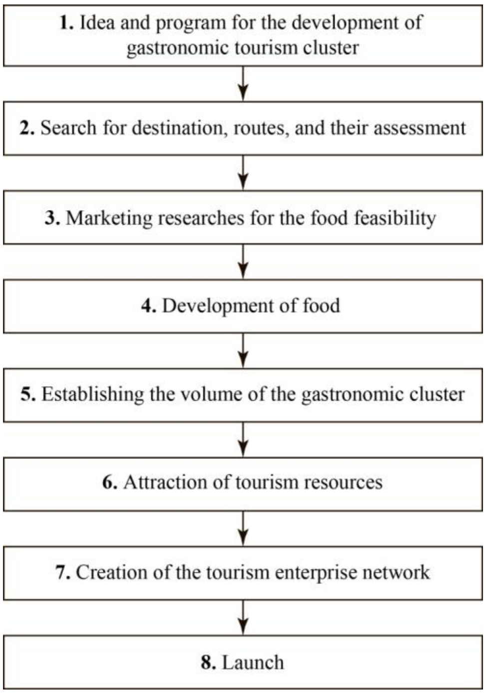

Figure 4. Life cycle of a regional tourism cluster (Source: adapted by the authors according to the strategy for the development of gastronomic tourism in the Right-Bank Polissia of Ukraine)

In our opinion, the gastronomic clusters of the Right-Bank Polissia of Ukraine are limited by the life cycle, as basically all types of clusters which begin with the formation of a new idea, and end with the launch, implementation and approval of a new tourism product on the market. The life cycle of a tourism cluster is represented by typical phases characterised by specific activities, results obtained and decisions made, see Figure 4. This cluster has a complex internal structure comprising a multitude of economic agents, consisting of main enterprises producing and selling tourism products, auxiliary (related) industries, as well as educational institutions and research organisations. Participants in a regional gastronomic cluster tend to be included in deep technological cooperation among themselves on the basis of their participation in value-added chains and value accumulation systems. Alignment of a particular activity together with another one forms intra-firm value chains. To achieve competitive advantage, a business needs to optimise its own value chain, as well as the external value chain that will connect it with suppliers and consumers. A dynamically developed cluster covers many different value creation chains that form a system of value accumulation. The main challenge here is to establish complete value chains through established structures and to prevent the leakage of created value from the region. The formation and development of clusters is one of the important factors in a sustainable business development strategy in the region. In our case, the main task is to determine the purpose of its development in the long run, as short-term and medium-term prospects are spelled out in the regional development programs of each region. It should be noted that not one of the tourist regions of Ukraine does not meet the quality characteristics that would fully satisfy the consumer services of the region or cluster.

Such countries as Bulgaria and Turkey with its Black Sea coast (relative to the southern region Ukraine), Eastern Poland, Slovakia are more attractive for tourists and every year the preferences of domestic tourists are given to rest abroad instead of rest in the Azov-Black Sea coast or in the Ukrainian part of the Carpathians. If we consider the Right-Bank

Polissia of Ukraine as a tourist destination, one can see that the tourist direction here was given more point than complex attention. The same happens with tourism products in the regional tourism market. The tourism market and service companies and industries offer different products, but tourism products are heterogeneous: they are complex and consist of a large number of additional components provided by suppliers from different public and private sectors. The process of buying and consuming a tourist product extends over time and distance (Kachniewska, 2006). Regional tourism resources open up prospects for organizing tourism and recreation clusters. Despite the fact that the composition of tourism resources of the Right-bank Polissia is very diverse and appropriately unevenly placed, we believe that it is worth separating gastronomic tourism clusters, where there is a concentration of tourism resources and gastronomic potential. It will allow us to create *an optimal model of gastronomic tourism*, which will spin on the practice of nomadism, simulacrum, escapism. The reset of gastronomic tours (Nesterchuk et al., 2021) is possible only if the tourism gastronomic potential of the Right-Bank Polissia is justified, which is the basis for creating clusters for the development of gastronomic tourism in the Right-Bank Polissia.

We are used to classical interpretations of cluster as its identification by industry attribute. Currently, there is a fairly broad classification of clusters according to the criterion of industry, based on which the following types of clusters can be distinguished: textile, machine building, pharmaceuticals, petrochemical, tourism, etc. There are also inter-sectoral clusters (industrial, agrarian, transport and logistics), event clusters, etc. (Sharafutdinov, 2000; Golik and Maksimova, 2013). However, it should be noted that industry-specific identification is largely determined by the structural characteristics of the cluster, primarily by the presence or absence of its core. The presence of a cluster core makes it easier to identify the cluster by its industry attribute, while the absence of the core makes it more difficult, as the core is most often a large system of constituent enterprises of the dominant industry, and determines the industry profile of the cluster. The complexity of structural identification is also determined by the presence of "unexpressed" clusters or clusters at the stage of formation or decay. In particular, in accordance with the approach of Enright (2000) the following *cluster types* can be distinguished:

- *operational* cluster is a group of companies that function as a single system. The main characteristics of the operational cluster are a developed social infrastructure, rapid exchange of innovations, dynamic growth, a well-coordinated production process system, and high potential. Examples of working clusters: the electronics industry cluster in Silicon Valley (California, USA), the knitting industry cluster (North Carolina, USA), the flower cluster (Netherlands).
- *latent cluster* is an industrial agglomerate that has the potential to develop into an operational cluster. Certain shortcomings in national legislation prevent a latent cluster turn into an operational one, primarily due to the lack of laws aimed at supporting cluster entities and optimizing the investment and tax climate in the regions. Enterprises cannot build a single system in which they could interact with other elements of the cluster
- *potential cluster* is a group of companies that has certain characteristics of an operational cluster, but it lacks important components of the latter, such as stable business relations between cluster participants and the development of a competitive environment. Examples of potential clusters: the software cluster (Oregon, USA), the aerospace cluster (Arizona, USA). Regional cluster (Enright, 2000) is a geographical agglomeration of firms operating in related sectors of the economy. A regional cluster may include: 1 - an industrial area of small and medium-sized enterprises; 2 - a concentration of high-tech firms connected through the development and use of common production methods (technologies); 3 - a production system with former enterprises of large TNSes and firms that "broke away" from the parent companies as a result of the spin-off process. Competitive advantages are created not at the supranational or national level, but at the regional level, where the main role is played by the historical prerequisites for regional development, the diversity of business cultures, the organization of production and education. The most successful model for the development of gastronomic tourism is the projected gastronomic tourism cluster of the Right-Bank Polissia of Ukraine.

The foreseeable gastronomic tourism cluster is a geographical hub, regionally labelled, the prerequisites of which are the tourism potential of the territory, autochthonous gastronomy, tourism business and related gastronomic products, services, events, tours, gastronomic tourism products, cross-cultural communication, national specificity of business and education necessary to meet the demand for a specific gastronomic product and promote the products and traditions of the region through organized production, wholesale and retail trade and tourism.

The scientific world relies on the opinion of Porter (2011) and Enright (1996), which highlights the following reasons for the need to stimulate cluster development: increased labor productivity and production efficiency (skilled labor, Information, service, educational center). Firms gather to coordinate, transact, thereby increasing the diffusion of innovation and comparing the performance of rival firms; stimulate innovation through access to up-to-date information, cooperation with research centres; at a high level, the commercialisation of knowledge and production encourages the creation of new firms, the launch of new product types, increasing information flows, sharing ideas, knowledge, know-how in mid-staff. The driving force behind the cluster development is the rhombus of competitive advantages, and a spatial entity such as a regional and industrial cluster is a reflection in reality of this rhombus. In practice, clusters are understood as a group of business enterprises and non-entrepreneurial organisations whose membership is an important element of the individual competitiveness of each member firm. Clusters combine 'buyer-supplier relationships, either shared technology, shared buyers or distribution channels or shared pools of labour' (Enright, 1996:191). It is also important to note that a cluster involves a certain degree of spatial proximity between its players. Geographical proximity allows for face-to-face interactions, common labour markets and dissemination of knowledge, especially "tacit" knowledge that is difficult to codify. The advantage of a separate regional cluster may over time be some flexibility in the structure of the firm and coordination of transactions, it can progress along with changes in technology, tastes, corporate strategy and competition environment. It can show a higher level of cooperation and competition than among scattered firms. A regional cluster can benefit from the presence of foreign multinational companies, which in turn can benefit from a presence in regional clusters (Enright, 2002).

According to (Feser et al., 2008), there are generally two different types of cluster policies. First, policy applications that focus specifically on identified clusters are called 'cluster-specific strategies'. According to the cluster policy approach, the goal is to encourage the emergence or development of a separate identified cluster. The first step in this policy approach is to create a cluster and determine its characteristics and nature using SWOT-analysis. The main characteristic of the cluster approach is a comprehensive attempt to develop a specific value chain through a series of carefully designed supply and demand policy interventions. Cluster approaches are mutually reinforcing and may include economic interventions that are not development strategies per se, but instead are traditional functions of governments (e.g. regulation, provision, pricing and education). The second approach is referred to as "cluster-informed strategies". The main policy goal from a cluster perspective is the improved implementation of individual development initiatives. This approach to cluster development is less holistic than the cluster approach itself. By this approach, no formalisation of cluster mapping is applied, but some cluster-related methods can be applied. For example, this approach can be aimed at exploring parts of the cluster supply chain (for example, weaknesses of local suppliers), which will then be directed towards business development initiatives. According to this approach, clusters are primarily considered as an analytical device for improving the effectiveness of narrower types of policy tools (Feser et al., 2008).

Contribution by M. Enright's contribution to cluster theory is that he identified four types of cluster policy depending on the nature of state "intervention": *catalytic* - the state only brings stakeholders together and provides them with little support; *supportive* - catalytic policy is complemented by investment in infrastructure, education, vocational training, thereby providing an enabling environment for cluster development; *directive* - supportive policy using the cluster programme to transform the local economic structure or the availability of National targeted programs; *interventionist* - policy with active use of subsidies, incentives, protection and regulation, significant presence in the cluster and control over the activities of its participants (Enright, 2000: 15). M. Enright emphasised the role of regional and spatial aspects in generating the driving forces that underpin competitiveness. The scholar, focusing on the globalisation-localisation paradox, argued that the globalisation of competition is entirely consistent with the localisation of competitive advantage in certain industry sectors and activities. Consequently, those who study successful innovative high-tech clusters tend to focus on localisation preferences and the possibility of globalisation (Competitive Regional Clusters, 2007).

Development of the projected gastronomic tourism clusters of the Right-Bank Polissia of Ukraine envisages the typification of territories for improving opportunities to promote products and traditions of the region through integrated forms and methods of production activities, trade, as well as tourism in the short, medium and long term.

When selecting such territories on the map model (Figure 5), indicators of gastronomic potential of physiographic districts calculated in the author's work (Nesterchuk et al., 2021), extended by indicators of tourist flows to respective territories and the number of persons employed in gastronomic tourism (these indicators are listed from the units of administrative-territorial structure, for which they are recorded by the statistical service) were used. When calculating the gastronomic potential of a physiographic region (in points) for bringing the different types of indicators into a unified system, each structural component of the map-diagram was given a weighting coefficient.

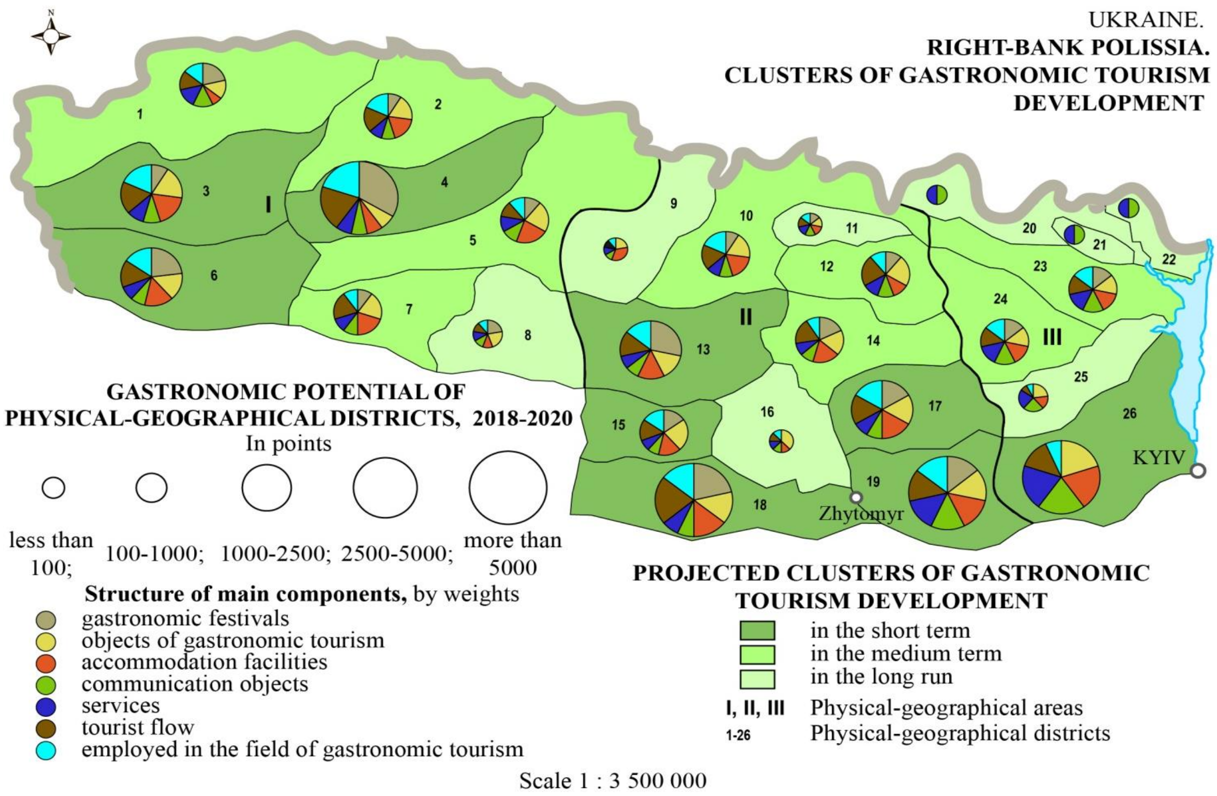

Figure 5. Clusters of gastronomic tourism development in the Right-Bank Polissia of Ukraine
(Source: author's development, original copy presented on a scale of 1:3 500 000)

The predicted three clusters of gastronomic tourism development in the Right-Bank Polissia by physical and geographical areas (as mapping units) are shown using the quantitative background method, which are the numerical values of the term of cluster formation. In the short term, the most powerful development will be in the Lyuboml-Kovel, Turiysk-Rozhishe, Manevychy-Volodymyrets physical and geographical areas of the Volyn Polissia region, Horodnytsia-Emilchyne, Korets-Novograd-Volynsky, Irshansk-Malin, Baranivka-Vysoka Pich, Chernyakhivka-Korostyshev regions of Zhytomyr Polissia region, Zdvyzh-Irpin regions of Kyiv Polissia regions. This indicates a score of gastronomic potential from 2500-5000 and over 5000 points in physical and geographical areas. The structure of the main components is dominated by segments: gastronomic festivals, tourist flows, the number of employed in the field of gastronomic tourism.

In the medium term, the projected clusters of gastronomic tourism development in the Right-Bank Polissia will develop in Verkhnopripyatsky, Nizhnostyrsky, Kolkiv-Sarny, Kivertsi-Tsuman in the physical and geographical areas of the Volyn Polissia region; Olevsky-Belokorovitsky, Norynsk-Zherivsk, Korosten-Chopovychy regions of Zhytomyr Polissia region, Nizhniouzky, Narodychy-Ivankiv regions of Kyiv Polissia region. Confirmation is the calculated score of gastronomic potential from 1000-2500 points in physical and geographical areas. The structure of the main components is dominated by the following segments: gastronomy festivals, gastronomy tourism facilities, stable tourist flows, number of people employed in gastronomy tourism, almost equal indicators of tourist accommodation facilities and services.

In the long term, the projected clusters of gastronomic tourism development in the Right-Bank Polissia may develop in the physical and geographical areas of the Kostopol-Bereznov region of Volyn Polissia, Klivsky-Rokitnyansky, Slovechansky-Ovruchsky, Dovbyshsko-Chervonoarmiysky regions of Zhytomyr Polissia regions, Rudnyansky-Vilchansky, Chistohalivsky-Korohodsky, Nizhnioprypyatsky, Nizhnioteterivsky regions of Kyiv Polissia, where the gastronomic potential score is from 100-1000 and under 100 points in physical and geographical areas. There are minor segments in the structure of the main components: gastronomy festivals, gastronomy tourism facilities, tourist flows, number of employed in gastronomy tourism, and communication facilities and services presented only in some points.

To ensure spatial planning of the projected clusters of gastronomic tourism development in the Right-Bank Polissia of Ukraine, it is proposed to distinguish and link its functional and industry complexes. The latter can be justified on the basis of the correspondence of functional complexes to different territorial zones. The concept of purposeful cluster formation is based on the creation of United territorial communities (UTC) of tourism business associations at the regional level based on the creation of its management structure: Figure 6.

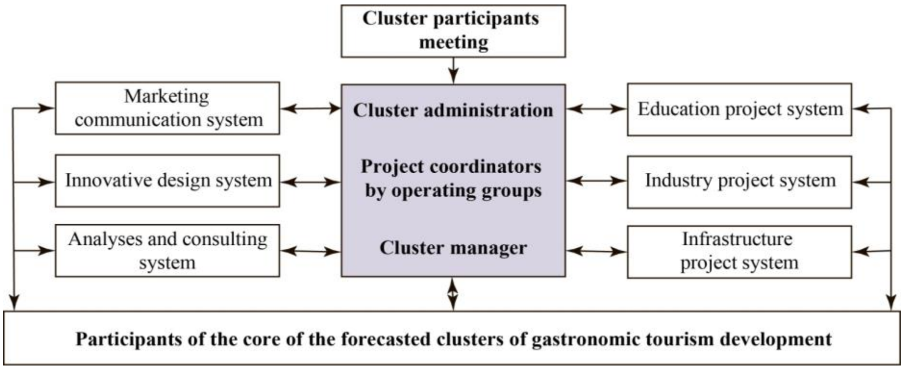

Figure 6. Management structure model of projected clusters of gastronomic tourism in the Right-Bank Polissia of Ukraine (Source: ordered by the authors)

In our opinion, the proposed model is a combination of five main complexes and their blocks. The core of the cluster is a (specialized) tourism complex. It includes organizations and individuals directly related to tourism activities, production of tourism services and service rendering (tour operators and travel agents, sanatoriums, ski complexes, etc.). In the center of the cluster core is the consumer of the tourism product, on which the functioning of the cluster depends at a particular time. As well, the central elements of the cluster are enterprises that provide accommodation, food, entertainment and touristic transport services. In addition, this complex interacts with potential tourists (their needs are investigated, marketing activities are conducted, etc.). For the cluster to function properly, there must be a body that coordinates its work (Figure 7). All other subjects of the cluster are represented by four complexes: service-system-forming (management bodies, training personnel, finance, etc.); production (providing food, goods,

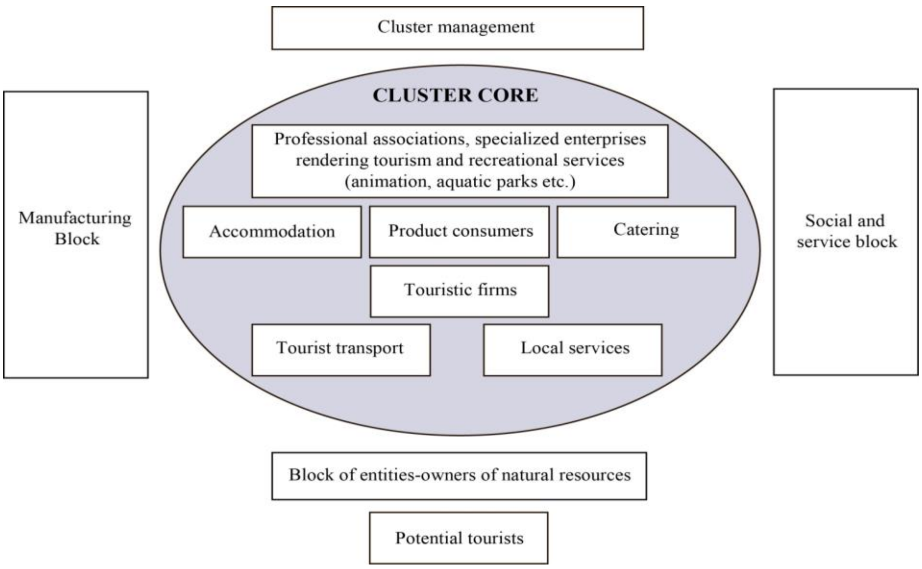

Figure 7. Diagram of the functional structure of the projected gastronomic cluster of the Right-bank Polissia of Ukraine (Source: ordered by the authors)

equipment and construction materials); social-service (cultural and sports institutions, trade, medical institutions, consumer services, etc.); complex of natural resources and conditions, including organizations that own natural resources (Figure 7).

CONCLUSION

The considered signs of formation of spatial forms of tourism testified that the most optimal (most successful) modern form, which will ensure the development of gastronomic tourism at the regional level, are clusters, which are substantiated for the Ukrainian Right-Bank Polissia as potential. Prerequisites for the creation of these forms are mosaic landscapes, cultural and historical artifacts, the diverse composition of tourist resources of the study area, the concentration of tourist resources and gastronomic potential, which allowed to justify the directions of their creation.

The formation of the projected gastronomic clusters of the Right-Bank Polissia of Ukraine will be based on the author's model, in particular, the functional structure, which will provide an opportunity to coordinate the work of its main complexes. The development of projected gastronomic tourism clusters of the Right-Bank Polissia of Ukraine also involves typification of territories to improve the promotion of products and traditions of the region through integrated forms and methods of production, trade and tourism in the short, medium and long term.

The authors identified the features of the regional gastronomic cluster of the Right-Bank Polissia of Ukraine, which include an unusually wide range of participants, have a synergistic effect and higher productivity and wages, flexibility and dynamism, higher level of information exchange and innovation, and competing firms cooperate to realization of the potential of the territory and its competitive advantages. Gastronomic clusters of the Right-Bank Polissia of Ukraine are limited to typical specialties of the life cycle (in terms of activities, results and decisions), which begins with the formation of a new idea and ends with the introduction of a new tourism product on the market, its implementation and approval.

The cartographic method made it possible to visualize the cluster model of the development of gastronomic tourism of the Right-Bank Polissia of Ukraine and influenced the possibilities of determining its managerial and functional structure. The projected gastronomic clusters of the Right-Bank Polissia of Ukraine may be weak in meeting the expectations of modern tourism, so they need an innovative approach to their implementation, in particular, the optimal use of its tourism potential. This allows for enhanced cooperation and competition between different actors. On the basis of substantiated clusters further scientific researches can be directed on carrying out gastronomic and tourist zoning of the territory of the Right-Bank Polissia of Ukraine on the basis of synthesis of operational units within physical and geographical regions.

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THE IMPACT OF SEASONALITY ON TOURIST'S ARRIVAL IN BANGLADESH BY USING SANCOVA MODEL

Sayed Mohibul HOSSEN*
Universiti Sains Malaysia, School of Mathematical Sciences, 11800 USM Penang, Malaysia. Mawlana Bashani Science and Technology University, Department of Statistics, Tangail 1902, Bangladesh, e-mail: m300cht@gmail.com

Mohd Tahir ISMAIL
Universiti Sains Malaysia, School of Mathematical Sciences, 11800 USM Penang, Malaysia, e-mail: m.tahir@usm.my

Mosab I. TABASH
Al Ain University, College of Business, Al Ain, United Arab Emirates, e-mail: mosab.tabash@aau.ac.ae

Suhaib ANAGREH
Higher Collges of Technology, Abu Dhabi, United Arab Emirates, e-mail: sanagreh@hct.ac.ae

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Abstract: In this study, we aim to highlight the impact of climate change as well as seasonality on tourist's arrival in Bangladesh. The SANCOVA modeling framework modified by the ANCOVA model is used to examine the impact of climate change on tourists' arrivals. The results show seasonality has a 91% effect on tourist's arrival in Bangladesh. The maximum and minimum variation of climatic variables on tourists' arrival in Bangladesh is rainfall and humidity, respectively. The winter and summer seasons have similar and more impact on tourist's arrival in Bangladesh. Our findings indicate that the tourism industry of Bangladesh is more vulnerable to seasonal variation than the overall economy. The present study has significant implications for both policymakers and tourisms destination alike to plan for tourism in Bangladesh.

Key words: Seasonal effect, Tourists' arrival, GDP, SANCOVA model, Bangladesh

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INTRODUCTION

Tourism is a great tool for poverty alleviation by creating new jobs at different levels and engaging local people in them, the tourism industry supports reducing poverty to a great extent. The outcome in the recent analysis, researchers have found an association between environmental sustainability and economic growth which encourages policymakers to give attention to it (Sun et al., 2019). Climatic variables and the changes in them also have a significant effect on the overall economy of a country in diverse ways (Siddig et al., 2020). Climate factors like temperature, moisture and rainfall are linked to social entertainment in open spaces for your convenience (Dillimono, 2015). Higher temperatures and weather pressures have a good link with entertainment in the spring for outdoor comfort (Keller et al., 2005). Higher temperatures, however, lead to more negative attitudes which overcome comfort in summer. Seasonal fluctuations affect the link between climate factors and attitude variability (Beecher et al., 2016).

Due to the seasonal environment, tourists may discover the availability and quality of several open-air activities. Various sorts of tourist goods, such winter sports and water sports, are devoted to the seasonal tourism, including natural sites and beach tourism (Liu et al., 2017). In the field of economics, it has been proposed that the impact of climatic changes has significant effects on GDP (Wu, 2016). By improving the necessity for tourism prospects, it is a great opportunity for destination countries to lift their economic growth by fascinating tourists through the creation of innovative tourism segments and proper utilization of natural sights (Dogru et al., 2019). It is well conventional that gross domestic product (GDP) decline smooth increasing but fluctuates around a growth trend (Sheldon, 2017). At present, there are more than 170 developing countries with rich natural resources, but the poor economic and technological foundations catalyze inefficient investment especially in infrastructure construction (Zhang at el., 2019).

In the region, Bangladesh is with less income and income from the tourist sector (Pennington and Thomsen, 2010). Now, amongst the ten nations that depend the most on home tourism for their Travel & Tourism industry, Bangladesh is included as rising economies (WTTC-2019). Ahmed and Study (2016) also carried out the Cox's Bazar, Bangladesh, study on sustainable tourist development. The current state of the tourism industry in Bangladesh was observed by Ara Parveen (2013). The current status of the tourist sector and the contribution to GDP was presented to Roy et al., (2020). Hossen et al., (2021) talked about tourism might deliver a wide range of economic, social and environmental advantages, especially in

* Corresponding author

rural and underdeveloped regions, that has indicated a favorable trend of income and income in the country. The main cause for international tourist arrivals in Bangladesh has supposedly been the study carried out by Islam and Islam (2004). However, no study can empirically determine the climate variable as well as the seasonality on Bangladesh's tourist arrival. In this study we attempt to explore empirically the influence of the climate variable on the arrival of tourists and on Bangladesh's national economy that fills the investigation divide. Figure 1 shows the framework of the study.

LITERATURE REVIEW

Climate circumstances have an overall influence, which indicates that modest warming levels should be disputed (Henseler and Schumacher, 2019). Climate change is a possible major danger to economic growth and poverty with a high level of adaptive ability exposure (Elshennawy et al., 2016). Public adaptation to climate change promotes directly to government budgets for investment (Bachner et al., 2019). Climate change effects on the tourism industry that knocked the developing countries which may be expected merging of per capita of the national economy (Taconet, 2020). Climate factors are crucial and also have an essential link to the tourist actors in choosing the place and plans to travel in various seasons (Zhang and Kulendran, 2017).

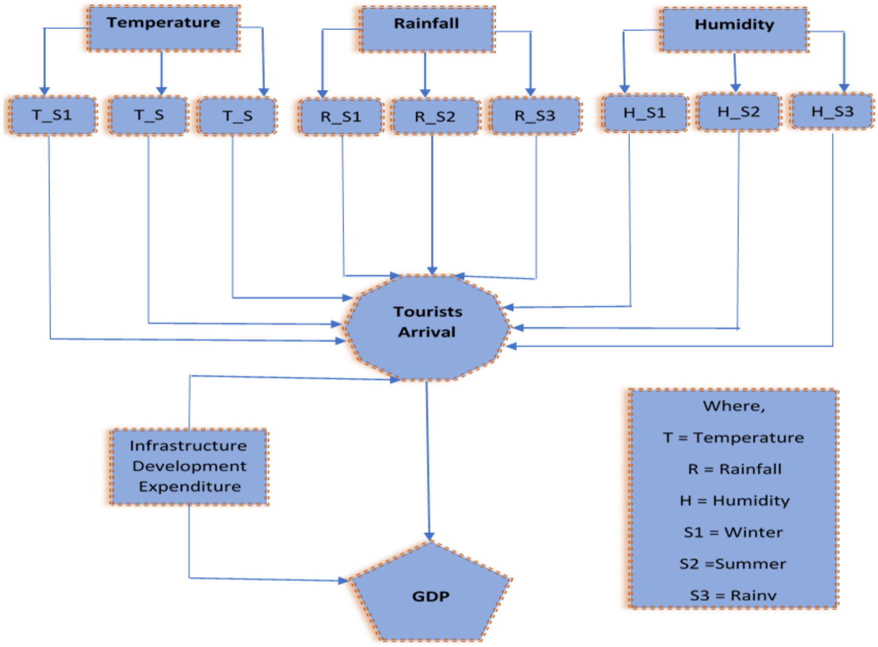

Figure 1. The Framework of the study

Seasonal fluctuation is therefore a key factor in tourism demand. Politicians therefore recognized seasonality as an important issue and tackled it at the strategy, decision, marketing and operational levels (Li et al., 2018). Several scholars claimed that there is a positive association between the level of economic growth and environmental concern, along with ecological modernization (Knight, 2016). Briefly, processes of modernization increased the reflexivity throughout the socioeconomic scheme (Jorgenson et al., 2018). It is notable that if investment ensures its profits, normally increases the amount of investment (Komendantova et al., 2019). Otherwise, any investment for improving environmental development causes penalties that reduced profits would defend stockholders to finance (Sroufe and Remani, 2018). The development must be conceived and conducted such that sufficient resources are available for future generations to satisfy their demands (Lior, 2017).

The Bangladeshi tourist sector is the potential segment to make a major contribution to Bangladesh's economy. Proper growth of this sector may generate an enormous quantity of foreign cash that will help the national economy to improve. This offers persons directly or indirectly active in this field sufficient work opportunities. This sector will contribute to family incomes and government incomes in the neighborhood. It also contributes to reducing the economic gaps among the country's affluent and poor. People from established nations differ from developing nations in lifestyles, backgrounds and income, such as Bangladesh. It may be possible for Bangladeshi people to compare their way of life with the inhabitants of other affluent nations. Bangladesh may be introduced through the tourist sector in the rest of the globe. It may also be helpful to establish a better image for outside nations by managing sustainable tourism operations appropriately. If the sector is well handled and individuals from diverse areas of the country and worldwide sources may be fascinated by Bangladesh's attractions, it will develop the country with a good will (Kalam, 2018).

MATERIALS AND METHODS

Data Collection

Bangladesh's climate divides the year into three distinct seasons: the wet or monsoon season, which lasts from May to October; the colder season, which lasts from October to February; and the dry season, which lasts from March to May. The chilly season is the most comfortable time to visit the nation. During the monsoon season, heavy rains are common, making travel in certain locations difficult. We composed secondary climatic data from the Bangladesh Meteorological Department (BMD) and Bangladesh Agricultural Research Council (BARC). No. of tourists' arrival, Expenditure for tourism development, and Income from tourism data have been collected from Bangladesh Parjatan Corporation (BPC), Ministry of Civil Aviation and Tourism, Bangladesh Bureau of Statistics (BBS), different reports, published articles, websites, Daily newspapers, etc. These data will help to examine the relationship between changes in the climate and tourism business. Major objectives to conduct this research are as follows:

1. To focus and compare our proposed model, how it can perform better in the application of seasonal variation.
2. To examine the seasonal effect on tourist's arrival as well as on the GDP of Bangladesh.
3. To evaluate the impacts of the tourism industry on the national economy of Bangladesh.

Classical linear regression model (CLRM)

A fundamental economic premise is that with the increase of demand the income in question increases, and with the decrease of demand the income decreases. This is a direct link between the demand for the goods and the owner's revenue. Taking into account the economic hypothesis in the current investigation we are trying to build a model with an income model for the coming to Bangladesh of visitors. The considered income model is (author),

$$Y_{it} = \beta_1 + \beta_2 X_t + u_{it} \quad \ldots\text{(i)}$$

Where, Y_{it} = Annual income from tourism; X_t = Total no. of tourists' arrival -th year in Bangladesh
u_{it} = disturbance terms; β_1 and $\beta_2$are known as the regression coefficient.
They are also called intercept and slope coefficients, respectively. EQ. (i) can be written as follows:

$$Y_{it} = \hat{\beta}_1 + \hat{\beta}_2 X_t + \hat{u}_{it} \ldots \text{(ii)}$$

$$= \hat{Y}_{it} + \hat{u}_{it} \ldots \text{(iii)}$$

Where $\hat{Y}_{it}$ is the estimated value of Y_{it} . Now we can write from eq. (iii)

$$\hat{u}_i = Y_{it} - \hat{Y}_{it} = Y_{it} - \beta_1 - \hat{\beta}_2 X_t \ldots\text{(iv)} \quad \sum \hat{u}_i^2 = \sum \left(Y_{it} - \hat{Y}_{it}\right)^2 = \Sigma(Y_{it} - \hat{\beta}_1 - \hat{\beta}_2 X_t)^2 \ldots \text{(v)}$$

If $\Sigma\, \hat{u}_t^2$ is as small, we can estimate the coefficient β_1 and β_2 as follows.

$$\Sigma\, Y_{it} = n\hat{\beta}_1 + \hat{\beta}_2 \Sigma\, X_t \ldots \text{(vi)} \qquad \Sigma\, Y_{it} X_t = \hat{\beta}_1 \Sigma\, X_t + \hat{\beta}_2 \Sigma\, X_t^2 \ldots \text{(vii)}$$

Solving the normal equations simultaneously, we obtain

$$\hat{\beta}_2 = \sum \frac{n \sum X_t Y_{it} - \sum X_t \sum Y_{it}}{n \sum X_t^2 - \left(\sum X_t\right)^2} = \frac{(X_t - \hat{X})(Y_{it} - \hat{Y})}{\Sigma(X_t - \hat{X})^2} = \frac{\Sigma x_i y_i}{\Sigma x_i^2} \ldots \text{(iii)}$$

Where,$\bar{X}$, $\bar{Y}$ are the sample means of X and Y. we define

$$x_i = (X_t - \bar{X}) \text{ and } y_i = (Y_{it} - \bar{Y}) \text{ and } \bar{\beta}_1 = \frac{\Sigma x_t^2\ \Sigma Y - \Sigma X_t Y}{n\,\Sigma x_t^2 - (\Sigma X_t)^2} = \bar{Y} - \bar{\beta}_2 \bar{X} \ldots\text{(viv)}$$

The SANCOVA model

The covariance analysis (ANCOVA) model is named every Regression Model including both quantitative and qualitative variables in common. These models of ANCOVA are an addition to ANOVA. This methodology gives a quantitative regress control variable statistically checking effect (Gujrati, 1995). We presented a modified ANCOVA model named the seasonal analysis of covariance (SANCOVA) to find out how the tourist and the turistic income of different seasons will effect (Hossen et al.,2021). One of this model's important benefits over another model of regression is that we may assess not only the connection of the independent variable and its partial effect, but also compare its qualitative effects. At initially, we split climate information into three seasons, namely winter/cool, summer/dry and rainy/wet. There are three climate factors, including temperature, precipitation and moisture, each season. In this study, only six factors are taken into account in realizing the constraints of data availability. In such cases, the coming of visitors is considered as the dependent (endogenous) variable for determining the relationship between the entrance of visitors and the seasonal effect. Total tourist development expenditure and three seasonal factors are deemed independent (exogenous). In this situation, income is treated as dependent (endogenous) variable as well as independent (exogenous) factors for seasonal and tourist arrival effects on GDP. The whole tourism development expenses, three seasons and the arrival of visitors are taken into account. Depending on the nature of the phenomena and the purposes of the study being considered, this model must incorporate a number of variables. Total tourists and total development expenses are quantitative factors in this study, along with seasons when climate factors are treated as qualitative characteristics. We investigate the dummy variable for three times to estimate the seasonal impact on visitors' arrivals and incomes. So in this study we take into account the seasonal covariance analysis (SANCOVA) model. Our dummy variable regression model is therefore as follows (author).

$$\begin{aligned} Tourists_{it} = {} & \beta_0 + (\beta_1 S_{1H} + \beta_2 S_{1R} + \beta_3 S_{1T}) \sum_{i=1}^{n} Wet(June - October) + (\beta_4 S_{2H} + \beta_5 S_{2R} \\ & + \beta_6 S_{2T}) \sum_{i=1}^{n} Cool(November - February) + (\beta_7 S_{3H} + \beta_8 S_{3R} + \beta_9 S_{3T}) \sum_{i=1}^{n} Dry(March - May) \\ & + \beta_{10} Expenditure_t + u_{it} \quad \ldots (X) \end{aligned}$$

$$\begin{aligned} Income_{it} = {} & \beta_0 + (\beta_1 S_{1H} + \beta_2 S_{1R} + \beta_3 S_{1T}) \sum_{i=1}^{n} Wet(June - October) + (\beta_4 S_{2H} + \beta_5 S_{2R} \\ & + \beta_6 S_{2T}) \sum_{i=1}^{n} Cool(November - February) + (\beta_7 S_{3H} + \beta_8 S_{3R} + \beta_9 S_{3T}) \sum_{i=1}^{n} Dry(March - May) \\ & + \beta_{11} Tourists_t\, u_{it} \quad \ldots (XI) \end{aligned}$$

Where, β_0 = Intercept term,
S_{1H} = Humidity in cool/winter season,
S_{1R} = Rainfall in cool/winter season,
S_{1T} = Temperature in cool/winter season,
S_{2H} = Humidity in dry/summer season,
S_{2R} = Rainfall in dry/summer season
S_{2T} = Temperature in dry/summer season
S_{3H} = Humidity in the wet season
S_{3R} = Rainfall in the wet season
S_{3T} = Temperature in the wet season

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6, \beta_7, \beta_8, \beta_9, \beta_{10}, \beta_{11}$ = are coefficients

From equation (1) (author) $Y_{it} = \beta_0 + \beta_1 S_1 + \beta_2 S_2 + \beta_3 S_3 + \beta_4 E_t + u_{it} \quad \ldots(XII)$

$Y_{it} = \beta_0 + \beta_1 D_1 + \beta_2 D_2 + \beta_3 D_3 + \beta_4 E_t + u_{it} \quad \ldots(XIII)$

From equation (2) (author) $Y_{it} = \beta_0 + \beta_1 S_1 + \beta_2 S_2 + \beta_3 S_3 + \beta_4 T_t + u_{it} \quad \ldots(XIV)$

$Y_{it} = \beta_0 + \beta_1 D_1 + \beta_2 D_2 + \beta_3 D_3 + \beta_4 T_t + u_{it} \quad \ldots(XV)$

Where, Y_{it} = Total income from tourists

β_0 = Intercept term,

S_1 = Tourists arrival in winter/cool season,

S_2 = Tourists arrival in summer/dry season,

S_3 = Tourists arrival in wet/rainy season

E_t = Expenditure for tourism development in the th year

T_t = Total number of tourists' arrival at the t-h year

$D_1 = \begin{Bmatrix} 1, when\ winter\ season \\ 0, \quad othewise \end{Bmatrix}$ $D_2 = \begin{Bmatrix} 1, when\ dry/summer\ season \\ 0, \quad othewise \end{Bmatrix}$ $D_3 = \begin{Bmatrix} 1, when\ wet\ season \\ 0, \quad othewise \end{Bmatrix}$

u_{it} = disturbance terms $\quad$ $\beta_1, \beta_2, \beta_3, \beta_4\ and\ \beta_5$ = are coefficients

Structural Equation Modeling (SEM)

Structural equation modeling (SEM) is a sophisticated multivariate methodology used in scientific research for testing and assessing multivariate causal connections. SEMs vary from other modeling techniques in that they assess direct and indirect impacts on pre-assumed casual connections (Arhonditsis et al., 2006). There are two sorts of variables employed in this analysis: endogenous variables and exogenous variables. Endogenous variables are the same as dependent variables and have the same value as the independent variable. It can be difficult to quantify abstract concepts such as "climate change," "ecosystem structural composition," and "ecosystem service" in ecological study. If there are no direct measurements for these abstractions, SEM does a confirmatory factor analysis to estimate latent components.

Model specification, identification, parameter estimate, model assessment, and change are the five logical phases in structural equation modeling (Fan et al., 2016). In structural equation modeling, model specification showed the predicted connection between variables (SEM). The model's identification check determines if it is over-identified, just-identified, or under-identified. The model's coefficients can only be computed for the just-identified or over-identified models. Model evaluation computes the overall goodness of fit in order to measure model performance. Modification, also known as post-hoc model modification, involves adjusting the model to improve model fit. Impose the validation procedure to increase the model's dependability and stability (Fan et al., 2016). We used the Smart PLS-SEM to analyze the data in this study because it produces more accurate findings.

RESULTS AND DISCUSSION

Estimation of CLRM model

Table 1 shows the results of the influence of seasonal effects on visitors' arrivals by CLRM. Here, the multiple coefficients of determination (R^2) for all climatic variables Temperature, Rainfall and Humidity are 0.74, 0.996, and 0.723, respectively. This result suggests that the climatic variable individually explained the tourist's arrival in Bangladesh by 74%, 99.6%, and 72% respectively. More clearly, seasonality in temperature, rainfall, and humidity have 74%, 99.6%, and 72% effect respectively on tourist's arrival in Bangladesh. This indicates that tourists in Bangladesh are more vulnerable to rainfall than temperature and humidity. This result also tells us temperature has a negative impact in winter and summer seasons on tourist arrival whereas it has a positive impact in the wet season. On the other hand, seasonality in rainfall has a negative impact in the winter and wet seasons but has a positive effect in the summer season. For the climatic variable humidity, it has a negative effect in the wet season but a positive effect in the winter and summer seasons. This outcome suggests that the tourism industry of Bangladesh is more vulnerable to climate variables as well as seasonality. Estimating the effect of seasons and tourist's arrival on Income by CLRM, we get the results in Table 2.

Table 1. Results of Tourists arrival by CLRM model

Climatic Variables	Tourists arrival (β_0)	Winter season (β_1)	Summer season (β_2)	Wet season (β_3)	R	R^2
Temperature	-6.6466E6	-0.042	-1.174	0.898	0.860	0.740
Rainfall	229925	-1.035	1.701	-0.894	0.998	0.996
Humidity	206494	0.466	1.007	-0.380	0.850	0.723

Table 2. Results of Income by CLRM model

Climatic Variables	Income (β_0)	Winter season (β_1)	Summer season (β_2)	Wet season (β_3)	R	R^2
Temperature	37339	-0.422	-0.935	0.130	0.888	0.789
Rainfall	7702	-1.533	1.384	-0.508	0.991	0.995
Humidity	8998	1.127	0.747	-0.393	0.948	0.898

Here, the multiple coefficients of determination (R^2) for all climatic variables Temperature, Rainfall and Humidity are 0.789, 0.995, and 0.898, respectively. This result suggests that the climatic variable individually explained the Income from tourist's arrival in Bangladesh by 78.9%, 99.5%, and 89.8% respectively. More clearly, seasonality in temperature, rainfall, and humidity have 78.9%, 99.5%, and 89.8% effect respectively on Income from tourist's arrival in Bangladesh. This indicates that the income from tourist's arrival in Bangladesh is more vulnerable to rainfall than temperature and humidity.

Estimation of SANCOVA model

Table 3 shows the result of estimating the influence of seasonal effects on visitor arrivals. For the whole reference class here, the multiple determination coefficients i.e. (R^2) are 0.91. This result implies that 91% of the total variance was explained by the independent variable. The influence of seasonality on tourist arrivals in Bangladesh is 91 %. This study also indicates that the arrival of visitors will grow by average 75 persons per season if tourism development spending grows in Taka (Taka is the currency of Bangaldesh, 1 Taka equals to 0.012 USD) each year.

Table 3. Results of Tourists arrival by SANCOVA model

Reference category	β_0	β_1	β_2	β_3	β_4	R	R^2
Winter season	-22149		0.000	0.637	0.075	0.95	0.91
Summer season	-22149	0.000		0.637	0.075	0.95	0.91
Wet season	48605	-.637	-.637		0.075	0.95	0.91

Table 4. Results of Income by SANCOVA model

Reference category	β_0	β_1	β_2	β_3	β_4	R	R^2	Seasonal
Winter season	5414		0.000	0.104	0.527	0.67	0.45	0.181
Summer season	5414	0.000		0.104	0.527	0.67	0.45	0.181
Wet season	5564	-0.104	-0.104		0.527	0.67	0.45	0.181

Considering Winter season as the reference category

The mean value of the category of reference is β_0, known as the intercept term, i.e. winter season. The intercept value β_0 is the mean value, i.e. the winter season, in the reference group. In the current research, then, the intercept value is around 48605 visitors, representing the average arrival of visitors over the winter season. β_2 shows us that the average arrivals of visitors to summer is equivalent to the average arrival of 48065 visitors for winter season, the reference category. β_3 provides the result that the mean tourist's arrival in Wet/Rainy season is higher about 0.6370 thousand tourists than the mean tourists' arrival of about 48065 tourists for the reference category, Winter season.

. β_3 results in a mean tourist arrival of roughly 0,6370,000 tourists in the wet/rainy season, greater than the mean tourist arrival of roughly 48,065 visitors for the winter season reference category.

Estimation of SANCOVA model

Table 4 shows the effect of seasons and tourist's arrival on Income per capita in Bangaldesh. The coefficient of determination value for all reference categories (R^2) is 0.45, indicating that the independent variable explained 45 % of the overall variation. The above finding also suggests that if tourist arrivals increase by a thousand per season, income will rise by an average of 0.527 million Taka every season. It also tells us that if development spending increases by lakh Taka every year, income would rise by 0.181 million Taka per season.

Considering Winter season as the reference category

The mean value of the reference category is represented by β_0, which is known as the intercept term, i.e., the winter season. The intercept value β_0 represents the reference category's mean value, i.e. the Winter season. As a result, the intercept value of the regression model in the current analysis is around 5414 lakh Taka, which reflects the mean income from visitor arrivals throughout the Winter season. β_2 tells us the mean income from tourists' arrival in the summer season is equal to the mean tourists' arrival of about 5414 lakh Taka for the reference category, Winter season.

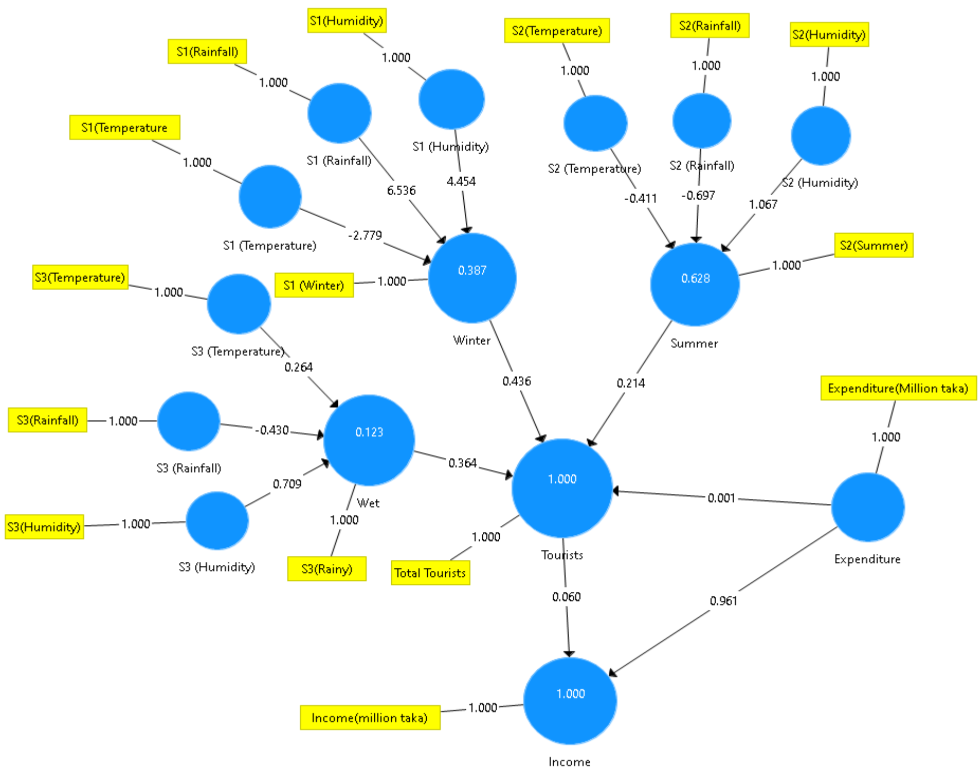

Figure 2. Standardized results of SEM calculations

β_3 provides the result that the mean income from tourist's arrival in Wet/ Rainy season is higher about 0.104 lakh taka than the mean income from tourists' arrival of about 5414 lakh Taka for the reference category, Winter season.

Structural Model Assessment

Figure-2 shows the structural model assessment. Using the bootstrapping process implemented to figure out the t-values and R square. This figure tells us the winter, summer, and wet seasons have a partial effect on tourist’s arrival is 0.436, 0.214, and 0.364, respectively. This indicates that the winter, summer, and wet seasons explained tourist’s arrival by 43%, 21%, and 36% of the total variation, respectively.

Discriminant validity: Fornell-Larcker criterion

To evaluate the discriminate validity for assessing the model Fornell-Larcker criterion (1981) was applied. Moreover, the square root of all Seasons (in bold) corresponding to tourists’ arrival describes the highest within a range of 0.953-0.997. This result suggests that humidity in winter, the temperature in summer, and heavy rainfall in the rainy season harm tourist’s arrival. Thus, it is well comprehensible that discriminant validity is sustained between seasons and the tourist’s arrival for this estimated model of the study as shown in Table 5.

Table 5. Values of correlations between seasons and square roots of the tourists and income in the main diagonal in the SEM

	S1_H	S1_R	S1_T	S2_H	S2_R	S2_T	S3_H	S3_R	S3_T	Summer	Wet	Winter	Tourists	Expenditure	Income
S1(Humidity)															
S1 (Rainfall)	**-0.911**														
S1(Temperature)	-0.516	**-0.816**													
S2 Humidity)	-0.349	0.610	**0.688**												
S2 (Rainfall)	-0.305	0.643	0.855	**0.926**											
S2(Temperature)	-0.546	0.247	-0.124	-0.583	**-0.525**										
S3 Humidity)	0.403	-0.020	0.559	0.239	0.513	**-0.535**									
S3 (Rainfall)	0.514	-0.156	0.384	-0.236	-0.399	-0.680	**0.920**								
S3(Temperature)	-0.902	0.677	0.165	-0.135	0.034	0.674	-0.701	**-0.830**							
Summer	-0.149	-0.034	0.001	0.662	0.750	-0.507	-0.045	-0.044	**-0.036**						
Wet	-0.118	0.314	0.391	0.816	0.753	-0.773	0.129	0.003	0.124	**-0.905**					
Winter	-0.026	-0.211	0.250	0.721	0.071	-0.659	0.025	-0.104	0.044	-0.935	**0.986**				
Tourists	**-0.039**	**0.198**	**0.251**	**0.754**	**0.167**	**-0.564**	**0.049**	**-0.053**	**0.099**	**-0.953**	**-0.989**	**0.997**			
Expenditure	0.742	-0.597	-0.301	0.220	0.678	-0.790	0.260	0.306	-0.603	-0.769	0.554	0.608	-0.633		
Income	0.708	-0.564	-0.284	0.259	0.196	-0.795	0.240	0.284	-0.569	-0.801	0.590	0.643	0.668	0.999	

Model	R^2
Linear	82%
SANCOVA	91%

The CLRM contains information on the individual influence of the meteorological variable, as well as its seasonality, on tourist arrivals and the national economy. We may use structural equation modeling to determine the partial influence of a climatic Variable on tourist arrivals and the national economy, but we cannot compare variables within variables. For the quantitative variable, we may use the two models mentioned above. However, with SANCOVA, we may combine quantitative and qualitative factors. As a result of the previous three models, we can conclude that the SANCOVA model is the best for the current analysis since it allows us to evaluate not only the coefficient of determination but also compare the seasonality's influence on tourist arrivals as well as the national economy. Again, the coefficient of determination obtained by this model is bigger than the coefficients obtained by the other two models.

In the present globalization, the tourism industry is a powerful appliance for economic growth for any developing country as well as in developed countries. Including Bangladesh, this growth is faster in developing countries rather than the developed countries. Our average growth rate of GDP is around 6%, which is highly dependent on the export of workforce, Ready Made Garments, agricultural sector, shipbuilding, and pharmaceuticals, etc. The unemployment rate is higher than the expected level. Consequently, the low wage rate at masquerading employment and unemployment is increasing. As a result, many people are illegally crossing the border for uncertainty in the hope of a better future. By taking an immediate initiative of some projects and policies, the government can improve the employment rate and can stop illegal migration, through this, which may bring social, cultural, and economic benefits. The government should give equal emphasis on its policy and will increase investment all over the country for the development of the tourist spots.

CONCLUSION

In the analysis, we found that seasonality has a 91% effect on tourist’s arrival in Bangladesh. It indicates findings of the present study have significant repercussions for both policymakers and tourisms destination alike. The above result also recommends that, if tourist’s arrival will increase thousand per season then income will increase on the average by 0.527 million Taka per season. This result also suggests that if the expenditure on tourism development increases lakh Taka per year, then the arrival of tourists will increase on average by 75 people per season. It also tells us if development expenditure will increase lakh Taka per year then income will increase 0.181 million Taka every season.

Finally, we have concluded that the tourist’s arrival in Bangladesh is increasing day by day. The weather and climatic condition of our country are good for tourism. As the no. of tourist’s arrival is increasing so the income from tourism is also increasing which contributes to our GDP. From this analysis, it is clear that the tourism demand is responsive to climate change as well as seasonality. Since tourist’s arrival are depends on seasonality then we can also decide that the GDP of our country is positively related to seasonality. Economic theory suggests that the coefficient of the demand for supply equation is positive. That is, as expected demand rises, the corresponding supply rises. This indicates that there is a direct relationship between expected climate changes as well as the seasonality of our country and the tourist’s arrival. The maximum and minimum variation of climatic variables on tourists’ arrival in Bangladesh is rainfall and humidity, respectively. The winter and summer seasons have similar and more impact on tourist’s arrival in

Bangladesh. Our findings also indicate that the tourism industry of Bangladesh is more vulnerable to seasonal variation than the overall economy. So, we can conclude in a decision that our proposed modified ANCOVA modeling named SANCOVA is better than any other regression model in the case of evaluating the seasonal effect on the national economy. Therefore, tourism stakeholders can apply this model in exponents for policymaking, recommend adaptation and justification, and be inventors of any subsequent policy arrangements. Furthermore, in developing different tourism industries, the finding has a significant role that may add to economic recovery for overall economic growth.

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FACTORS AFFECTING THE SATISFACTION OF BANGLADESHI MEDICAL TOURISTS

Munira SULTANA*

Jagannath University, Department of Economics, Dhaka, Bangladesh, e-mail: luna_1442@yahoo.com

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Abstract: Medical tourism is a promising industry which is growing day by day. Researching on medical tourism is getting popularity in tourism literature. The aim of this study is to analyze the factors that have effects on medical tourist satisfaction towards medical tourism and also measure the satisfaction level. Thus, non-probability sampling method, especially convenience and snowball sampling technique were used to collect data from the respondents. Statistical analysis like factor analysis, descriptive analysis, and ordinal logistic regression analysis has been used to analyze the data collected through questionnaire. The statistical outcome indicates that doctors' and nurses' service quality, treatment facilities, cost of medical care, environment of hospital, tourism facilities, availability of doctors and staffs were found to have an impact on the patients' satisfaction ratings. Patient demographic characteristics such as sex of the patients, age, and income had insignificant associations with satisfaction.

Key words: Factors, Bangladeshi Medical Tourists, Satisfaction, Medical Tourism

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INTRODUCTION

Medical tourism, a form of tourism operation in which patients fly outside of their home country for medical care, has been increasing in popularity over the last few decades. This scenario accelerated the industry's growth; in 2017, the industry produced more than US$ 82.27 billion globally (Medgadget, 2021). Medical tourism provides opportunities to the patients to access medical facilities not obtainable or affordable in their own countries (Synder et al., 2015; Crooks et al., 2010). Patients traveling as medical tourists from Bangladesh to renowned medical tourism destinations and hospitals overseas for medical treatment/surgery (Andaleeb et al., 2007). Medical tourism from Bangladesh is expanding exponentially day after day. In 2020, about 54 percent of Bangladeshi medical tourists have travelled India for medical travel (The Business Standard, 24.06.2021). Bangladesh has achieved huge progress in the health sector. Health infrastructures have undeniably increased in number of medical schools, medical universities, private medical colleges, private clinics, private hospitals, district hospitals, rural health centers and community clinics, as well as NGOs that play an important role in providing health care (Health Bulletin, 2018). In the recent years health care facilities and services of Bangladesh are not client focused, need based, and expansive to the majority of the people.

Therefore, Bangladeshi patients' who are not only the wealthy and the middle-class, but also the poor to travel cross-border to India, Thailand, and Singapore for higher perceived quality of medical treatment. Asian countries such as India, Thailand, Singapore, Malaysia and Indonesia has become famous to the Bangladeshi patients to travel for medical purposes while these countries are also exporting their healthcare facilities with the help of globalization (Ali and Medhekar, 2018; Bookman and Bookman, 2007). The affordability of these countries along with other facilities like quality medical service at lesser price, use of modern technologies in service provision, Joint Commission International (JCI) accredited medical facilities and professionals give them advantage to attract foreign patients into these countries (Ali and Medhekar, 2016). The survey finding where most people seek heart related, cancer, neurological and other critical treatments in foreign hospitals, especially India, due to the latter's competitive prices, quality treatment, communication understanding and geographic proximity (MacKain, 2003).

Among the destinations, Apollo Hospital in India, Mt. Elizabeth in Singapore and Bumrungrad in Thailand take the top three positions respectively of most popular healthcare provider. This is unsurprising, considering that Apollo is India's first corporate hospital and aims to spend Rs. 2,000 crores in the building of 15 new buildings, while Bumrungrad treats approximately 430,000 medical tourists from 190 different countries each year (Herrick, 2007).

Singapore has become a hub for international patients for wide varieties of medical services such as health screenings, high end surgeries (neurology, cardiology, ophthalmology, organ transplants) and generating good amount of earnings. The country holds many advantages which include well trained doctor from abroad, internationally accredited hospitals, and well developed infrastructure, robust medical ecosystem, free of political unrest situation, social stability, and innovative medical technology to draw the attention of potential medical tourists to travel Singapore (The Straits Times, 2015). Satisfaction can be treated as a vital aspect of quality and a key indicator of success in medical tourism. It is important because it increases competition among health service providers (Heydari et al., 2019).

The key role of outbound medical patients' satisfaction is depending on the assessment of their pre-travel hopes, images and perception about the destination and their post-travel experiences and understandings at this destination. If

* Corresponding author

the real performance is better than patients' hopes, this leads to high satisfaction and if the real performance is poorer than their hopes, this leads to high dissatisfaction destination (Chon, 1989; Chen and Chen, 2010).

Previous literatures on medical tourism have indicated that there is a lack of comprehensive study that provides the information regarding outbound medical tourists' satisfaction in developing country like Bangladesh (Biswas et al., 2020). In particular, very little is known about the factors that influence outbound medical tourism and the satisfaction level of outbound medical tourist. To fill this gap, this study has been undertaken.

This paper is prepared as follows. After the introduction the literature review in Section 2 briefly mentions the factors that influence the satisfaction of medical tourist. Section three presents the research methodologies that are used. Result of exploratory factor analysis, regression analysis and descriptive statistics are presented in Section 4. Final section covers recommendation and conclusion Section 5, followed by future research and limitations in Section 6.

LITERATURE REVIEW

In the age of globalization with the help of market liberalization such as insurance, increased patient mobility due to greater ease of transportation and technological development along with the participation of the private sector in health care has increased medical tourism (Ratnasari et al., 2021). At the time of globalization, medical tourism is the practice of travelling beyond national borders in order to get private medical treatment and care.

Travel in a foreign country for medical treatment is increasing fast from the last decade because better medical services, know-how and proficiency in destination countries, ease mode of travel, specialized travel agent for medical care tourism and internet promotion played an important role in medical tourist travelling from developed or developing countries or which are prominent for medical care (Hadian et al., 2021; Stanley, 2010).

Factors Affecting the Satisfaction of Bangladeshi Medical Tourists'

When the performance of medical treatment is not satisfactory in-home country (Bangladesh) (Biswas et al., 2020). Then the patients take the decision to go abroad (India, Singapore or Thailand) for medical treatment. On the other hand, selection of medical tourism destinations is affected by the factors such as doctors' quality of medical care, cost of medical care, treatment facilities, environmental aspects, tourism facilities, service of medical staff and availability of doctors and staff. Each of these factors includes multiple issues (Hasan et al., 2020). Growing demand for medical tourism in Bangladesh is linked with medical patients' satisfaction. Medical patients' satisfaction influences the selection of medical tourism destinations. The Literature review includes certain factors that influence patients' satisfaction towards medical tourism. The descriptions of the key factors affecting medical tourists' satisfaction are given below:

Quality of Medical Care

The overall service quality of doctors in health care industry is a vital area for fascinating customer. It can be considered as one of the crucial factors that affect patients' satisfaction (Chen et al., 2016). If a physician provides good quality care to the patient, the patient satisfaction level increases (Chen et al., 2016; Celik et al., 2014). Doctors' reliability personified doctors who appropriately understand and explain laboratory reports, identify the disease proficiently, provide right clarifications to queries, evidence-based guidelines as well as generate a sense of safety (Andaleeb et al., 2007). Bikker and Thompson, (2006) emphasize relational skills as a significant factor on patient satisfaction Bikker and Thompson (2006) emphasize relational skills as a significant factor on patient satisfaction. Doctors' empathy denotes to the understanding of patients' physical and mental problems. Patients want doctors to be more concentrating, deliver personal care, and give mental support that may affect patients' satisfaction (Andaleeb et al., 2007).

Cost of Medical care

One of the vital determinants of customer satisfaction of any product or service is the cost. Moreover, cost of any product or service determines the competitiveness of that particular product or service in any field. It can consist of product cost, carriage cost, physical cost, social cost and opportunity cost. (Oliver, 1997; Hart, 2007; Luo and Homeburg, 2007). The cost of medical tourism is measured as one of the crucial factors (Cortez, 2008). It also significantly influences the patients' satisfaction (Chen et al., 2016).

Treatment Facilities

According to Hancock (2006) some of the core medical processes in the medical tourism arena such as cardiac surgery, cosmetic surgery, dental surgery, eye surgery, fertility treatment, orthopedic surgery and transplant surgery. Medical tourism does not comprise any kind of specific treatment but also added a wide range of treatment facilities (Mattoo and Rathindran, 2006). Paffhausen et al., (2010) not, medical tourism includes a wide variety of therapeutic treatments extending from numerous important treatments to different kinds of traditional and alternative treatments.

Environment of the Hospital

Patient satisfaction upsurges the image of hospital as well as market value, satisfied patients' elasticities the positive feedback, which is very much helpful for the medical care providers on a long-term basis (Zeithmal and Bitner, 2008). A research by Andaleeb (1998) states that cost of medical care's with quality facilities is significant in-patient satisfaction. If the physical facilities in the hospital such as Operation Theater, medical equipment, cabin, bed, floor, toilet and bathroom are neat and clean, it stretches a good feeling and the patient satisfaction can be increased. In case of assessment of hospital environment, typically encompasses physical entrance inside and outside of the hospitals. An appropriate and contented environment will intensification inpatient satisfaction (Kavadas et al., 2004).

Tourism Facilities

Tourism facilities can play a vital role behind medical tourists' satisfaction and selection of a particular destination for medical tourism. A possible medical tourist takes a decision to travel on the basis of a country's tourism attractions, protection and exclusive JCI-accredited hospitals. This may comprise tourism opportunities, security in travel, lodging, patented hospital, accredited hospitals, understanding with the local language and the English language facility and culture (Abubakar and Ilkan, 2016; Esiyok et al., 2016; Gill and Singh, 2011; Sultana et al., 2014).

According to (Smith and Puczko, 2009), medical tourists have a large impact on the tourism industry not only by being consumers of healthcare services but also by travelling to the destination, staying in different hotels and using tourism services. Moreover, Mamun and Andaleeb (2013) stated that countless services in hospitals such as pharmacies near hospitals, proper management of all schedules to avoid misbehavior, and investigative patients' history whereas serving international patients. Moreover, hotels and restaurants of international customary near hospitals, airports pick-up and drop-up services need to be upgraded to attract more medical tourists from abroad. In addition, the destination should be culturally, politically, socially, and environmentally sound and friendly.

Service of Medical Staff

Medical staff showing politeness, helpfulness, and having a positive behavior towards patients, will have a profound impact on patients' satisfaction and as a result benefit healthcare provider (Andaleeb, 1998). The research in Pennsylvania indicates that vital attributes emphasized by patients for satisfaction include communication, staff proficiency, staff attitude, quality facilities, and perceived costs (Andaleeb, 1998). According to Babic-Banaszak et al. (2001) in Croatia, an effective response towards nurses' kindness, patience, willingness to help, compassion and time management are important to patients. Medical staff politeness, helpfulness, and positive behavior concerning patients will have a thoughtful impact on patients' satisfaction and benefit healthcare providers (Andaleeb, 1998; Musa et al., 2012).

Availability (Doctor/Medical staff

Availability is the probability that a system will be available to perform its function when called upon. Availability of various medical services largely depends on the availability of medical personnel. Lack of adequate medical personnel can adversely affect the availability of various medical services which in turn affects patients' satisfaction. It is moderately natural that everyone seeking medical treatment overseas imagines the quality of service. The most vital factor of all is receiving round the clock like better care, availability and accessibility of experienced doctors, medical staffs personalized care, availability of bed/ cabin and visa processing (Andaleeb et al., 2007; Drinkert, 2015; Siddiqui and Khandakar, 2007).

METHODS

The study mainly uses primary data obtained through interviewing outbound medical tourists. The patients who travelled to India, Singapore and Thailand for treatment purpose were interviewed. There is no data base or list of outbound medical tourists in Bangladesh. Thus, non-probability sampling method, especially convenience and snowball sampling technique were used to collect data from the respondents. The primary source of information regarding the respondents was found from friends, relatives, colleagues and medical agents. Based on the primary information we traced the outbound medical tourists over a 3 months period. Due to resource constraint, we restricted to interview limited number of respondents. We made a list of 150 patients who travelled to each of the three countries (India, Thailand and Singapore) during June 2017 –June 2018. The interview was continued for each country until reaching to 100 respondents.Thus, a total of 300 outbound medical tourists were interviewed from three countries. Semi-structured questionnaire was prepared. The questions include open-ended questions, close-ended questions, multiple-choice questions and questions based on five-point Likert scale from strongly agree (5) to strongly disagree (1) or from very much dissatisfied (1) to very much satisfied (5). The reliability test of the Likert scale in question was made and found reliable with high Cronbach's alpha (with most of them above 0.9). Descriptive statistics, factor analysis, Mann-WhitneyU test and Kruskal –Wallis H test, Ordinal logistic regression analysis conducted to analyze the data.

FINDINGS AND ANALYSIS

Demographic Features of the Respondents

Of the total respondents 300 in the survey, 61 percent were male while 39 percent were female. Of the respondents, most of the patients selected Singapore and Thailand (50% and 51% respectively) as the medical tourism destinations that had monthly family incomes above 100000 BDT. Moreover, 52% of the patients have selected India for medical treatment and their monthly income was 50001 t0 100000.Of the patients (84%) were the group of 16 to 55 years. The highest frequency of the patients (30.66%) belonged to the group of businessmen among the three countries (30%, 28% and 34% respectively) followed by the private employees (24.66%).

Medical Tour related Information of Respondents

Purpose of Visit

The distribution of the purposes of visit is shown in AppendixA-1. More than (85%) patients travel for medical treatment purpose and very few of patients (6%) travel for vacation and other purpose. So, it is clear that the patients' main purpose for visiting abroad was to obtain medical treatment.

Sources of Medical Treatment Information

It is seen from the Appendix A- 2 that more than half of the respondents (59.34%) found information about the hospitals from the reference of old patients, family and relatives. It is also illustrating that doctors from home country reference was also significant source of information (14%). But a few respondents' (12%) got the information from their friends. It is clear from the table that those patients who were willing to seek their medical treatment in abroad not always derived by their own decision, there were some key players motivating them to take foreign health care facilities.

Types of Diseases of the Medical Tourists

The distribution of the types of diseases of the medical tourists is shown in A-3. This study shows that, mainly people took foreign medical services for Cardiovascular disease (16.33%). The next important item performed outside was Orthopedic (11%), cancer (10.99%). Liver (9%) and Neurology (8.9%). The other treatments include Gastroenterology, Urology, ENT, General surgery, Comprehensive medical check-up, Gynecology and Dental.

Reasons for Going Abroad for Taking Medical Treatment

In this study, 11 items were evaluated to identify the reasons for going abroad for taking medical treatment. The mean scores of the 11 items of respondents are presented in the following Table 1. The overall analysis of medical tourists suggests that the highest rated item and the strongest influential variable for going abroad was "Insufficient consultation time by the doctors followed by lack of confidence on medical care in Bangladesh, and the dissatisfaction about quality of medical care.

Factors associated with Satisfaction level of Medical Tourists

Satisfaction Level of Medical Tourist in terms of Gender

The difference in the satisfaction level of outbound medical tourist in terms of gender Mann-Whitney U Test was used. The results indicate that the level of significance for the satisfaction of outbound medical tourist in terms of gender amounts more than 5%, respectively p=0.923, which means that with the reliability of 95% it can be concluded that there was no statistically significant difference for the satisfaction of outbound medical tourist considering the gender of the respondents.Satisfaction Level of Medical Tourist in terms of Age. The differences in the satisfaction level of outbound medical tourist were explored in terms of age using Kruskal-Wallis test.

Table 1. Mean Scores of the 11 variables of the respondents' (overall analysis)

Variables	Mean	SD	Rank
Insufficient consultation time by the doctors	4.21	.734	1st
Lack of confidence on medical care	4.19	.634	2nd
Dissatisfaction about quality of medical care	4.16	.506	3rd
Poor diagnosis facilities	4.14	.634	4th
High cost of medical care	4.11	.679	5th
Long Waiting time	4.05	.563	6th
Inadequate treatment facilities	4.03	.451	7th
Non-curability	4.02	.935	8th
Lack of experienced doctor	3.88	.609	9th
Nearness	2.75	.449	10th
Language and culture	2.65	.506	11th

Table 2. Results of Mann-Whitney U Test in terms of Gender

Group	N	Mean Rank	P-value
Male	184	55.63	Mann-Whitney U=1234.000 P=0.923
Female	116	78.20	

Table 3. Results of the Kruskal-Wallis Test in terms of age

Age Group	N	Mean Rank	P-value
Below 15 years	15	30.45	$\chi 2$ =1.227 p=0.120
16-25 years	64	88.12	
26-35 years	71	85.30	
36-45 years	67	76.12	
46-55 years	49	63.34	
Above 56 years	34	51.90	
Total			

The results indicate that the level of significance for the satisfaction of outbound medical tourist in terms of age amounts more than 5%, respectively p=0.120, which means that with the reliability of 95% it can be concluded that there was no statistically significant difference for the satisfaction of outbound medical tourist considering the age of the respondents. Satisfaction Level of Medical Tourist in terms of Educational Qualification. The results indicate that the level of significance for the satisfaction of outbound medical tourist in terms of educational qualification amounts more than 5%, respectively p=0.827, which means that with the reliability of 95% it can be concluded that there was no statistically significant difference for the satisfaction of outbound medical tourist considering the educational qualification of the respondents.

Factor Analysis'

Exploratory Factor analysis was conducted to identify most important factors that affecting outbound medical tourists' satisfaction from the 300 sample medical patients regarding 36 variables which account for their iner-correlation. A Principal Factor Analysis with an orthogonal rotation (Varimax) using the statistical package was performed on the survey data to identify the factors. Seven factors were derived from this analysis. These seven factors had explained 79.07% variability of the data. The factor analysis of 36 variables with 300 sample was found adequate (KMO test result = $0.8 \geq 0.5$) and valid (Bartlett's test of sphericity indicates a significance level of 0.000).

Table 4. Results of the Kruskal-Wallis Test in terms of Educational Qualification

Educational Qualification	N	Mean Rank	P-value
Primary education	10	25.12	$\chi 2$ =21.342 p=0.827
SSC	26	43.31	
HSC	76	90.67	
University level	188	99.90	

Since the positive factor loading value of 0.5 or greater was considered as significant in factor analysis. The communalities of the variables were found strong which indicates vigorous relationships among the variables. The Cronbach's Alpha coefficient 0.9 or higher indicating items internally consistent and shows good relation among the variables. The factor analysis showed that to mitigate outbound medical tourism from Bangladesh, we need to focus on the following seven factors with Eigen value greater than one. Results of the factor analysis of seven factors are presented below.

Quality of Medical Care

The first principal factor was Quality of Medical Care mainly related to doctors' reliability, skill, empathy and interpersonal communication with patients. It is seen from the Table 6 the variable explained 23% of the variability. High variance (23%) of this factor indicates there was a strong association between doctors' quality of medical care and underlying following variables. The strong correlation among the variables indicates doctors' quality of medical care.

Table 5. Results from Factor Analysis- Quality of Medical Care

Variables	Factor Loadings	Communalities
Doctors visited in abroad have heard and understood symptom of your disease	.821	.740
Doctors visited in abroad have answered all the questions related to your disease	.705	.825
Doctors visited in abroad have examined you with care	.965	.683
Doctors visited in abroad have informed you the process of treatment in details	.939	.833
Doctors visited in abroad have advised you on the basis of your disease's symptom	.844	.747
Doctors visited in abroad have clarified you the reasons for giving pathological test	.821	.798
Doctors visited in abroad are careful and sincere to their patients	.751	.625
Doctors visited in abroad keep confidentiality during medical treatment	.907	.894
Doctors visited in abroad are capable of identifying your problems	.948	.800
Doctors visited in abroad have provided you right medical treatment	.836	.736

(Kaiser-Meyer-Olkin = .824, Bartlett's Test of Sphericity Sig = .000, Variance explained=23%, Cronbach's Alpha .908, Eigen value=4.167

Treatment Facilities

The second principal factor was Treatment Facilities mainly consists of reputation of medical care/ doctors and staffs, equipment and diagnosis facilities, and wide range of treatment facilities. Table 7 shows that the variable explained 16.24% of the variability. High variance (16.24%) of this factor indicates that there was a strong association between treatment facilities and its underlying variables. Positive factor loading signify that treatment facilities positively correlated with availability of medical equipment, accurate diagnosis of diseases, world standard medical facilities, availability of treatment and reputation of medical staff. Therefore, the underlying dimension of the following variables prove that treatment facilities were highly involved with patient satisfaction.

Table 6. Results from Factor Analysis- Treatment Facilities

Variables	Factor Loadings	Communalities
There is an opportunity for medical treatment of all kinds of disease in abroad	.834	.728
Recognized/International accredited hospital / positive reputation of medical facility	.868	.774
The quality of disease diagnosis is high because of using advanced technology in abroad	.961	.844
Positive reputation of Physicians and medical staffs in abroad	.854	.702
Advanced medical equipment is available in the hospitals of abroad	.922	.839

(Kaiser-Meyer-Olkin = .909, Bartlett's Test of Sphericity Sig = .000, Variance explained=16.24%, Cronbach's Alpha .902, Eigen value=3.207

Table 7. Results from Factor Analysis- Cost of Medical Care

Variables	Factor Loadings	Communalities
Doctors' fee in abroad are cost-effective	.939	.731
Diagnostics fee in abroad are cost-effective	.938	.852
Transportation fare in abroad are cost effective	.876	.733
Medicine cost in abroad is low	.822	.872

(Kaiser-Meyer-Olkin = .834, Bartlett's Test of Sphericity Sig = .000, Variance explained=11.33%, Cronbach's Alpha .911, Eigenvalue=2.23

Cost of Medical Care

Cost of medical care was the third factor includes doctors' fee, diagnostic fee, medicine cost, and transportation cost. Table 8 shows that the factor explains 11.33% of the variability. High variance (16.24%) of this factor indicates that there was a strong association between cost of medical care and underlying variables. The strong correlation among the variables indicates cost of medical care. Positive factor loading signify that the cost of medical care closely correlated with consultation fee of doctors, price of diagnosis test, medicine cost, transportation fare. Therefore, the underlying dimensions of the following variables prove that cost of medical care was highly involved with patient satisfaction.

Environment of the Hospital

The fourth principal factor was Environmental aspects mainly related to cleanliness of the physical facilities and clam environment of the hospital. Table 9 shows that this factor explains almost 9.75% of the variance. Positive factor loading signify that environment of the hospital closely correlated with cleanliness of hospital physical facilities and clam environment. Therefore, the underlying dimension of the following variables prove that environment of the hospitals was highly involved with patient satisfaction.

Table 8. Results from Factor Analysis- Environmental Aspects

Items	Factor Loadings	Communalities
Hospitals in abroad are attractive	.875	.729
Cabin, bed and floor of hospitals in abroad are clean	.923	.853
Toilet and bathroom of hospitals in abroad are clean	.818	.722
Operation theater and medical equipment of hospitals in abroad are clean	.944	.862

(Kaiser-Meyer-Olkin = .915, Bartlett's Test of Sphericity Sig = .000, Variance explained=9.75%, Cronbach's Alpha .928, Eigen Value= 1.525

Table 9. Results from Factor Analysis- Service of Medical Staff

Items	Factor Loadings	Communalities
Medical staff in abroad are always ready to fulfill the need of patients	.912	.847
Medical staff in abroad are gentle and sincere	.745	.626
Medical staff are responsible about their duties	.892	.733
Medical staff performs their duties timely	.765	.643

(Kaiser-Meyer-Olkin = .867, Bartlett's Test of Sphericity Sig = .000, Variance explained=7.25%, Cronbach's Alpha .923, Eigen Value = 1.323

Service of Medical Staff (Nurse/ caregiver)

Service of medical staff was the fifth principal factor mainly consists of patient centered, timely manner, courtesy, and sincerity of the medical staff in the foreign hospital. It is seen from the table 10 total 4 items are loaded under this factor explained almost 7.25% of the variance. Positive factor loading signify that service of medical staff closely correlated with staffs' courtesy, sincerity, responsibility and punctuality. The closely correlated variables indicate service of medical staff. Therefore, the underlying dimension of the following variables proves that service of medical staff was highly involved with patient satisfaction.

Availability (Doctor/ Medical staff)

Table 10 shows that the sixth factor Availability occupies 6.35% of total variance consist of three variables availability and accessibly of experienced doctor and staff. The positive factor loading signify that all variables positively correlated with each other. Therefore, the underlying dimension of the following variables prove that availability was highly involved with patient satisfaction.

Tourism Facilities

It is seen from the Table 11 shows that the seventh principal factor was tourism Facilities consists of attractive medical tourism destination, cheap accommodation and amicable hospitality account for 5.15% of the total variable. Positive factor loading signify that tourism facilities closely correlated with each variable. So, the underlying dimension of the following variables prove that availability was highly involved with patient satisfaction.

Table 10. Results from Factor Analysis- Availability

Items	Factor Loadings	Communalities
Experienced doctor is easily accessible	.963	.722
Medical staff are available	.847	.747
Doctor follow up treatment regularly	.856	.721

(Kaiser-Meyer-Olkin = .895, Bartlett's Test of Sphericity Sig = .000, Variance explained= 6.35%, Cronbach's Alpha .914)

Table 11. Results from Factor Analysis- Tourism Facilities

Items	Factor Loadings	Communalities
Tourism facilities are available together with medical treatment facilities in abroad	.846	.731
Tourism spot are safe and secured in abroad	.981	.877
Political stability prevails in abroad	.833	.752
Transportation is very easy in abroad	.959	.859
Accommodation is cheap in abroad	.840	.732
Local people are friendly and sincere in abroad	.823	.724

(Kaiser-Meyer-Olkin = .857, Bartlett's Test of Sphericity Sig = .000, Variance explained=5.153%, Cronbach's Alpha .937, Eigen value= 1.406

Ordinal Logistic Regression Model:

An ordinal logistic regression model was used to measure the impact of independent variables on the medical patients' satisfaction derived from the factor analysis. Considering the seven factors as independent variables ($x_{i.}$ for$i$=1–7) and establishing medical tourist's satisfaction as the dependent variable (Y) that belongs to the ordinal in nature (ranging from Very much dissatisfied=1 to Very much satisfied=5). This analysis is useful to investigate the association between the predictors and the response variable.

The ordinal logistic model being fitted does not violate the parallel lines assumption. The likelihood ratio test for model $\chi 2$=441.13, P<0.05 indicated that the regression equations were significant. In other words, it indicates that as a minimum one of the regression coefficients included in the model is not equal to zero. The goodness-of-fit operation showed a good model fit through the following measures: Pearson $\chi 2$ =32664.90 (P<0.05), Cox and Snell R^2 = 0.73, and NagelkerkeR^2 = 0.89, where Y is the medical tourist's satisfaction ($Y \leq j$, for j=1–7). The values of -7.32, -6.41, -6.26, -4.22, -3.43, -3.17, -2.32, are the estimated values of the constant terms ($ß_{0j}$, for j = 1 – 7) for each of the seven equations, respectively, which means that when all the independent variables are equal to 0, $P(Y \leq j) = e^{ß0j/(1+ eß0j)}$.Concerning the independent variables (x_i for i=1–7), x_1 represents doctors' quality of medical care, x_2 represents cost of medical care, x_3 represents treatment facilities, x_4 represents environmental aspects, x_5 represents tourism facilities, x_6 represents service of medical staff, x_7 represents availability. Finally, seven regression equations (Chen et al., 2016) were established as:

$$\text{Logit (P) } (Y \leq 1) = -7.32+0.82x_1+1.19x_2+0.89x_3+1.29x_4+0.71x_5+1.28x_6-0.31x_7 \quad (1)$$
$$\text{Logit (P) } (Y \leq 2) = -6.41+0.82x_1+1.19x_2+0.89x_3+1.29x_4+0.71x_5+1.28x_6-0.31x_7 \quad (2)$$
$$\text{Logit (P) } (Y \leq 3) = -6.26+0.82x_1+1.19x_2+0.89x_3+1.29x_4+0.71x_5+1.28x_6-0.31x_7 \quad (3)$$

$$\text{Logit (P) } (Y \leq 4) = -4.22+0.82x_1+1.19x_2+0.89x_3+1.29x_4+0.71x_5+1.28x_6-0.31x_7 \quad (4)$$
$$\text{Logit (P) } (Y \leq 5) = -3.43+0.82x_1+1.19x_2+0.89x_3+1.29x_4+0.71x_5+1.28x_6-0.31x_7 \quad (5)$$
$$\text{Logit (P) } (Y \leq 6) = -3.17+0.82x_1+1.19x_2+0.89x_3+1.29x_4+0.71x_5+1.28x_6-0.31x_7 \quad (6)$$
$$\text{Logit (P) } (Y \leq 7) = -2.32+0.82x_1+1.19x_2+0.89x_3+1.29x_4+0.71x_5+1.28x_6-0.31x_7 \quad (7)$$

Table 12. Results of the Ordinal Regression Analysis

Independent variables (x)	Dependent Variable (Y) OR					
	Estimate	**SE**	**Wald x^2**	**P-value**	**OR**	**(95% CI)**
Doctors' quality of medical care (x_1)	0.82	0.08	159.63	0.002	2.94	2.22- 2.76
Cost of medical care (x_2)	1.19	0.07	129.21	0.005	2.26	2.92 - 3.15
Treatment facilities (x_3)	0.89	0.04	175.47	0.0032	2.30	2.38- 2.92
Environmental aspects (x_4)	1.29	0.06	109.74	0.004	2.23	2.39-2.88
Tourism facilities (x_5)	0.71	0.07	98.55	0.006	1.30	1.40- 2.02
Service of medical staff (x_6)	1.28	0.07	138.89	0.012	1.45	1.91- 2.56
Availability(x_7)	0.87	0.08	113.09	0.0234	1.42	1.70-2.24

Notes: Estimate is the value of partial regression coefficients. Reference: medical tourist's satisfaction = 5 (completely satisfied). Link function: logit; **Abbreviations:** OR= Odds Ratio; SE= Standard Error; CI= Confidence Interval.

Table 12 shows that the outcome of ordinal logistic analysis shows all seven independent predictors (Quality of medical care, Cost of medical care, Treatment facilities, Environmental aspects, Tourism facilities, Service of medical staff, and Availability (Doctor /Staff) had significant impacts ($P \leq 0.05$) on dependent variable, with odds ratios of 2.94, 2.30, 2.26, 2.23, 1.45, 1.42, 1.30 respectively. The interpretation of the results was accomplished based on the proportional odds ratios quality of medical care was the most significant variable of patient satisfaction with the largest odds ratio (OR =2.94; 95% CI = 2.22 – 2.76, $p < .05$). It implies that a unit increase in respondents' quality of care, 2.94 increase in the log-odds of being a higher satisfaction level given all of the other variables remain constant. Correspondingly, the patients were 2.30 times very much satisfied than other combined satisfaction levels, in terms of treatment facilities (OR = 2.30; 95% CI = 2.38 – 2.92, $p < .05$) of the hospital. The estimation results showed that patients cost of medical care (OR = 2.26; 95% CI=2.92 - 3.15 $p < .05$) were 2.26 times very much satisfied compared to other satisfaction levels given the other variables were constant. However, Environmental aspects (OR = 2.23; 95% CI = 2.39 – 2.88, $p < .05$) were two times more very much satisfied. Service of medical staff (OR = 1.45; 95% CI = 1.91 – 2.56, $p < .05$ were approximately one times more very much satisfied. Availability (Doctor/ Medical staff) increases the possibility of patient satisfaction (OR = 1.42; 95% CI = 1.70– 2.24, $p < .05$). Moreover, patients were (OR = 1.30; 95% CI = 1.40– 2.02, $p < .05$) one times more very satisfied in visited countries tourism facilities. The regression analysis shows that in order to be more competitive. We need to emphasize on the significant seven factors with (OR > 1; $p < .05$).

DISCUSSION ON KEY FINDINGS

The study highlights the significance of quality of medical care in determining the medical tourists' satisfaction level. The quality medical care of doctor was a prominent factor for treatment. The criteria for assessing the quality care of doctors in this regard were professional excellence, skill and knowledge, empathy and interpersonal communication with patient. The more satisfied a patient is with doctors' quality of care, the overall satisfaction is more. Existing literature also found similar evidence by (Chen et al., 2016; Celik et al., 2014; Andaleeb et al., 2007; Tung and Chang, 2009; Collins et al., 2019). Majority of the patients visited abroad had shown their positivity about the health service provided by the doctor. According to the patients under the survey, the doctors were more professional, sincere and trustworthy to their work such as they had explained problems of the patient and gave information about their health-related issue.

The waiting time in abroad was considerable. Existing literature also found similar evidence by (Ali and Medhekar, 2018; Celik et al., 2014; Koermer and Kilbane, 2008). The policy makers should instigate continuous technical and behavioral training and an evaluation programmed for physicians. Besides, the government should provide scholarships to the practitioners to get higher medical education and expertise from abroad.

With that facility, doctors in Bangladesh can develop their academic standards and experience that will help to handle any complex case regarding patients' disease. At the same time, to satisfy the medical patients, the number of patients visited or supervised by a doctor in a day should be limited in both private and public hospital (Suppose 20-25 patient per physician daily) and fixing up amount of time to be spent for single patient.

The second prominent factor in abroad was treatment facilities mainly consist of reputation of medical care and staff, equipment facility, accurate diagnosis facilities and wide range of treatment facilities. In this study, the treatment facilities had been found to have a positive impact on patient satisfaction. Previous studies (Drinkert, 2015) had reported that treatment facilities were significantly associated with quality of service. Majority of the medical tourists under the survey stated that, hospitals in abroad were capable of handling any complex case of patients' disease because they had well trained medical staffs, highly experienced doctors studying in world class medical institutions and had advanced medical technology. Accurate diagnosis of disease was possible into short period of time due to use of up-to-date and modern medical technology and expertise. International accredited hospitals had ensured patient safety and quality of health care as well as creating opportunity for all kinds of treatment. Similar findings were reached by (Ali and Medhekar, 2018)**.** Modern Diagnostic centers and international accredited hospital should be established so that local patient can receive better medical care in the home country. In the present time poor diagnosis facilities create dissatisfaction towards the medical service in Bangladesh. So, government should take action against the hospital by mobile court for using expired reagent in its laboratory and for selling unapproved drugs. In addition, modern and quality training should be arranged for doctors, staff in targeted areas such as diagnosis, pathological and radiological investigation and using of latest medical technology. Budgets need to be increased for specialized hospitals in medical field by purchasing required technology and surgical equipment. If the hospital provides satisfactory and effective quality facilities such as well -resourced laboratory, surgical equipment, experienced manpower, and good communication according to patients' expectation, then patient will be reluctant to go abroad.

Cost of medical care consists of doctor's fee, diagnostic cost, hospital cost, transportation fare and it was also significantly influenced patients' satisfaction. Similar findings were found by the existing literature (Chen et al., 2016; Sultana et al., 2014; Drinkert, 2015). Andaleeb et al., (2007) found that cost of medical care was insignificant to patient satisfaction. Majority of the patients under the survey states that in abroad treatment cost of private healthcare services came out to be more cost effective (price and quality balance) than private healthcare services in Bangladesh. Easy transportation, essential diagnostic test, reasonable fee for expertise, transparency in medical treatment cost and bills in foreign hospital reduces extra cost of patients which also increased patient satisfaction. The findings of the study indicate that most of the patients had taken treatment in private hospital in Bangladesh. The existing medical practices among the private medical service providers charge high price on limited quality care. Besides, the patients in Bangladesh not getting good quality service by spending more money. Government should take appropriate measures by monitoring the prices of private hospital as well as fix the charges of services provided by private hospitals and health clinic.

The environment of hospital leaves a positive impact on patient satisfaction. Similar conclusions were reached by the existing literature (Abdellah et al., 1986; Siddiqui and Khandaker, 2007a; Chen et al., 2016) concerning environmental aspects and patient satisfaction. The hospital environment usually comprises physical facilities inside the hospitals (such as Operation Theater, medical equipment, cabin, bed, floor, toilet and bathroom). All hospitals and diagnostic centers in the country should take the active measurement for the better development of the overall environment. Similar to doctor's quality, service of medical staff plays a major role in patients' satisfaction. Service of medical staffs can greatly affect patient satisfaction. Previous studies (Chen et al., 2016; Andaleeb et al., 2007) found that services of medical staff were significantly associated with patients' satisfaction. Bangladeshi patients found that medical staffs' in abroad were gentle, sincere and dedicated to the patients. So, the patients who got treatment from abroad had higher level of satisfaction. Professional training should be needed in the field of patient safety, patient care and clinical efficiency for the medical staff. To meet the patient's needs and improve nurses' services, health departments in the home country should deliver better medical packages, higher salaries, equipment accessibility, and stringent supervision.

The present study has also emphasized the significance of availability of experienced doctors and medical staffs in determining the medical tourists' satisfaction level. The more satisfied a patient is with availability of doctor and staff, the overall satisfaction is more. Similar evidence is also found in other studies (Drinkert, 2015; Siddiqui and Khandaker, 2007a). According to the patients under the survey in abroad experienced doctors and medical staff were accessible at any time when patient required, and doctors follow up inpatient regularly.

RECOMMENDATIONS AND CONCLUSION

A set of recommendations, based on the key findings, has been put forward so that government can take necessary measures to reduce outbound medical tourism from Bangladesh through improving the health system of the country. The policy makers should instigate continuous technical and behavioral training and an evaluation programmed for physicians. Besides, the government should provide scholarships to the practitioners to get higher medical education and expertise from abroad. With that facility, doctors in Bangladesh can develop their academic standards and experience that will help to handle any complex case regarding patients' disease. At the same time, to satisfy the medical patients, the number of patients visited or supervised by a doctor in a day should be limited in both private and public hospital (Suppose 20-25 patient per physician daily) and fixing up amount of time to be spent for single patient.

Modern Diagnostic centers and international accredited hospital should be established so that local patient can receive better medical care in the home country. In the present time poor diagnosis facilities create dissatisfaction towards the medical service in Bangladesh. So, government should take action against the hospital by mobile court for using expired reagent in its laboratory and for selling unapproved drugs. In addition, modern and quality training should be arranged for doctors, staff in targeted areas such as diagnosis, pathological and radiological investigation and using of latest medical technology. Budgets need to be increased for specialized hospitals in medical field by purchasing required technology and surgical equipment. If the hospital provides satisfactory and effective quality facilities such as well -resourced laboratory, surgical equipment, experienced manpower, and good communication according to patients' expectation, then patient will be reluctant to go abroad. The findings of the study indicate that most of the patients had taken treatment in private hospital in Bangladesh. The existing medical practices among the private medical service providers charge high price on limited quality care. Besides, the patients in Bangladesh not getting good quality service by spending more money. Government should take appropriate measures by monitoring the prices of private hospital as well as fix the charges of services provided by private hospitals and health clinic.

All hospitals and diagnostic centers in the country should take the active measurement for the better development of the overall environment. However, these comprehensive systems need public and private cooperation and management. There is a severe problem of ineffectual medical staff in Bangladesh. For that reason, professional training should be needed in the field of patient safety, patient care and clinical efficiency for the medical staff. To meet the patient's needs and improve nurses' services, health departments in the home country should deliver better medical packages, higher salaries, equipment accessibility, and stringent supervision. It is essential to create health sector policies that will enforce higher standards of safety and security should be maintained in hospitals. Moreover, an useful public and private partnership approach could be developed and implemented in Bangladesh to augment the government's effort in improving countless services in hospitals such as pharmacies near hospitals, proper management of all schedules to avoid misbehavior, Moreover, hotels and restaurants of international customary near hospitals, airports pick-up and drop-up services need to be upgraded to attract more domestic medical tourists which would help the country earn valuable foreign exchanges.

By implementation these recommendations, Bangladesh could rapidly improve the quality of medical care in the country. This would help reduce outbound medical tourism from Bangladesh significantly, which will generate a vast earning for the country. From the study we have found empirical evidence that people who travel for getting health care to India, Thailand and Singapore gets better satisfaction and quality services. The findings indicated that, all of the research findings would assist relevant stakeholders of healthcare industries to formulate and implement effective strategies in order to attract and retain outbound medical tourists in Bangladesh

IMPLICATION FOR FUTURE RESEARCH

Future studies can be carried out to further investigate these areas:

i. The study has been conducted to examine the views of only outbound medical tourists. Hence, future researches can be directed to explore the views of both inbound and outbound medical tourists.

ii. The study was done based on 300 respondents only. If the sample size of the study can be increased, then it will give more realistic findings and understanding of the reasons behind rise of outbound medical tourism from Bangladesh.

iii. Quality of care, access and affordability of healthcare in both public and private hospitals of Bangladesh should be explored in future studies. One of the areas which can be addressed in the future studies is that the research should be carried out in different parts of the country; so that the findings can be generalized.

LIMITATIONS OF THE STUDY

The study attempted to interview only outbound medical patients in Bangladesh. But other patients who seek treatment in the country and do not go outside, and attendants of the patients have not been captured in the study. Besides critical or very serious patients and non- curable patients were excluded from the study on ethical grounds and as advised by treating physicians.

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TRANSFORMATIONAL LEADERSHIP AND ENERGIZING ORGANIZATIONAL LEARNING: EMPIRICAL MODEL FOR IMPROVING COMMUNITY-BASED ECO-TOURISM PERFORMANCE IN INDONESIA

Aneu YULIANEU*
Jendral Soedirman University, Management Department, STMIK DCI, Indonesia, e-mail: Anjusu09@gmail.com

Augusty Tae FERDINAND,
Diponegoro University, Management Department, Indonesia, e-mail: augusty55@gmail.com

Ratno PURNOMO
Jendral Soedirman University, Management Department, Indonesia, e-mail: ratno.purnomo@unsoed.ac.id

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Abstract: This paper aimed to examine the effect of transformational leadership, energizing organizational learning and teamwork efficacy on improving Indonesia community-based eco-tourism organization performance. A field survey was conducted in the Tasikmalaya tourism sector. A total of 205 eco-tourism workers were surveyed to obtain data. This study offered a conceptual model for variable proposed to improve the eco-tourism community performance. The findings show that transformational leadership and energizing the organizational learning process positively affects organizational performance in the eco-tourism community. The author argues that energizing the organizational learning process mediates the relation between transformational leadership and organizational performance. This study addressed gaps in transformational leadership literature and practices by examining the interactions between energizing organizational learning process and eco-tourism workers teamwork's efficacy.

Key words: energizing organizational learning, transformational leadership, organizational performance, teamwork efficacy, eco-tourism community

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INTRODUCTION

In the last few decades, the business environment has experienced dramatic changes. Globalization, liberalization, trade, deregulation, and advances in information technology have given rise to modern realities of ever-increasing rivalry. The organization has been driven to restructure, delayer, and downsize due to these competitive stresses. Facing these various changes, leaders need to rethink managing human resources and institutions (Yamarino et al., 1993). Leaders must constantly aspire to improve the capability and skills of their human capital, following numerous improvements to the regulations in the market, and competition is happening at a faster pace, with fewer workers to manage and a growing workload.

Leadership is vital in the initiation and implementation of transformation for both individuals and organizations. Leadership inquiry in organizations has attracted many scientists attention because this critical variable determines the direction of the organization's life journey when companies face change, challenge, and various demands (Kim and Park, 2020). According to Yukl (1998) Transformational leader is a style of leadership that encourages adherents to help shape an organization's long-term success. Transformational leadership influences followers' ideals in an organization and their values, such as integrity and loyalty to inspire corporate growth (Breevaart and Zacher, 2019).

This leadership style often encourages workers to embrace new ideas and question the status quo by providing intellectual stimulation. The essence of transformational leadership is sharing of power and involving subordinates to make the change. They can inspire workers by implementing different management practices; in other words, they can greatly boost subordinates' trust in their skills. Employees would be more capable of performing and achieving difficult tasks if they have a higher sense of self-efficacy. Many new leadership studies reveal that the practice of empowering or creating a sense of power is the root of organizational effectiveness. (Monje Amor et al., 2020).

Organizational performance has been seen to be influenced by transformational leadership (Chaubey et al., 2019). However, several insignificant relationships exist between transformational leadership and organizational performance (Burawat, 2019). We are interested in raising questions about optimizing organizational performance since the inconclusive findings of this study as an opening for further clarification of the correlation between transformational leadership and organizational performance. What processes transformational leadership should initiate a positive impact on organizational performance? Adopting the work of (Argote, 2013) on organizational learning, this research study synthesizes the conception of energizing the organizational learning process due to learning that leads to improved

* Corresponding author

organizational performance as debated in the literature section. As a result, this research aims to develop a conceptual model for managing the energized organizational learning process to increase organizational performance, which will then be evaluated in the East Priangan eco-tourism community.

THEORY AND HYPOTHESES

Transformational Leadership and Organizational Performance

Transformational leadership can lead to high-performance organizations because transformational leaders influence subordinates by extending and raising the aims of followers to improve collaboration (Hayat Bhatti et al., 2019; Khan et al., 2018; Mahdikhani and Yazdani, 2020). Further, employees are empowered, motivated, and dedicated to achieving organizational goals and objectives (Somers and Birnbaum, 1998). Transformational leaders foster and inspire a clear vision to shape the organization's future, encourage collaborative problem solving and flexibility, have a compelling vision, and evoke strong emotion (Yamarino, 1993). This type of leadership also raises employees' awareness of ideal goals and encourages followers to go beyond their interests for more significant objectives (Hoch et al., 2016). They will have a responsibility to express ideologies that align with higher employee standards. (Khan and Khan, 2018). The willingness of transformational leaders to demonstrate idealized influence, communicate, appreciate, and develop could improve the organization's trustworthiness (Men and Yue, 2019). Previous research found that transformational leaders consistently related to organizational performance (Alrowwad, 2020). In addition, several measurements of organizational performance have been empirically tested to confirm the relationship of the construct with transformational leadership, such as human resources management (Singh et al., 2020), implementation success (Farahnak et al., 2020) and Job Attitude (Thomas et al., 2020).

Transformational Leadership and Energizing Organizational Learning process

The relationship between transformational leadership and organizational learning has spawned a slew of theoretical models (Castiglione, 2006; García-Morales et al., 2008; Hsiao and Chang, 2011; Noruzy et al., 2013; Víctor, 2018). According to Noruzy et al. (2013), transformational leadership has the greatest impact on organizational learning. The research developed a direct and indirect model of the relationship between transformational leadership and organizational effectiveness to test the predictive power of variables tested in an empirical model.

Additionally, Zagoršek et al. (2009) proposed a model that examines transformational leaders' role to facilitate organizational learning in dynamic situations. Further, Kark et al. (2003) stated that transformational leadership affects followers cognitive trust by linking their self-concept and modifying their values and self-esteem. Transformational leaders influence followers as their aspirations are shifted toward self-actualization. Furthermore, the risk of disappointing the leader motivates supporters to raise their morale and strive for mutual goals (Farahnak et al., 2020). Hence, organizational environments that promote and sustain organizational success may be created by transformational leaders. According to Ping et al. (2018), building professional learning contributes to teacher work and student learning.

Furthermore, transformational leadership styles allow organizations to learn through communication, cooperation, and collaboration. According to Campbell (2018), this will encourage stimulation, individual consideration, and motivation to continue learning. In agreement with these theoretical considerations, we proposed that transformational leadership affects organizational learning, so the hypotheses put forward in this study are:

H1: Energizing organizational learning processes positively influence by transformational leadership

Energizing Organizational Learning and Organizational Performance

Today's highly competitive business environment requires companies to continuously learn and adopt an open system, which is a system that requires a company to be responsive to the demands of its stakeholders in order to grow, develop and survive. Further, the main goal of organizational learning is to encourage organizations to be more adaptive to dynamics business climate that will encourage competitiveness and adaptive capability. Hence, the organization's main targets, such as creating productivity and superior long-term performance, can be achieved. Prior studies on the connection between organizational learning and organizational performance have produced several theoretical models (Azizi, 2017; Choi, 2019; Gomes and Wojahn, 2017; Nam and Park, 2019; Obeso et al., 2020; Ur Rehman et al., 2019). In addition, some empirical evidence proved that organizational learning mediates the relationship between knowledge management and performance. Consequently, the manager must develop organizational learning in linking knowledge management and performance (i.e., teamwork, organizational commitment, learning orientation, and openness to new ideas). From this perspective, we can conclude that organizational learning fosters organizational change that improves performance by providing absorptive capacity (the accumulation of knowledge and experience). As a result, managers should improve in response capacity through a broader understanding of the business environment. Further, prior research has proved that organizational learning has a significant impact on organizational marketing performance. Therefore, the theory suggested in this research is that energizing the organizational learning process impacts organizational performance. In light of the above, we suggest that:

H2: Organizational Performance positively influences by energizing the organizational learning process.

Energizing organizational learning process and Teamwork Efficacy

Organizational learning is built on collaborative decision-making, exchanging experiences, and creating a shared value. Previous research has shown that an organizational learning process through knowledge creation and adaptation could facilitate shared beliefs among team members in the team's capacity to complete a task. When the members of an organization accumulate knowledge, this process will encourage team cognitive trust and be more likely to perceive others' ability. Hence, people are more inclined to view others' capacity and dependability to accomplish an assignment as a kind of teamwork efficacy. This situation provides organization members with more opportunity to learn new things while also assisting in upgrading current knowledge by promoting various forms of knowledge conversion. Accordingly, energizing organizational learning process is likely to be related to teamwork efficacy in knowledge acquisition processes.

Several studies on organizational learning with teamwork have produced many theoretical models (Camps et al., 2016; Goh et al., 2013; Potnuru et al., 2019). Numerous articles on organizational learning also stress the value of the dynamic process of knowledge acquisition and integration for a company's success (Margherita et al., 2020; Darwish et al., 2020). Based on previous empirical studies, the traditional view holds that variables like employee work knowledge acquisition, distribution, interpretation and organizational memory are critical attributes of organizational learning capability (OLC) that influence collective efficacy (Jerez-Gomez et al., 2005). Hence, we postulate that energizing the organizational learning process affects the efficacy of work teams. Given the preceding, we propose:

H3: Teamwork efficacy positively influence by energizing organizational learning

Teamwork Efficacy and Organizational Performance

Teamwork efficacy is defined by Bandura (2000) as “a group's shared conviction in its conjoint powers to plan and execute courses of action necessary to generate specific degrees of attainment". Team efficacy is critical since it can support many business goals, including cost, time efficiency, responsiveness, and versatility to manage action (Swafford, 2006). In facilitating team roles at work to improve organizational performance, only a small amount of literature discusses teamwork efficacy. The limitations of prior research, which discuss teamwork efficacy, encourage further research to complete the shortcomings in the previous literature (Li et al., 2014). Trischler et al. (2017) and Tekin et al. (2002). Stated that effective team performance depends on initial directions, such as choosing the right employees based on competency and skills, building effective communication, and sharing common goals. It provides the basis for team performance to be assessed to feel more comfortable with each other and uses the power of positive feedback to recognize and strengthen individual participation. Jung and Sosik (2002) argued that the performance of a workgroup in the transformational leadership process was linked to collective efficacy. Further, according to Walumbwa et al. (2004), teamwork efficacy originates from team cohesiveness and influence various work results. According to Kozub and McDonnell (2000), teamwork efficacy is related to individual perceptions of the team's ability to perform organizational goals. Theoretically, individuals with high teamwork efficacy are more inclined to work harder to achieve good performance (Bandura, 2000). Several theoretical models have emerged from previous research on the relationship between teamwork efficacy and organizational performance (O'Neil and Salas, 2018; Khan and Mashikhi, 2017; Lee, 2019). Therefore, We proposed that teamwork efficacy affects organizational performance, so the hypothesis in this study is:

H4: Organizational Performance Positively influence by Teamwork Efficacy

METHOD

The method used in this research is a field survey on the eco-tourism community in East Priangan, Indonesia (Harkness et al., 2004; van Meerkerk et al., 2019). The research location is determined deliberately considering that the eco-tourism community is one of the leading society organizations in East Priangan that involves the local community in conserving the biodiversity and ecology (Jackman and Hemsworth, 2021). Further, East Priangan community-based eco-tourism have a work team's project that makes this research model suitable. A total of 360 surveys were sent to 25 teams in community-based eco-tourism organization, and 205 questionnaires were returned. The data was gathered from February to August 2020, which included transformational leadership, energizing organizational learning, teamwork efficacy, and organizational performance. Data were analyzed using Structural Equation Modelling (SEM) to evaluate the model and the relationship and effect between variables in the model. Hair et al. (2010) proposed the stages of structural equation modelling and analysis into seven steps consisting of (1) theory-based model; (2) Causality relationship with path diagram; (3) converting path diagrams into structural equations; (4) Input matrices and estimation techniques for the proposed model; (5) assessing model identification; (6) evaluating model estimates; and (7) Model interpretation and modification.

Research Instrument

Transformational leadership: this variable analyses leader who motivate followers to work for transcendental goals and beyond self-interest. We designed a six-item scale (1 "Strongly disagree" 7 "Strongly agree"). Confirmatory factor analysis (CFA) ($\chi 27 = 4.613$, NFI = 0.992, NNFI = 0.992, CFI = 0.997, GFI = 0.989). Validation and one-dimensional verification are used to verify the scale and result, demonstrating strong validity and reliability. Energizing organizational learning process: this variable analyses an organizational habit and is attached to organizational life, including the ability to initiate learning process-oriented towards organizational goals, active member involvement, and build volunteerism for positive knowledge exchange. We implemented a six-point scale. (1 "Strongly disagree" 7 "Strongly agree"). To validate the scale, the CFA is used. ($\chi 2$ [5] = 0.414, NFI = 0.999, NNFI = 0.999, CFI = 1.000, GFI = 0.999) Moreover, show that it has a single dimension. The variable is also valid and reliable. Teamwork efficacy: this variable analyses knowledge sharing, which can be stimulated if team members collaborate to carry out teamwork effectively. CFA validates the measure ($\chi 2$ [5] = 3.756, NFI = 0.98, NNFI = 0.98, CFI = 0.985, GFI = 0.98). Thus, these results provided dimensionality, high validity, and reliability.

Organizational performance: Four perspectives can be used to explain organizational performance, namely "open-system perspective, organizational learning perspective, high-performance work practices perspective, and stakeholder perspective." Based on the open-system perspective, organizational performance is determined by the external environment related to resources (ex. Raw materials, employees, financial resources) and internal sub-systems (ex. Work units, communication processes, work teams) that transform inputs into outputs. (Kast and Rosenzweig, 1972)

This research has linked results to major competitors (Garcia et al., 2018;) and has used subjective evidence regarding performance correlated with quantitative data (Martin-Rojas et al., 2011). The CFA validates the scale ($\chi 2$ 8 = 2,240, NFI = 0.995, NNFI = 0.995, GFI = 0.995, CFI = 0.995), proving its uni-dimensionality and high reliability. Size: Companies are classified based on the number of people employed: (small and medium enterprises, <250 employees). Sector: The sector is analysed based on transformational leadership in the community-based eco-tourism organization.

Statistical method

The suggested structural relationships are analysed using the Structural Equation Model (SEM). This methodology estimates many dependencies and interrelationships in a single analysis, allowing the decomposition to influence testing model suitability explicitly and indirectly. Anderson and Gerbing (1998) pointed out the need to apply a two-step approach. First, they estimate a measurement model that explains how the measured variables come together to portray a hypothesis. Second, construct a structural model that illustrates how the construction interacts with other variables.

Table 1. Measurement

Transformational leadership	Idealized influence (TL1)
	Inspirational motivation (TL2)
	Intellectual stimulation (TL3)
	Individualized consideration (TL4)
Energizing organizational learning process	Goal-Oriented Learning (EOLp1)
	Updating oriented interaction (EOLp2)
	Intra – team learning exchange (EOLp3)
Teamwork Efficacy	Confidence in job implementation (TE1)
	Effectiveness in bridging individual difference (TE2)
	Effectiveness in interpersonal power boosting for a job (TE3)
Organizational performance	Profitability (OP1)
	Sales growth (OP2)
	Accountability (OP3)
	Productivity (OP4)

DATA ANALYSIS

Measurement model evaluation

The measurement model showed excellent suitability ($\chi 2$ (203) df = 85.141(p<0.01); NFI = 0, 96; NNFI = 0, 99; IFI = 0, 99; PGFI = 0.66; NCP = 12.14; RFI = 0.95; CFI = 0.99; RMSEA = 0.03). The diagnostic stage of the goodness of fit relates to the correctness of model predictions, which determines whether the model is accurate and works to approximate real-world phenomena, and thus the model's predictive ability. Conformity consistency assessments are divided into three categories: (1) Absolute fit tests (e.g., 2, NCP, RMSEA, and ECVI) to test overall model fit. (2) Additional fit measures equate the proposed model to other researchers' established models (e.g., NFI, NNFI, IFI, RFI, and CFI). (3) The parsimony fit test adjusts the measure of suitability to equate models with various numbers of estimated coefficients to decide the number of matches and estimated coefficient achieves (e.g., PGFI, AIC). The result demonstrates the model's suitability (Hair et al., 2010).

Table 2 shows the Cronbach's alpha, composite reliability, factor loading, t-values, and average extraction variance (AVE) of the various dimensions. Cronbach's Alfa varies between 0.77 and 0.88, which is higher than the suggested value of 0.70 (Nunnally and Bernstein, 1994). The reliability of the composite varied from 0.81 to 0.92, and the AVE from 0.60 to 0.77, which were higher than the recommended minimum values of 0.70 and 0.50, respectively (Fornell and Larcker, 1981; Hair et al., 2010). Thus, at least half of the item variant is accounted for by latent construction. Besides, construct factor loading (λ) was statistically significant (t-value> 1.96) concerning the underlying component. Therefore, the value of the loading factor is appropriate, and the calculations are valid. The AVE for construct (values on the diagonals in Table 3) has more substantial discriminant validity than the quadratic similarity with all other constructs (Fornell and Larcker, 1981). Thus, the discriminant validity of the construct is reaching a good value. The research used a single respond participant and followed the guidelines to eliminate common method bias (Pandey et al., 2003). The research also recommends sample confidentiality and clarification of study goals, the use of previously checked scales and validated randomised order of items in survey participants, and question items regarding corporate behaviour rather than human cognition.

Table 2. Measurement-models result

Variables	Items	λ*(t-value)	R^2	α	C.R.	AVE
Transformational Leadership (TL)	Individual consideration	0.79***(8.859)	0.63	0.856	0.916	0.732
	Intellectual stimulation	0.85***(8.138)	0.72			
	Inspiration motivation	0.90***(6.754)	0.81			
	Idealized influence	0.88***(7.604)	0.77			
Energizing organi-zational learning process (EOLp)	Goal oriented learning process	0.86***(7.180)	0.73	0.878	0.910	0.771
	Updating oriented interaction	0.89***(7.455)	0.79			
	Intra-Team learning exchange	0.89***(8.168)	0.79			
Teamwork Efficacy (TE)	Confidence in job implementation	0.74***(8.169)	0.55	0.769	0.813	0.592
	Effectiveness in bridging individual difference	0.75***(8.096)	0.56			
	Effectiveness in interpersonal power boosting in job	0.82***(6.851)	0.67			
Organizational Performance (OP)	Profitability	0.83***(8.143)	0.68	0.802	0.878	0.644
	Market growth	0.88***(6.900)	0.77			
	Product-service innovation	0.75***(8.894)	0.57			
	Company reputation	0.75***(8.923)	0.56			

Notes: * = Standardized structural coefficient (t-students in parentheses); R2 = Reliability;
C.R. = Composite reliability; AVE=Average variation extracted; *** p0.001 (two-tailed).

Table 3. Discriminant validity

Variables	TL	EOLp	TE	OP
TL	**0.732**			
EOLp	0.832	**0.771**		
TE	0.725	0.802	**0.592**	
OP	0.744	0.865	0.854	**0.644**

Notes: The number on the diagonal shows the AVE. The number below the diagonal represents the squared similarity between the construct. The confidence interval between each pair of constructs is represented by the number above the diagonal (95 per cent). This table excludes size and industry field.

Table 4. Means, standard deviation, and correlations

Variable	Mean	SD	1	2	3	4
Transformational Leadership	3.361	.730	1.000			
Energizing organizational learning	3.454	.799	.758**	1.000		
Teamwork Efficacy	2.945	.774	.621**	.692**	1.000	
Organizational Performance	2.832	.692	.674**	.777**	.714**	1.000

Structural model evaluation

Model development based on theory, basically SEM is a confirmatory technique used to test the causality relationship. Changes in one variable are assumed to result in changes in other variables. The theoretical study underlies the constructs and dimensions understudy is explained in a theoretical study and is shown in a theoretical framework model. Construct a path diagram to illustrate the causality of the constructs. We investigated transformational leadership as a dependent variable and three independent variable constructs (energizing organizational learning mechanism, teamwork efficacy, and organizational performance) (Figure 1).

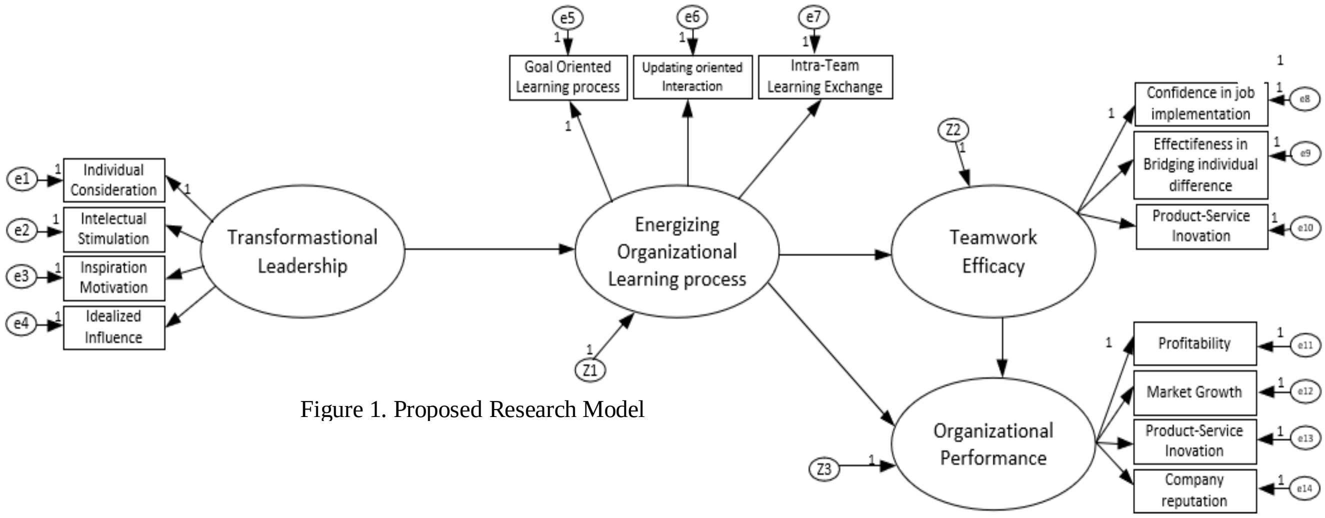

Figure 1. Proposed Research Model

Selecting the input matrix and estimating the proposed model is done utilising a structural equation modelling that differs from other multivariate analysis techniques. Employed AMOS 18.0 package, the Maximum Likelihood Estimation (MLE) is used as the estimation technique. According to Hair et al. (2010), the minimum sample size for each approximate parameter is five observations. Therefore, assessing the identification of a structural model with a computer program often yields illogical estimations related to the problem of structural model identification.

Table 5. Results of Structural model

Effect from		To	Direct effects	t	Indirect effects	t	Total effects	t
Transformational Leadership	→	Energizing organizational learning process	0.84***	11.751			0.84***	11.751
Energizing organizational learning process	→	Teamwork Efficacy	0.81***	10.137			0.81***	10.137
Transformational Leadership	→	Teamwork Efficacy			0.68***	6.000	0.68***	6.000
Transformational Leadership	→	Organizational Performance			0.73***	4.826	0.73***	4.826
Energizing organizational learning process	→	Organizational Performance	0.52***	4.999	0.35***	3.934	0.87***	4.351
Teamwork Efficacy	→	Organizational Performance	0.44***	4.089			0.44***	4.089
Goodness-of-fit statistic	χ^2=85.141(p<0.01); ECVI=.731; AIC=149.14; CAIC=287.48; NFI=0.96; IFI=0.99; PGFI=0.66; PNFI=0.77; NCP=12.14; RFI=0.95; CFI=0.99; RMSEA=0.03							

This structural model can be observed from the estimation results, which show that one or more coefficients have a considerable standard error value; (1) the program's failure to invert the information matrix; (2) the estimated value is not possible, for example, negative error variance; (3) Between the prediction coefficients, there is a substantial correlation value (> 0.90). Through an analysis of various goodness-of-fit metrics, the structural model reaches the value of $\chi2$ is small; significance probability (≥ 0.05); CMIN / DF (≤ 2.00); CFI (≥ 0.95) and RMSEA (≤ 0.08). After the model's suitability is tested, another evaluation must be assessed dimensionality and reliability. Dimensionality in calculating the model's reliability shows that the indicators used have a reasonable degree of conformity in a one-dimensional model. While reliability measures construct indicators' internal consistency, using two ways, namely the recommended acceptance for construct reliability, is a minimum of 0.70 and 0.50 for the variance extracted. The final step of SEM is model interpretation and model modification, which can be done by observing the model's standardised residuals. The safety limit for the residual number is 2.58, which is substantial at the 5% level (Hair et al., 2010). Thus, a residual value greater than or equal to ± 2.58 indicates a substantial error problem for a pair of indicators. The descriptive statistics and relationships between the variables used to evaluate the model are summarised in Table 4. The path coefficient calculation reveals a positive association between the model construction (Figure 2) and the Chi-Square structural model's overall fit: 0.157 RMR: 0.022 RM; 85.141 Probability GFI: 0.947 AGFI: 0.924 CFI: 0.994 TLI: 0.993 NFI: 0.962). SEA: 0.029 GFI: 0.947 AGFI: 0.924 CFI: 0.994 TLI: 0.993 NFI: 0.962). All of the model relationships examined were statistically relevant, indicating that all of the study theories were appropriate. The structural model's findings are shown in Table 5.

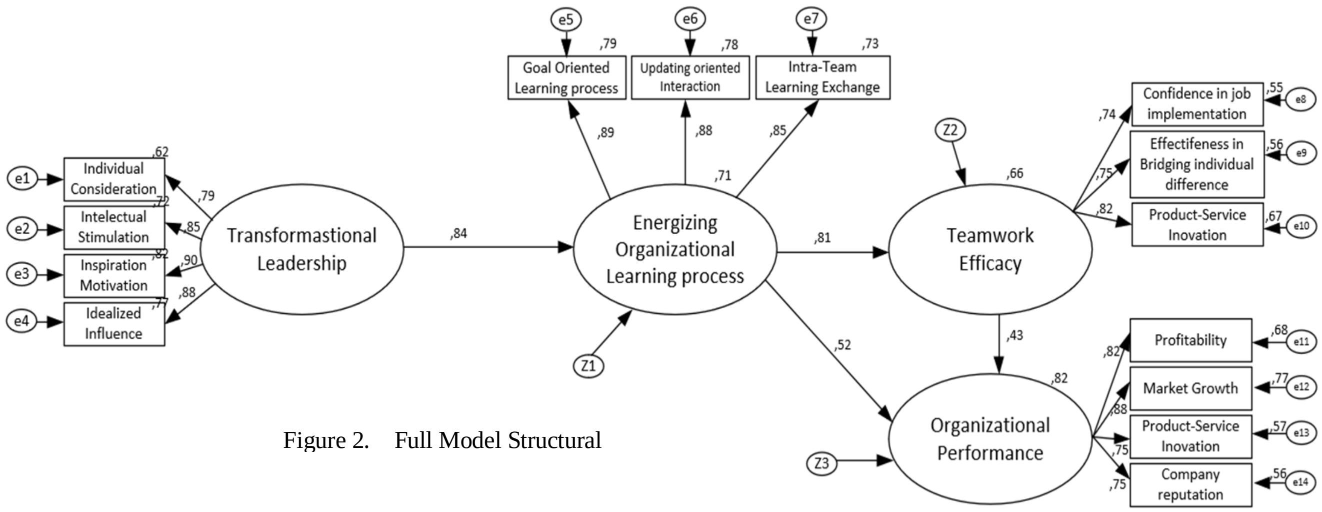

Figure 2. Full Model Structural

RESULT

All of the hypotheses in this analysis have a p-value of less than 0.05. This statistical result shows that the factors being studied have a favourable interaction. Hypothesis 1, which hypothesised a positive association between transformational leadership and energizing organizational learning processes, was shown to be firmly validated (11 = 0.84 p 0.001). Hypothesis 2 is also buttressed, which assumes a good association between energizing organizational learning and organizational success (31 = 0.52 p0.001). In addition, organizational performance is positively influenced by energizing organizational learning processes and teamwork efficacy via transformational leadership (0.73, p <.001). According to Hypothesis 2, the cumulative impact of transformational leadership on organizational performance is 0.73 (p0.001).

The findings affirm Hypothesis 3, which states that the energizing organizational learning process improves teamwork efficacy (21 = 0.81 p0.001). Finally, as expected by Hypothesis 4, there is a connection between teamwork efficacy and organizational performance (32 = 0.44 p0.001). The model accurately defined the energizing organizational learning process (R2 = 0.71), energizing organizational learning process (R2 = 0.66), and organizational performance (R2 = 0.82). Both endogenous constructs have R2 values greater than 10%, indicating a satisfactory and substantial model (Hair et al., 2010). The findings also revealed that TL (0.68, p.001) indirectly affected teamwork efficacy through EOLp (0.84x0.81).

Similarly, Transformational Leadership (0.35, p.001), as well as EOLp (0.81x0.43) and teamwork efficacy have an indirect impact on organizational performance (0.84x0.81x.0.52). As the extent of this power is compared, it is clear that EOL has a more significant impact on organizational performance than teamwork efficacy or transformational leadership. As a final point, using the statistical method proposed by Jaccard and Wan (1996 explores the potential moderating role of size or sector in the studied relationships. The first step is to do a multi-sample calculation with no constraints, estimating the structural component of the model's coefficients and the model's suitability and determining a suitable overall multi-model compatibility as a result. Second, in each sample group, the regression coefficient is restricted in the same way to validate the existence or absence of a significant gap between parameter estimates. Both the scale (21.82df = 1, p> 0.1) and the sector (21.03, df = 1, p> 0.10) are significant, according to the results of the study, and the relationship between the sample variables is unaffected by the study's scale or sector. Finally, by comparing the suitability of alternative models to the proposed model (using the suitability index), it can be shown that the hypothesised model better represents the results (Hair et al., 2009).

CONCLUSION AND FUTURE RESEARCH LINES

The current study adds to the body of knowledge among academics as to how community-based eco-tourism organization need to design a transformational leadership-based organizational development model to enhance organizational mechanism through energizing the organizational learning process and teamwork efficacy to stimulate organizational performance. Our research also theoretically proposes an instrument to measure a firm's ability to consistently learn as an adaptive capacity to accommodate a dynamic business environment. Future studies may be undertaken to utilize this variable to comprehend further how to energize an organization in the learning process.

Our research fills a research gap that has not been studied so far regarding the relationship between variable proposed and elucidate the underlying black boxes of energizing organizational learning process in the relation with transformational leadership, teamwork efficacy and organizational performance.

Finally, future research can examine teamwork efficacy and energizing organizational learning in the leadership process with longitudinal research design to conclusively reproduce the result in others research context.

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FH&P RATING MODEL AND ITS APPLICATION WITHIN THE SLOVAK SPA ENTERPRISES

Veronika ČABINOVÁ*
University of Prešov in Prešov, Rectorate, Department of Development,
Informatization and Quality Assessment, Prešov, Slovakia, e-mail: veronika.cabinova@unipo.sk

Jana BURGEROVÁ
University of Prešov in Prešov, Faculty of Education, Department of Natural Sciences
and Technological Disciplines, Prešov, Slovakia, e-mail: jana.burgerova@unipo.sk

Peter GALLO
University of Prešov in Prešov, Faculty of Arts, Institute of Educology and Social Work, Prešov, Slovakia, e-mail: peter.gallo.1@unipo.sk

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Abstract: The aim of the paper is to propose a suitable structure of the newly designed Financial Health & Prediction (FH&P) rating model, and by putting it into practice in Slovak spa enterprises, to contribute to the development of financial management concepts for spa facilities operating in the field of tourism. The quantification of individual dimensions of the FH&P rating model was based on the calculation of selected ten key financial ratio indicators and prediction models. The values (in different units of measure) were converted to points using compiled transformation tables which formed the final score of the FH&P rating model and subsequently the proposed A-FX rating. Based on the results, Kúpele Bojnice, Inc. (SE03), Špecializovaný liečebný ústav Marína, s.e. (SE21) and Kúpele Nimnica, Inc. (SE07) received the best rating. This innovative model provides financial managers actual, simple and understandable overview of the financial health of a spa company and its future financial perspective. With a several adjustments, the FH&P rating model is easily applicable in any economic sector of Slovakia.

Key words: spa companies, Slovakia, tourism, financial health, financial prediction, transformation tables, model, final rating

* * * * * *

INTRODUCTION

Slovak spa enterprises are part of the public health care system. Currently, this system is under enormous pressure, mainly due to the trend of an aging population, rising health care costs and, last but not least, the COVID-19 pandemic.

Spa and health tourism has an irreplaceable role in the prevention of diseases. However, spa and medical care is important not only in terms of preventing the health of the population, but also in terms of the attractiveness of the destinations in which the spa is located. The spa and health tourism significantly contributes to the development of employment in the region, contributes to the revenues of national budgets and regional budgets, helps create the active balance of trade, contributes to the national GDP, improves the global reputation of the state, and above all it improves the health of the population, reducing incapacity for work and delaying disability. It is therefore important to pay attention to such type of tourism, especially by the tourism management organizations in the destinations. In today's hectic times, people are becoming increasingly aware of the importance of their health, and therefore the demand for spa products and active holidays is growing. Authors dealing with the issue of Slovak spas (e.g. Eliašová, 2009; Matlovičová et al., 2013; Kučerová and Marčeková, 2013; Gúčik, 2015; Marčeková et al., 2015; Gúčik et al., 2016; Šenková, 2017; Kerekeš, 2018) focus on its general characteristics, significance, strengths and weaknesses, position in the European context, method of financing, history of development, current trends, future direction, etc. The research significantly lacks quantification and evaluation of the financial situation of spa enterprises and prediction of their future financial prosperity. So far, no research studies aimed at creating a model diagnosing and predicting the performance of companies operating in the field of tourism in Slovak Republic have been recorded. Therefore, our ambition is to examine the development of financial health as well as future financial perspective of Slovak spa companies. The main aim of the paper is to propose a suitable structure of the newly designed Financial Health & Prediction rating model (FH&P rating model), and by putting it into practice in Slovak spa enterprises, to contribute to the development of management of business performance in tourism. The contribution of the paper is a comprehensive summary of significant results of the performed analyzes and the compilation of the rating of Slovak spa companies taking into account the analyzed aspects of financial health and prediction within the FH&P rating model.

LITERATURE REVIEW

The spa enterprises also provide part of their services for tourism in case they provide services to visitors in their free time, for which they usually pay from their pensions. In a broader sense, spa tourism is included in health tourism. Several approaches to the classification of health tourism can be found in the literature. Most authors state that health tourism

* Corresponding author

include spa tourism, wellness tourism and medical tourism (Attl, 2005; Gúčik, 2015). Health tourism services offer not only medical spas, but also wellness hotels and other tourism facilities in recreation centers, e. g. aqua parks with wellness services or hotels with wellness centers (Marčeková et al., 2015). However, the business environment is unattractive in the case of Slovak spa companies. The amount of financial support from the state is still declining, there are currently no investment incentives for spas. Frequent changes in the scope of state-funded health care are also a problem. The reduction of diagnoses in the indication list and the reimbursed stays related to them do not allow the implementation of long-term strategies for the development and thus increase the level of business uncertainty in the given area.

The spa enterprises focus primarily on spa treatment, but due to the decline in funding for spa treatment by health insurance companies, it is expanding the range of its services for self-payers. The primary goal is the prevention and treatment of diseases, the regeneration of body and relaxation with the use of the power of natural healing resources, the beauty of the natural environment and the composition of the cultural environment. The provision of spa services on the basis of natural healing resources and their appreciation is the essence of the business activities of spa enterprises.

The spa enterprise as a business entity is characterized by certain peculiarities, which result from the specific focus of its business activities (Eliašová, 2009). As stated by Dendiš (2002), the basic features of the spa company include:

- it provides mainly health care services, medical examinations, procedures and therapies, accommodation, catering, cultural, social and additional services,
- the provision of services is closely linked to the existence of natural medicinal resources, while the location and capacity of the company is influenced by the presence and abundance of the medicinal resource,
- the services forming the product of the spa company require a high proportion of live work,
- the professional and personal preconditions of the employees of the spa company have a significant impact on the final service and its quality,
- the high complexity of the services provided requires the provision of adequate infrastructure, and the need for large business capital is also related to this.

Gajdošík and Lencsésová (2015) add that the individual services should be coordinated so that they complement each other and enable maximum benefits to be achieved. Due to the rapidly changing global business environment, it is necessary to pay attention to the analysis of the financial situation of business entities and to develop new approaches and models predicting their future success. With the development of a market economy, the importance of financial analysis of a company is constantly increasing and financial criteria are becoming a crucial part of the formation of strategic goals (Goel, 2016). Financial analysis is used in the technical - quantitative analysis. In a broader sense, it is a tool that evaluates ongoing processes in the company. On the other hand, financial analysis can be specified as a tool to assess the development, financial health and current state of the company. The outputs of the financial analysis are crucial for future performance development (Palepu and Healy, 2013). Therefore, financial analysis forms the basis for strategic and financial planning. It is divided into two basic categories, namely *ex post* (deals with the control of the situation in which the company is in terms of financial and economic, taking into account past periods) and *ex ante* (applies the knowledge gained from the retrospective and predicts future development). Thanks to financial analysis, each company can be informed in detail and managed by processes that improve the individual components of its performance. It is the ever-increasing competitive pressure that is forcing current entrepreneurs, managers and owners to make an increasing effort to control these processes and incorporate them into their business strategy (Brendea, 2014; Narkunienė and Ulbinaitė, 2018). As various models for evaluating performance are currently being developed, in the paper we also tried to create a new approach that will be simple, innovative and beneficial for measuring and managing financial health and future perspective.

The financial situation of Slovak spa companies was (at least partially) analyzed by the authors Derco and Pavlišinová (2016). Derco (2017) followed up on the results of a previous study and examined the impact of the method of payment for spa care (self-paying, health insurance policyholders) on the financial situation and stability of Slovak companies in 2013-2016, based on three selected financial ratio indicators - Return on assets, Revenue growth rate and Net profit ratio. The author concluded that the financial stability of Slovak spa companies is based on the balance between the two groups of clients and the stagnant sales is one of the main factors that cause achieving below-average financial results in most spa companies. Litavcová et al. (2018) also evaluated the financial position of Slovak spa companies using selected multidimensional methods and subsequently multidimensional scaling. The basic evaluation criterion was the selection of key financial ratio indicators - Return on assets, Return on sales, the share of personnel costs in sales and the Ratio of value added to net turnover. Jenčová et al. (2019) followed up on the results of this study and examined the financial-economic analysis of spa enterprises using the identical financial indicators and four selected methods - ranking method, scoring method, standardized variable method, fictitious distance method. The results obtained in both research studies were almost identical.

MATERIALS AND METHODS

The research sample consisted of Slovak spa enterprises, which according to the statistical classification of economic activities of the Statistical Office of the Slovak Republic belong to section Q – Health and social work, division 89 – Health and specific subcategory 86 909 – Other health care. Currently, only 28 enterprises operate in Slovakia in the field of providing spa care. Spa enterprises operate only in municipalities and cities with recognized spa status, which is granted by the Government of the Slovak Republic. A spa place represents the territory of a municipality or a part of the territory of a municipality which natural healing resources, natural healing spas, spa treatment centers and other facilities necessary for the performance of spa care are located. The vast majority of these spas are in domestic private ownership (64.29%), followed by state ownership (25%), international private ownership (7.14%) and one spa is owned by associations, political parties and churches. However, 7 spa enterprises had to be excluded from the basic data set due to reported negative equity in the case of 2 enterprises and the existence of non-profit and contributory organizations, which could not be included in the analysis because of fundamental characteristics of financing and their legal framework. The resulting research sample consisted of a total of 21 spa enterprises: Bardejovské Kúpele, Inc. (SE01), Horezza, Inc. (SE02), Kúpele Bojnice, Inc. (SE03), Kúpele Dudince, Inc. (SE04), Kúpele Lučivná, Inc. (SE05), Kúpele Lúčky, Inc. (SE06), Kúpele Nimnica, Inc. (SE07), Kúpele Nový Smokovec, Inc. (SE08), Kúpele Sliač, Inc. (SE09), Kúpele Štós, Inc. (SE10), Kúpele Trenčianske Teplice, Inc. (SE11), Kúpele Vyšné Ružbachy, Inc. (SE12), Liečebné termálne kúpele, Inc. (SE13), Prírodné jódové kúpele Číž, Inc. (SE14), Slovenské Liečebné Kúpele Piešťany, Inc. (SE15), Slovenské liečebné kúpele Rajecké Teplice, Inc. (SE16), Slovenské liečebné kúpele Turčianske Teplice, Inc. (SE17), Kúpele Horný Smokovec, Ltd. (SE18), Pieniny Resort, Ltd. (SE19), Slovthermae, Kúpele Diamant Dudince, s.e. (SE20), Špecializovaný liečebný ústav Marína, s.e. (SE21).

To quantify the ex post financial situation of spa enterprises, we used the 10 most used financial ratio indicators, which evaluate each important area of the financial situation – Current Liquidity (coefficient), Total Liquidity (coefficient), Asset Turnover (coefficient), Days Short-term Receivable Outstanding (days), Days Short-term Payable Outstanding (days), Total Indebtedness (%), Interest Coverage Ratio (coefficient), Return On Assets (%), Return On Equity (%) and Return On Sales (%). Selected 10 prediction models were applied to quantify the ex ante financial prediction – Quick Test, Doucha's Balance Analysis, Aspect Global Rating Model, Altman's Model (SR), Taffler's Model, Creditworthiness Index, Beerman's Model, Index IN05, Bilderbeek's Model and Poznański's Model. The initial scheme of the proposed model is illustrated in the following Figure 1. The overall process of creating an innovative FH&P rating model can be briefly outlined in the following steps:

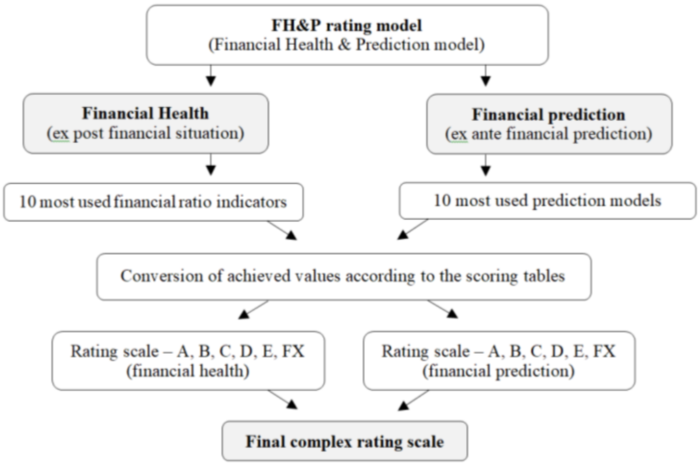

Figure 1. Initial scheme of the FH&P rating model
(Source: Own processing)

1. Based on the financial statements of the analysed spa enterprises, we quantified the values of selected 10 financial ratio indicators and 10 predictive models for the period under review (2015-2019).

2. Based on data from CRIF - Slovak Credit Bureau, Ltd., we designed transformation tables (see Table 1), where we created special ranges for individual financial ratio indicators and assigned points from 0 to 10. The lower quartile of the indicator was assigned 0 points, the upper quartile 10 points. This rule was appropriate for indicators whose higher values reflect a better situation and their values should be generally increasing. In the case of indicators, the values of which should decrease, the upper and lower limits of the ranges were set exactly in reverse. The points were assigned to the indicator according to the range of their real value. We determined the boundaries of the individual margins by a simple recalculation (we divided it by the required number of categorization fields) and thus obtained a total of 6 margins with the number of points 10, 8, 6, 4, 2 and 0. In the case of predictive models, the margin limits were formed by generally recommended intervals indicating good or bad financial prospects of the company in the future (see Table 2). We repeated this procedure for each year of the analysed period.

3. Using the designed transformation tables, we subsequently assigned points to selected 10 financial ratio indicators and prediction models (separately for each year of the analysed period 2015-2019). Finally, we added up the achieved points for each indicator and prediction model and got one final score with a total range from 0 to 100 (a total of 10 indicators evaluated with a maximum of 10 points), separately within the evaluation of financial health and prediction (the 1st and 3rd step of the process was combined).

4. As the final score did not directly indicate the overall financial performance of the analysed spa enterprises, we created six categories with a rating from A to FX. The higher score reflected better financial health and its future prediction:

- < 100.00 – 83.33 > → perfect financial health (A),
- < 83.32 – 66.66 > → an above-average financial health (B),
- < 66.65 – 49.98 > → average financial health (C),
- < 49.97 – 33.30 > → below-average financial health (D),
- < 33.29 – 16.63 > → bad financial health (E),
- < 16.62 – 0.00 > → critical zone results (FX).

In the case of prediction models, the evaluation was set as follows:

- < 100.00 – 83.33 > → low probability of bankruptcy (A),
- < 83.32 – 66.66 > → below-average probability of bankruptcy (B),
- < 66.65 – 49.98 > → grey threat zone (C),
- < 49.97 – 33.30 > → an above-average probability of bankruptcy (D),
- < 33.29 – 16.63 > → high probability of bankruptcy (E),
- < 16.62 – 0.00 > → critical zone results (FX).

Table 1. Transformation table 1 – Financial ratio indicators (Source: Own calculation)

Ratio indicator	Range of intervals			Points	Ratio indicator	Range of intervals			Points
Current Liquidity		>	4.0100*	10	Total Indebtedness		<	21.8200**	10
	4.0099	–	3.1475	8		21.8210	–	37.5450	8
	3.1474	–	2.2850	6		37.5451	–	53.2700	6
	2.2849	–	1.4225	4		53.2701	–	68.9950	4
	1.4224	–	0.5600	2		68.9951	–	84.7200	2
		<	0.5600**	0			>	84.7200*	0
Total Liquidity		>	4.1900*	10	Interest Coverage Ratio		>	20.000*	10
	4.1899	–	3.2925	8		19.999	–	14.7950	8
	3.2924	–	2.3950	6		14.7949	–	9.5900	6
	2.3949	–	1.4975	4		9.5899	–	4.3850	4
	1.4974	–	0.6000	2		4.3849	–	-0.8200	2
		<	0.6000**	0			<	-0.8200**	0
Asset Turnover		<	2.1700**	10	Return On Assets		>	22.5400*	10
	2.1699	–	1.7475	8		22.5399	–	16.7525	8
	1.7474	–	1.3250	6		16.7542	–	10.9650	6
	1.3249	–	0.9025	4		10.9649	–	5.1775	4
	0.9024	–	0.4800	2		5.1774	–	-0.6100	2
		>	0.4800*	0			<	-0.6100**	0
Days Short-term Receivable Outstanding		<	32.0800**	10	Return On Equity		>	43.5100*	10
	32.0801	–	50.6925	8		43.5099	–	30.3900	8
	50.6926	–	69.3050	6		30.3899	–	17.2700	6
	69.3051	–	87.9175	4		17.2699	–	4.1500	4
	87.9176	–	106.5300	2		4.1499	–	-8.9700	2
		>	106.5300*	0			<	-8.9700**	0
Days Short-term Payable Outstanding		<	46.6900**	10	Return On Sales		>	19.4600*	10
	46.6901	–	113.2050	8		19.4599	–	14.6300	8
	113.2051	–	179.7200	6		14.6299	–	9.8000	6
	179.7201		246.2350	4		9.7999	–	4.9700	4
	246.2351	–	312.7500	2		4.9699	–	0.1400	2
		>	312.7500*	0			<	0.1400**	0

Note:
* upper quartile values in 2015 within the sector SK NACE 86 909

** lower quartile values in 2015 within the sector SK NACE 86 909

Interpretation of the results:
< 100.00 – 83.33 > → perfect financial health (A),

< 83.32 – 66.66 > → an above-average financial health (B),

< 66.65 – 49.98 > → average financial health (C),

< 49.97 – 33.30 > → below-average financial health (D),

< 33.29 – 16.63 > → bad financial health (E),

< 16.62 – 0.00 > → critical zone results (FX).

Table 2. Transformation table 2 – Prediction models (Source: Own calculation)

Prediction model	Range of intervals			Points	Prediction model	Range of intervals			Points
Quick Test		<	4.0000*	10	Credit-worthiness Index		>	3.0000*	10
	4.0001	–	8.0000	8		2.9999	–	1.7500	8
	7.9999	–	12.0000	6		1.7499	–	0.5000	6
	11.9999	–	16.0000	4		0.4999	–	-0.7500	4
	16.0001	–	20.0000	2		-0.7501	–	-2.0000	2
		>	20.0000**	0			<	-2.0000**	0
Doucha's Balance Analysis		>	1.0000*	10	Beerman's Model		<	0.2000*	10
	0.9999	–	0.8750	8		0.2001	–	0.2375	8
	0.8749	–	0.7500	6		0.2376	–	0.2750	6
	0.7499	–	0.6250	4		0.2751	–	0.3125	4
	0.6249	–	0.5000	2		0.3126	–	0.3500	2
		<	0.5000**	0			>	0.3500**	0
Aspect Global Rating Model		>	8.5000*	10	Index IN05		>	1.6000*	10
	8.4999	–	6.7500	8		1.5999	–	1.4250	8
	6.7499	–	5.000	6		1.4249	–	1.2500	6
	4.9999	–	3.2500	4		1.2499	–	1.0750	4
	3.2499	–	1.5000	2		1.0749	–	0.9000	2
		<	1.5000**	0			<	0.9000**	0
Altman's Model (SR)		>	5.0000*	10	Bilderbeek's Model		<	-5.000*	10
	4.9999	–	3.7500	8		-4.9999	–	-2.5000	8
	3.7499	–	2.5000	6		-2.4999	–	0.0000	6
	2.4999	–	1.2500	4		0.0001	–	2.5000	4
	1.2499	–	0.0000	2		2.5001	–	5.0000	2
		<	0.0000**	0			>	5.0000**	0
Taffler's Model		>	0.3000*	10	Poznański's Model		>	5.000*	10
	0.2999	–	0.2750	8		4.9999	–	2.5000	8
	0.2749	–	0.2500	6		2.4999	–	0.0000	6
	0.2499	–	0.2250	4		-0.0001	–	-2.5000	4
	0.2249	–	0.2000	2		-2.5001	–	-5.0000	2
		<	0.2000**	0			<	-5.0000**	0

Note:
* limit value to "safe zone" (negligible probability of filing bankruptcy)
** limit value to "distress zone" (high probability of reaching the stage of bankruptcy)

Interpretation of the results:
< 100.00 – 83.33 > → low probability of bankruptcy (A),
< 83.32 – 66.66 > → below-average probability of bankruptcy (B),
< 66.65 – 49.98 > → grey threat zone (C),
< 49.97 – 33.30 > → an above-average probability of bankruptcy (D),
< 33.29 – 16.63 > → high probability of bankruptcy (E),
< 16.62 – 0.00 > → critical zone results (FX).

The result of the created FH&P rating model is a final A-FX rating summarizing the current and future state of the financial situation of spa companies and recommending the application of appropriate corrective measures in time.

The data were obtained from the financial statements of spa enterprises from a publicly available portal managed by DataSpot, Ltd. When processing the scoring tables for individual financial ratio indicators within our proposal, we used data (upper and lower quartile of these indicators within the specific subcategory 86 909 - Other health care) provided by CRIF - Slovak Credit Bureau, Ltd. All calculations, graphs and tables were processed in MS Excel.

RESULTS AND DISCUSSION

The quantification of the final score was preceded by a number of detailed calculations, which were realized in the MS Excel for the subsequent practical availability of the research. The first step in calculating the score of the FH&P rating model was to quantify the values of selected financial ratio indicators, for each enterprise (21 spa enterprises) and each year (5 years) of the analyzed period 2015-2019. No outliers were identified in the data file. According to the description of the 2nd step given in the previous chapter, a transformation table 1 (see Annex 1) was subsequently designed using the upper and lower quartiles for the corresponding tourism sector and thus assigned the appropriate number of points to the individual indicators. Due to the limited scope of the paper, the following Table 3 illustrates an example of this conversion in the case of the first analyzed spa company Bardejovské Kúpele, Inc. (SE01).

Table 3. Conversion of financial indicator values into points based on the designed Transformation table 1 – an example of Bardejovské Kúpele, Inc. (SE01) (Source: Own calculation)

Financial ratio indicators	2015	2016	2017	2018	2019
	Value (points)	Value (points)	Value (points)	Value (points)	Value (points)
Current Liquidity	1.05 (2)	0.88 (2)	0.82 (2)	0.64 (0)	0.80 (2)
Total Liquidity	1.08 (2)	0.92 (2)	0.85 (2)	0.67 (0)	0.83 (2)
Asset Turnover	0.60 (2)	0.70 (2)	0.74 (2)	0.82 (2)	0.92 (4)
Days Short-term Receivable Outstanding	110.69 (0)	61.40 (4)	58.65 (4)	53.61 (4)	41.69 (6)
Days Short-term Payable Outstanding	107.41 (8)	72.03 (8)	74.74 (8)	88.85 (8)	77.95 (8)
Total Indebtedness	29.94 (8)	31.20 (8)	29.41 (8)	25.93 (8)	26.26 (8)
Interest Coverage Ratio	10.39 (6)	4.79 (4)	9.07 (4)	15.11 (8)	25.62 (10)
Return On Assets	7.49 (4)	3.29 (2)	5.38 (2)	8.18 (4)	9.42 (4)
Return On Equity	7.39 (4)	2.75 (2)	5.24 (4)	8.07 (4)	9.21 (4)
Return On Sales	8.68 (4)	2.72 (2)	4.97 (4)	7.31 (4)	7.40 (4)
Total score	**40**	**36**	**40**	**42**	**52**
A-FX rating	D	D	D	D	C

The development of individual financial indicators has not changed significantly over the analysed years. The most significant positive development was recorded in the case of the Day Short-term Receivable Outstanding, as the values of this indicator decreased by almost two thirds and the total score increased by 6 points. Despite the values in 2016 and 2017, we also note a positive development in the case of the Interest Coverage Ratio reaching the maximum possible number of points (10). The most critical values were achieved in the case of liquidity and profitability indicators, which was identified as the most common weakness of almost every Slovak spa company. With the exception of 2016, the total score reached in the case of the FH dimension showed a positive growing trend; the most significant increase was recorded in the last 2 years of the analyzed period, when the liquidity level returned to the baseline values. Overall, the rating of this dimension has improved from D to C, i.e. the enterprise with average financial health within the corresponding tourism sector.

The identical process was applied in the case of the FP dimension reflecting possible financial problems, instability or bankruptcy of the company. The limit values of the designed scales formed the generally recommended values of individual prediction models. However, the values of the upper and lower quartiles were not available. The CRIF - Slovak Credit Bureau, Ltd. does not keep any records of the above-mentioned data, as many Slovak companies pay almost no attention to this area and manage their business activities only intuitively. The results obtained in the case of the spa company Bardejovské Kúpele, Inc. (SE01) are shown in the following Table 4.

Table 4. Conversion of prediction model values into points based on the designed Transformation table 2 – an example of Bardejovské Kúpele, Inc. (SE01) (Source: Own calculation)

Prediction models	2015	2016	2017	2018	2019
	Value (points)	Value (points)	Value (points)	Value (points)	Value (points)
Quick Test	7 (8)	9 (6)	7 (8)	6 (8)	6 (8)
Doucha's Balance Analysis	0.58 (2)	0.39 (0)	0.46 (0)	1.34 (10)	1.40 (10)
Aspect Global Rating Model	4.68 (4)	3.78 (4)	4.20 (4)	4.79 (4)	5.23 (6)
Altman's Model (SR)	0.58 (2)	0.63 (2)	0.67 (2)	0.72 (2)	0.83 (2)
Taffler's Model	0.43 (10)	0.32 (10)	0.39 (10)	0.45 (10)	0.52 (10)
Credit-worthiness Index	2.13 (8)	1.18 (6)	1.66 (6)	2.31 (8)	2.54 (8)
Beerman's Model	0.04 (10)	0.06 (10)	0.06 (10)	0.01 (10)	0.00 (10)
Index IN05	1.37 (6)	0.97 (2)	1.25 (6)	1.66 (10)	2.16 (10)
Bilderbeek's Model	-2.46 (6)	-2.25 (6)	-2.08 (6)	-1.86 (6)	-1.85 (6)
Poznański's Model	3.78 (8)	3.16 (8)	3.27 (8)	3.25 (8)	3.42 (8)
Total score	**64**	**54**	**60**	**76**	**78**
A-FX rating	C	C	C	B	B

Based on the achieved total score in the case of the FP dimension, the spa company SE01 recorded significantly better results. Even the lowest total score recorded in 2016 exceeded the maximum score achieved in the case of the FH dimension. Taffler's Model and Beerman's Model evaluated the future financial prosperity of the company by up to 10 points each year. In the last 2 years of the analyzed period, this fact was also confirmed by Doucha's Balance Analysis and Index IN05. Serious financial problems of the enterprise were expected in the case of the application Altman's Model (SR), which is given significant importance. This model is based on the original Altman's Model, however, the weights of individual indicators have been adjusted with respect to the specifics of the business environment of the Slovak Republic. In recent years, many Slovak authors have tried to take into account these specifics and thus design predictive models reflecting reality better than models designed abroad. Each of them reflected the specific conditions of a given economy in a given period of time, which reduces their relevance and applicability in the conditions of Slovak Republic. Overall, the spa company SE01, recorded a positive growing trend of the total score (the only exception was 2016). Over the years, the rating of this dimension has improved from C to B, i.e. the enterprise is only threatened by below-average probability of bankruptcy.

The result of the application of this process for each spa enterprise included in the research sample is summarized in Table 5 below. Thus, individual spas have the opportunity to monitor the development of their financial health and future financial prosperity since 2015. They can focus mainly on the trend of recent years indicating its current financial condition and performance. During the analyzed years, the dimension of financial health (FH) of each spa company achieved on average 1.33 points more than in the base year 2015. The most significant improvement was identified in the case of Kúpele Nimnica, Inc. (SE07), whose final score increased every year (a total of 28 points). The sharp increase in the last year was mainly due to the improvement in the values of the company's liquidity financial indicators. During the years analyzed, Pieniny Resort, Ltd. (SE19) recorded the most significant deterioration of its financial health, as its final score fell from 22 to 6. Despite fluctuating developments, a total of 4 spa enterprises - Kúpele Lučivná, Inc. (SE05), Kúpele Nový Smokovec, Inc. (SE08), Kúpele Sliač, Inc. (SE09) and Slovenské liečebné kúpele Rajecké Teplice, Inc. (SE16) achieved the same final score at the end of 2019 compared to the base year.

In the case of evaluating the dimension of the financial prediction (FP), the achieved values were much more acceptable as each spa enterprise improved its future financial prediction by an average of 7.14 points. The most significant improvement in the financial perspective reached Kúpele Trenčianske Teplice, Inc. (SE11), whose final score increased by 32 points compared to the base year. Deterioration of the overall assessment of the given dimension was recorded in the case of only 5 spa enterprises, which can be assessed quite positively. The most significant decrease (by a total of 20 points) was recorded by Liečebné termálne kúpele, Inc. (SE13), 2 spa enterprises kept the same final score - Kúpele Bojnice, Inc. (SE03) and Slovenské liečebné kúpele Turčianske Teplice, Inc. (SE17).

Table 5. Development of scores achieved based on the application of the designed transformation tables 1 and 2 over the years 2015-2019 (Source: Own calculation)

Spa enterprises	Financial health (FH)						Financial prediction (FP)					
	2015	**2016**	**2017**	**2018**	**2019**	↓↑	**2015**	**2016**	**2017**	**2018**	**2019**	↓↑
SE01	40	36	40	42	52	↑ **12**	64	54	60	76	78	↑ **14**
SE02	50	36	34	60	42	↓ **8**	64	38	26	76	74	↑ **10**
SE03	70	72	70	70	68	↓ **2**	86	86	86	86	86	–
SE04	46	44	48	48	50	↑ **4**	54	58	58	70	76	↑ **22**
SE05	26	32	32	38	26	–	48	34	42	58	40	↓ **8**
SE06	42	46	44	36	44	↑ **2**	64	64	60	50	68	↑ **4**
SE07	52	58	64	68	80	↑ **28**	56	66	74	86	80	↑ **24**
SE08	40	40	40	44	40	–	56	50	48	58	64	↑ **8**
SE09	32	28	24	28	32	–	20	20	20	18	18	↓ **2**
SE10	34	34	20	28	36	↑ **2**	48	52	22	30	56	↑ **8**
SE11	40	42	42	46	50	↑ **10**	42	46	48	60	74	↑ **32**
SE12	22	28	26	26	28	↑ **6**	38	40	44	48	52	↑ **14**
SE13	22	34	20	16	14	↓ **8**	44	38	24	20	24	↓ **20**
SE14	24	20	18	20	32	↑ **8**	36	20	22	18	48	↑ **12**
SE15	50	42	44	52	48	↓ **2**	64	48	64	74	70	↑ **6**
SE16	48	58	44	40	48	–	68	70	64	72	84	↑ **16**
SE17	40	38	26	26	44	↑ **4**	58	46	38	32	58	–
SE18	46	54	60	56	54	↑ **8**	58	66	84	82	82	↑ **24**
SE19	22	20	22	16	6	↓ **16**	28	46	32	36	36	↑ **8**
SE20	58	56	60	48	46	↓ **12**	82	70	82	62	64	↓ **18**
SE21	66	66	62	60	58	↓ **8**	86	86	84	84	82	↓ **4**

Table 6. Final ranking of Slovak spa companies based on the application of the FH&P rating model – average data over the years 2015-2019 (Source: Own calculation)

Spa enter-prises	Rank	Scores		FH&P (average of FH and FP scores)	A-FX rating	
		FH	FP		FH	FP
SE03	**1.**	70	86	78	B	A
SE21	**2.**	62	84	73	C	A
SE07	**3.**	64	72	68	C	B
SE18	**4.**	54	74	64	C	B
SE20	**5.**	54	72	63	C	B
SE16	**6.**	48	72	60	D	B
SE15	**7.**	47	64	56	D	C
SE04	**8.**	47	63	55	D	C
SE01	**9.**	42	66	54	D	C
SE06	**10.**	42	61	52	D	C
SE02	**11.**	44	56	50	D	C
SE11	**12.**	44	54	49	D	C
SE08	**13.**	41	55	48	D	C
SE17	**14.**	35	46	41	D	D
SE05	**15.**	31	44	38	E	D
SE10	**16.**	30	42	36	E	D
SE12	**17.**	26	44	35	E	D
SE19	**18.**	17	36	26	E	D
SE14	**19.**	23	29	26	E	E
SE13	**20.**	21	30	26	E	E
SE09	**21.**	29	19	24	E	E

Thanks to this simple recalculation, spa enterprises also have the opportunity to monitor and compare their results with their biggest competitors operating in the corresponding tourism sector. The final ranking of individual spa enterprises, which was compiled as an average of the FH&P score achieved over the years 2015-2019, is presented in Table 6. Spa enterprises are ranked in ascending order, from best to worst rated. The average score was quantified for both dimensions of the FH&P rating model and the final ranking of enterprises was compiled on the basis of the average of these values. Thanks to transformation tables 1 and 2, the individual dimensions (FH and FP) were assigned an A-FX rating, which significantly facilitates the interpretation of many performed calculations. Of course, the classification of a company in the A-FX rating category corresponds to its final score.

Based on the results presented in Table 6, the best average results in both monitored dimensions of the FH&P rating model was reached by Kúpele Bojnice, Inc. (SE03) with a final BA rating. In order for a company to be assigned to A rating category within the FH dimension, it would have to focus on increasing the Asset Turnover, Interest Coverage and all profitability indicators, as they recorded the average values within the given tourism sector. The second best rated spa enterprise is Špecializovaný liečebný ústav Marína, s.e. (SE21) with a final CA rating. Within the FP dimension, this state enterprise achieved the second highest total score, but on the basis of the compiled FH&P rating model, Kúpele Nimnica, Inc. (SE07) achieved a better level of financial health and ranked 3rd with a final CB rating. Financial health weaknesses of Špecializovaný liečebný ústav Marína, s.e. (SE21) are almost identical to Kúpele Bojnice, Inc. (SE03), but also all Slovak spa companies. However, the problems with low profitability, production power and insufficient appreciation of invested funds are deepened by the current COVID-19 pandemic.

The worst results were recorded in the case of Prírodné jódové kúpele Číž, Inc. (SE14), Liečebné termálne kúpele, Inc. (SE13) and Kúpele Sliač, Inc. (SE09). The final rating (EE) of these spa enterprises pointed to the critical results achieved in the case of both evaluated dimensions of the FH&P rating model. The analyzed spa enterprises did not have sufficient funds to cover short-term liabilities, so they should reduce the level of their short-term liabilities in order to achieve optimal values of liquidity ratios. The causes of deteriorating performance and future prosperity in most Slovak spa enterprises can be found in several areas, not just in the financial one. However, the enterprises are able to influence their financial health mainly by own business activity, so it is very important to focus on achieving a profit in a sufficient amount to improve the overall financial performance. One of the ways how to reach this goal can also be investment into tourist infrastructure, accommodation, sport or cultural facilities.

LIMITATIONS OF THE STUDY

One of the most significant limits of the study is the size of the research sample. As there are only 30 spa enterprises operating in Slovakia with the official permit of the Ministry of Health of the Slovak Republic, it was not possible to influence the given fact in any way. Another limitation of the study is the specific data provided in the case of the upper and lower quartiles of financial indicators. The CRIF - Slovak Credit Bureau, Ltd. does not maintain a database of the mean values of all financial indicators, but only the selected ones. Therefore, the achieved rating of spa enterprises depended especially on selected indicators; in the case of the selection of other variables, different results would probably be achieved. However, this limitation goes beyond the scope of this paper, but also creates space for further research.

Another limit of the study is the focus on Slovak spa companies exclusively. It would be interesting to extend the research sample to other European countries and to observe how the position of the Slovak spas will change, as well as the ranking rating of individual Slovak spa enterprises in the context of international comparisons.

CONCLUSION

It is widely recognised that the ever-changing ways of life of modern society increasingly draws the attention to the beneficial effects of healthy lifestyle (Hushko et al., 2021). Beyond the treatment of the already evolved diseases, an increasing focus is on prevention organically contributing health tourism to become an independent tourism product, however, the global tourism industry keeps count of it as a niche product (Nahrstedt, 2004; Hopkins et al., 2010; Aubert et al., 2012).

Many enterprises operating in tourism underestimate the importance of well-processed financial analysis and are not aware of its significant impact on the overall financial management of the company in today's difficult competitive environment. Financial managers often have a problem with interpretation of the results, comparing them with the recommended values or optimal intervals indicated in the literature that do not reflect the conditions of current practice. Therefore, companies operating in the tourism industry often resort to intuitive management of their finances and pay particular attention to non-financial indicators such as customer satisfaction, quality of services provided, innovations, employee turnover, etc. It is important to maintain a healthy balance between these groups of indicators and not to give priority to monitoring exclusively non-financial metrics under the pressure from consultants, training or publications on modern management. Measuring the financial performance and future prosperity of the tourism enterprises is essential, regarding the current pandemic situation. In such context, improving their financial situation and the competitive position also depend on the use of the innovative multi-criteria evaluation methods and models.

Therefore, the aim of this research paper was to design an innovative FH&P rating model, describe the methodology for calculating its final score and, based on the created A-FX rating, to provide financial managers a simple and understandable overview of financial health and future financial perspective of a company.

During the analyzed period 2015-2019, the best average results were achieved by Kúpele Bojnice, Inc. (SE03), Špecializovaný liečebný ústav Marína, s.e. (SE21) and Kúpele Nimnica, Inc. (SE07) which thus became the benchmarks of the given tourism industry. A significant strengthening of the competitive position was also recorded in the case of Kúpele Trenčianske Teplice, Inc. (SE11) and Kúpele Horný Smokovec, Ltd. (SE18). Overall, the worst results were reached by Prírodné jódové kúpele Číž, Inc. (SE14), Liečebné termálne kúpele, Inc. (SE13) and Kúpele Sliač, Inc. (SE09). Their final rating (EE) pointed to the critical results achieved in both evaluated dimensions of the FH&P rating model.

Based on the application of the proposed process for calculating the FH&P score, Slovak spa enterprises are able to monitor the development of their financial health and the future financial perspective.

In addition, by processing a summary final ranking with the results of all Slovak spa enterprises, they can compare their results with their biggest competitors operating in the corresponding tourism sector, identify their strengths and weaknesses and use them in forming the future financial management strategy.

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SPACE TOURISM - BETWEEN COMPETITION AND COOPERATION OF STATES AND NON-STATE ENTITIES

Agnieszka BÓGDAŁ-BRZEZIŃSKA*
University of Warsaw, Faculty of Political Science and International Studies, Poland, e-mail: bogdal@uw.edu.pl

Jan A. WENDT
University of Gdańsk, Faculty of Social Sciences, Institute of Socio-Economic Geography and Spatial Management, Poland, e-mail: jan.wendt@ug.edu.pl

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Abstract: The aim of the research is an attempt to answer the question about the inevitability of cooperation between states and commercial entities as part of private-public partnership in the development of astrotourism and the challenges related to it. In the undertaken research and development of materials, the classical method of analysis of existing data information (desk research) was used. In order to indicate similarities and differences, and to achieve the objectives of the research and to verify the hypothesis, a SWOT analysis was performed. A number of safety issues in astrotourism are still unregulated. Among modern countries preferring to maintain a monopoly in space, authoritarian countries dominate, such as Russia, where every sector of space exploration, including space tourism, depends on the state. In democratic countries, private entities are largely the partners or service providers of the states. In the near future, private entities will set the direction of space tourism development. States will abandon their monopoly on regulatory and organizational powers in space exploration. However, for reasons of their own security and safety interests, they will leave themselves in control of this sector. The latter will lead to the development of public-private partnerships.

Key words: astrotourism, private entities, security, space exploration, space tourism, state, tourism

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INTRODUCTION

With its political roots, space tourism dates back to the arms race undertaken by superpowers, primarily the USSR and the USA, with the use of military innovations in the period of the so-called cold war. The US-Soviet rivalry in space inspired smaller countries to participate in international activity for the legal regulation of the status of space and to consider space policy as a condition for the development of their economies. Since the turn of the 20th and 21st centuries, commercial space flights have become the subject of scientific interest, and the journal "*Acta Astronautica*" has become an important forum for scientific debate (Zhang and Wang, 2020; Pásková et al., 2021). The initially eclectic discourse has become more orderly, competing definition categories have emerged, such as astronomical tourism, which includes the observation of astronomical phenomena in particularly favorable destinations, or the classic exploring of space stations (Koshim et al., 2019) or space-related artifacts. However, a new impetus for astrotourism was given by cosmic commercial travel and space tourism (Webber, 2013). There are terms treating space tourism as being (traveling or living) in outer space for recreational purposes. The criteria are the distance from the Earth's surface in connection with the achieved state of weightlessness (Różycki and Kruczek, 2017). For the purposes of this study, a simple classification of astrotourism into terrestial, high atmosphere and space tourism was adopted. The latter, to which this research is devoted, can be divided into suborbit, on Earth orbit, beyond orbit and interstellar tourism (Cater, 2010; Fayos-Solá et al., 2014; Pásková et al., 2021).

The phenomenon of space tourism is considered in relation to the problem of tourism space, and the subject of research is the relationship between real space and outer space (Łoboda, 2017; Bógdał-Brzezińska, 2020a). In this space, there are special conditions for human existence, so a special regime of requirements for travelers / tourists in space is formed. It was assumed that among the entire population there is a group of people meeting the health and financial criteria. This leads to the conclusion that the issue of transport accessibility or, more broadly, communication accessibility for the development of space tourism becomes the key issue. As already mentioned, the beginnings of space flights are associated with the military rivalry of great powers. However, we are currently witnessing several successful commercial flights (Cole, 2015; Chang, 2015; Chang and Chern, 2016). With this in mind, the aim of the research undertaken is to try to answer the question about the inevitability of cooperation between states and commercial entities as part of private-public partnership in the development of astrotourism, including space tourism and related challenges (Spector et al., 2017). We hypothesize that in the near future private (commercial) entities will set the direction for the development of astrotourism and space tourism. States, in turn, will relinquish their monopoly on regulatory and organizational powers in the field of space exploration. However, they will leave themselves in control of the space security sector.

* Corresponding author

MATERIALS AND METHODS

In the undertaken research and development of materials, the classic method of analysis of existing data (desk reasearch) was used, which is the result of three groups of methods, namely content analysis, statistical data analysis, and comparative literature analysis (Wendt and Bógdał-Brzezińska, 2018; Benghadbane and Khreis, 2019). At the beginning, literature studies were conducted in the field of the theoretical approach to space tourism (Cohen, 2017; Pásková et al., 2021), and then space tourism (Toivonen, 2020). The literature on the subject was also used, presenting political, military, economic and health determinants of tourism development (Peeters, 2018). The literature dealt with the state as the first and main deciding factor in space exploration until the end of the 20th century. It also referred to private entities whose activity determines the current development of astrotourism (Buchan, 2016). At the first stage of the research, an analysis of the health determinants in terms of the requirements for the physical condition of potential space tourists was undertaken. Then, in accordance with the classic definition of tourism, the key in its case of tourism accessibility was analyzed, i.e. the real possibilities of space exploration by the state and private entities. A comparative analysis (Bütün and Önçel, 2019) was used to compare the possibilities of the state and private entities in terms of the conditions and possibilities of implementing space tourism. In order to indicate the similarities and differences and to achieve the objectives of the research and verify the hypothesis, a SWOT analysis was performed (Helms and Nixon, 2010; Benzaghta et al., 2021), indicating the strengths and weaknesses of organizing trips in the field of space tourism as well as opportunities and threats to its development with from the point of view of their implementation by the state or private entities.

RESULTS AND DISCUSSION

Already at the beginning of the 21st century, the importance of biological and health challenges in space tourism was pointed out. The minimum condition / health conditions that must be met by the service of tourist places of stay (space hotels) are discussed and determined due to the long-term stay in space and the health condition of potential guests - tourists in such stations as space hotels (Smith, 2000). The latter is related to the issue of the consumer attractiveness of spaceflight. Due to the correlation between space tourism and increasing the level of well-being of a tourist as a consumer of tourist services, attention is paid to innovation as an attribute of following the latest trends. The research examines, for example, four types of consumer innovation - social, functional, hedonistic and cognitive (Chang, 2017). It points to the perception of space travel as a source of new knowledge, but above all as an experience of new forms of spending time. At the moment, they are difficult to access and limited, and confirm the high social status: the relatively good health condition of a space tourist is related to travel costs. Attention is paid to various forms of activity during a tourist space travel, e.g. special forms of practicing sports thanks to the weightlessness of the human body (Lenartowicz and Mosz, 2019).

So far, there are no global or national legal regulations regarding the health condition of people interested in participating in tourist space travel. At the current stage, neither the US government nor the key agencies, such as NASA and the Federal Aviation Administration (FAA) (King, 2020), have separate safety standards for participants in space travel. This is especially true in relation to their health condition, which is a challenge for the insurance of the risks associated with participation in commercial space flights (imbalance, cardiovascular disorders, weakening of the skeletal system). However, it should be borne in mind that in private journeys to orbit, the issue of health will play a decreasing role. This will be due to the development of the technology of securing weightless travelers and the increase in the safety level of orbital flights. Only an increase in the level of security can guarantee the development of astrotourism towards mass recreation. And only the mass phenomenon can bring financial income allowing for the development of private astrotourism and generating profit for private entities. However, so far we are still dealing with the lack of regulation of a number of issues in the field of security in space tourism. Critical studies point to the “hidden assumptions” of the space tourism industry and the lack of legal protection for passengers or the lack of protection related to risk insurance participation in space travel compared to other forms of tourism activity (Johnson and Martin, 2016).

Supporters of the thesis on the democratization of space emphasize the relatively low interest of states in its economic exploration, and especially in space tourism. This interpretation reveals the belief that the market of demand for space services will shape the main directions of further space policy of countries (The Pros ..., 2017). “While most of the large commercial missions are still closely tied to governments, many of tomorrow's smaller and cheaper missions will be funded by international teams and private interests” (Baiocchi and Welser IV, 2015). Studies by Western researchers bring a diagnosis that “the space sector is facing a multitude of new investors, who are especially engaged in the preparation of space launchers, spaceflight, space tourism, space services and equipment, surface exploration of the Moon and Mars, and asteroid mining. These emerging companies, following a 60-year paradigm of domination by state-owned space agencies, could leave their mark on the development of space technology by seeking cheaper, faster and easier access to space” (Gomes at al., 2013). In fact, with the Cold War, the absolute control of governments over space policy ended and the time when national interests drove the development of the space environment (Welser IV, 2016). After the end of the Cold War, the space sector experienced a setback as political competition in space was extinguished. Therefore, at the beginning of the 21st century, in view of the increase in the number of companies interested in the economic use of space, the benefits and burdens resulting from the dominant role of the state in the space sector were assessed (Table 1).

Among modern countries preferring to keep a monopoly in space, authoritarian countries dominate for the above reasons, e.g. Russia, where every division of the space sector, including space tourism, is subject to state patronage. Paradoxically, in democratic countries (cf. the USA) threats appearing from the change of political power teams, which result in short (electoral) cycles of domination or marginalization of the role of the cosmos in state politics. Nowadays, space is becoming an area with which both states and non-state actors associate plans for colonization, resource exploitation and the creation of bases. Currently, the first successful space travel is changing this approach. Even at the beginning of the 21st century, the threefold activity of international entities in space was indicated. In addition to the main state-centric narrative in the spirit of classical realism, the following approaches were also mentioned: liberal-transnational and constructivist with elements of critical theory. It is hard to deny that astrorealism, which was focused on the security policy and space superpower (Bógdał-Brzezińska, 2020b), dominated considerations in the field of strategic studies (Dolman, 2005; Colby, 2016). And space security researchers emphasized the threats to countries caused by the convergence of areas considered today as battlefields, where space and cyberspace were added alongside the classic earth, air and sea (Gabriel and Koven, 2018). Astrorealism treats non-state entities as a threat to national interests in space, while the liberal-transnational perspective takes into account the constructive role of commercial entities and international organizations in the development of scientific research, using the economic values of space (Weinzierl, 2018) and space tourism (Cater, 2010; Soleimani et al., 2019; Pásková et al., 2021).

Table 1. SWOT analysis from the perspective of the dominant role of states in space exploration (Source: own elaboration)

Strengths	**Weakness**
• The monopoly of controlling the development of space technologies in the field of national security; • A guarantee of high competence of specialists with many years of experience in working in governmental institutions of the space sector; • Existing logistic facilities protected by the state's civil and military services.	• Slowing down of technical progress in the field of implementation of space technologies under the influence of political pressure; • The need to allocate funds from the state budget to stimulate the development of the space sector.
Opportunities	**Threats**
• The policy of maintaining the monopoly of control of the space sector as a manifestation of modernity of the state and its ability to flexibly use innovative sectors of the economy to strengthen its international position.	• Instability of the development of the space sector secondary to the ideology of the ruling groups; • Uncertainty of the continuation of projects financed from the state budget in the conditions of financial crises or health threats (COVID 19).

Czajkowski (2015) indicates two types of non-state entities active in space research and having an impact on space policy: private (commercial) entities and research centers. However, it is not the classification but the legitimation of their actions that has been the axis of the scientific and political debate in recent years. Researchers emphasize the importance of the regulatory sphere, especially international space law, in defining the status and potential of non-state actors in space (Bryła, 2014; US-CSP, 2016). It is related to the incompatibility of the fundamental treaties constituting the framework of the cosmic law, dated to the incubation period of human activity in space (1960s-1970s), which are incompatible with the reality of modern times. There is a contradiction between the sovereign right of states to control the airspace and the universal right to use space, which is its physical continuum (Bryła, 2014: 16). Legal disputes and the globally uncontrolled practice of placing satellites anarchy this space, meeting forecasts from the beginning of the space age (Anarchy, 1958). This leads to the creation of new concepts explaining the constructive role of non-state actors in building a new anarchy modeled on the introduction of digital innovations in cyberspace (open source anarchy) (Fidler, 2008). “Open source anarchy is a phenomenon made possible by the structural transformation made at the end of the Cold War and the simultaneous convergence of technologies that increased the material capacity of non-state actors to engage in world affairs” (Fidler, 2008: 282). The activity of commercial entities that want to implement specific, material goals of space activity develops on the basis of the commonly shared ideas of space exploration as a heritage of humanity and a specific lack of regulation that would entail restriction of access to resources.

In the face of the surge in interest of private investors in the development of the space sector, especially tourism, it is worth assessing the probability and legitimacy of the trend (Table 2), present especially in democracies, towards the complete liberalization of space services and the marginalization of the role of the state.

Table 2. SWOT analysis of space exploration by private entities (Source: own elaboration)

Strengths	**Weakness**
• Independence from trends in the electoral situation; • Autonomy and flexibility of business models in the conditions of an unregulated service market; • Recognition of the main businessmen interested in the development of the space sector, including space tourism; • The celebration of key investors in the space industry increases public interest and support for the development of the new space economy.	• Dependence on the legal systems of the home countries, susceptibility to restrictions on economic activity by political authorities of the countries; • The heterogeneity of the space sector and its heterogeneous economic situation (stagnation in the space industry after the Cold War).
Opportunities	**Threats**
• Actions to transform space tourism from a niche field into a widely available field; • Development of private enterprise focused on space tourism business support.	• Unclear directions for the development of the space sector: no framework for permissibility of activities and regulatory standards suppressing unlimited competition from private entities in the space industry; • Dependence on the political environment creating the regulatory framework; • The pressure to increase the availability of space tourism services may result in a radical lowering of security requirements for space travel.

Complete liberalization of space sector services, high media pressure to reduce costs and increase the availability of space tourism travel may contribute to an increase in threats to the security of the Earth. Private (commercial) entities, in the conditions of full liberalization of the standards of space services, may reduce their costs, increasing the risk of space vehicle disasters resulting from technical and human errors. The competition of commercial entities in space increases the level of national security sensitivity of highly developed countries, especially in the field of satellite technologies.

In space, non-state actors are largely partners or service providers of states. During the Cold War, their role was expressed in treating the cosmos as a heritage of humanity intended for peaceful research exploration. Nevertheless, already at the end of the 1950s, there was a high awareness of the potential uses of space. Some of the applications considered are short- and long-distance transport with vehicles using traditional or new forms of propulsion; new methods in telecommunications; meteorological observations and research that, inter alia, could enable artificial climate control; exploration and exploration of space beyond the Earth's atmosphere; construction of space stations; and research and exploration of celestial bodies. Currently, space law studies mention "five main areas of possible commercial use of space by the private sector: use through the provision of space services to terrestrial clients (private or government) through the use of satellite technology and telecommunications (Bógdał-Brzezińska, 2020c); extraction of potentially depleted natural resources, such as minerals in asteroids or other planets; exploitation of renewable resources such as solar energy; commercialization of space experiences for the purposes of space tourism or scientific training; manufacturing, servicing, research and development of space products and applications" (Oduntan, 2016). For a quarter of a century, there has been a noticeable interest in the development of state space sectors by medium and small countries. Among them are also countries that are tycoons in the traditional tourism industry (Israel), and others are undergoing rapid economic growth stimulated by the mining sector (United Arab Emirates) or digital technologies (India). These countries can achieve the greatest potential benefits by initiating public-private partnerships (Table 3).

Table 3. SWOT analysis of space exploration by entities operating under public-private partnerships (Source: own elaboration)

Strengths	Weakness
• Ensuring a consistent regulatory environment that excludes conflicts of interest between government structures responsible for the space sector and the business community; • Possibility of early control of business plans by a government partner; • Possibility for a commercial partner to negotiate legislative solutions supporting innovations; • A way to finance public investments; • Increase in the rank of commercial partners towards government institutions • Government guarantees for raising; • Investment capital in the banking sector.	• Potential marginalization of state institutions involved in the development of the space sector, which were recognizable and enjoyed the trust of foreign partners; • Lengthening of the decision-making process for new space initiatives due to a consultation mechanism between; government and commercial partners • The divergence of the hierarchy of goals of both partners, i.e. the primacy of the government's political goals and profit optimization of commercial partners.
Opportunities	**Threats**
• Investment risk minimization on the government side; • Lowering investment costs from the state budget; • International legitimacy of technological and legal solutions in the space sector adopted in a given country; • Transfer of business risk from a government partner to a commercial partner; • Increasing the efficiency of new projects and using the experience of commercial entities in the field of adapting new solutions to the technology life cycle; • Lowering investment costs by providing the government space infrastructure for the needs of testing technological solutions by a commercial partner; • Greater guarantee of intellectual property protection in relation to space technologies.	• No guarantees for project implementation due to strong pressure from the electoral cycle; • Insufficient care for the integrity of the project in cases where public-private partnership is a pioneering phenomenon in a given country.

The potential dissemination of private-public partnership in the space sector may bring a breakthrough in regulations increasing the level of space safety, including standards relating to space tourism. An additional benefit seems to be the cooperation between governments and foreign companies, which may be the foundation of new international regulations influencing the development of space law in connection with human rights, commercial law and insurance law.

The discourse on the need for private-public partnership (Borowiec, 2017) as the optimal method for the development of scientific research and commercial activities appeared both in countries with a long tradition of space flights, e.g. the USA (Jones, 2018), and in countries that have recently developed the space sector, e.g. India (ASG, 2020). However, attention is drawn to the lack of treaty regulations regarding the privatization of space, and on the other hand, to such an advanced development of technological preparation of business that it becomes possible to expand the dimensions of space security with economic issues (Genta, 2014). The concept of New Space means the domination of space by smaller states and private companies. The secondary goal is research, the primary goal is profit. It is the more achievable, the lower the costs of energy sources necessary for space flight or the progress in the miniaturization of satellites as supporting objects becomes lower (Sauer, 2017: 83). Finally, preparations for a private-public partnership in the field of tourist flights are facilitated by the international agreements on co-financing the International Space Station ending in 2024.

The activity of non-state actors in space is deepening and the competition between commercial entities has clearly been increasing for several years. In the 90s of the last century, there was a concentration of companies in the space sector. These are mainly American companies which, with the end of the era of American shuttle travel, created the United Space Alliance consortium, integrating Boeing and Lockheed Martin as main partners, proposing to NASA in 2011 to take over the Endeavor and Atlantis shuttles. However, it was not until 2012 that the technological emancipation of the private space sector became a breakthrough when Space X sent the Dragon C2 + spacecraft to the International Space Station, and when it became a party to two two-mission contracts with the US Department of Defense. On the other hand, British Virgin Galactic's pursuit of high specialization in space tourism paid off just five years after the first failed flight in November 2014, which seemed to hold back work on the development of space tourism. In February 2019, Virgin Galactic conducted a commercial flight with the participation of a Scottish cosmonaut, and in the fall of this year, after creating a holding with an American entity - Social Capital Hedosophia, it made its debut on the stock exchange. Last year was a period of acceleration in the activity of Asian companies interested in commercial activity in space, although the rocket tests of two Chinese companies: OneSpace and LandSpace were unsuccessful. In October 2019, another Chinese company i-Space announced that it had a commercial rocket and that it was ready for a commercial flight this year (Żywińska, 2019).

A unique phenomenon, endemic to space, is the business activity of celebrities and businessmen with names known from the cultural or digital technology sector (Rabij, 2015). In this case, we should talk about the activity of individuals in efforts to popularize the conquest of space. Microsoft co-founder Paul Allen, associated with Google: Larry Page and Eric Schmidt, are involved in tourism and space mining, and James Cameron, director of sf movies ("Terminator", "Alien" or "Avatar"), gives credibility to these sectors in the eyes of cinema lovers also as an investor. Jeff Bezos, founder of Amazon, whose revenues are estimated at $ 131 billion, transfers over $ 1 billion from a private account each year to the development of his space rocket company Blue Origin. Space Exploration Technologies (SpaceX) founder Elon Musk, recently in excess of $ 20 billion, is the most influential innovator in space commercialization. Richard Branson, British billionaire founder of Virgin Galactic specializes in the concept of extraterrestrial tourism. The first flights are to be implemented in 2022. Yuri Milner, an Israeli-Russian entrepreneur, temporarily associated with M. Khodorkovsky (3.7 billion), announced three years ago a plan to reach the Alpha Centauri system (Rabij, 2015). At the same time, it is clearly visible how the contemporary policy of privatization of space activity collides with the beliefs of the traditionalist staff responsible for the security sector in the major space powers (Frankowski, 2017: 132). According to Frankowski, this results in a polyphony about the status of outer space, which distinguishes European countries from the USA. Private space companies with an established reputation undertake the service of military missions of countries that do not develop their own space sector on a satisfactory scale. Thus, there is a new space partnership, also postulated beyond the Atlantic.

CONCLUSION

Over the course of more than half a century, space policy has changed from purely defense and research to security and economic policy. Private companies that manufactured satellite or rocket components in the realities of the Cold War were under the control of specialized state space agencies. However, at the turn of the century, there was a partial emancipation of the private sector, which in Western countries took advantage of the slow process of limiting government spending on space purposes. NASA's slow withdrawal of funding for peaceful space exploration was influenced by the Challenger and Discovery shuttles disasters. As a result, combined with the clear emancipation of the private sector, interested in both bearing the risk of space exploration and monopolizing success, an increase in private investment in space exploration. As a result, it translated into the development of astrotourism and space tourism. With these comments in mind, it is possible, with high probability, to positively answer the question posed in the introduction to the research and analysis.

The implementation of the research goal allows for a positive verification of the research hypothesis. In the near future, private entities will set the direction of space tourism development. On the other hand, states will abandon their monopoly on regulatory and organizational powers in space exploration. However, for reasons of their own interests in the field of broadly understood sovereignty and security, they will leave control over this sector. It seems that the application of legislation regulating space activity of the private sector and adapting the current business models to space research and services may result not so much in the deep politicization of space as in its depoliticization. Currently, many countries interested in space activity have not introduced regulations regarding the economic and tourist use of space in their national legislation. Meanwhile, commercialization and privatization must stay within the limits of the existing legal architecture for space.

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PERCEPTIONS OF INFRASTRUCTURE IN THE WORLD HERITAGE HISTORIC TOWN BASED ON AN EXAMPLE, THIS CASE FROM THAILAND

Pakin WITCHAYAKAWIN
Naresuan University, International College, 99 Moo-9, Thapho, Mueang, Phitsanulok, Thailand, e-mail: pakinw@nu.ac.th

Raktibul CHANTANUPAN[*]
Chiang Rai Rajabhat University, School of Tourism, Ban Du, Mueang, Chiang Rai, Thailand, e-mail: raktibul.cha@crru.ac.th

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Abstract: Introduction-the perception of tourists is a crucial way to reflect the quality of infrastructure in the World Heritage Sites (WHSs), which would be continually developed to remain the tourism demand and to sustain the WHSs themselves. Aims-the research aims to study the perceptions of foreign tourists pertaining to the infrastructure in the World Heritage Historic Town of Sukhothai, Thailand. Method-this empirical qualitative research uses the structural interview form as a research tool for face-to-face interviews with 41 foreign tourists using purposive sampling. Results and interpretation-the findings show that the access and ease of walkways were the key infrastructure issue that was unpopular amongst tourists; and others crucial factors were unfolded. Tourists from different demographics contributed to the same perceptions, thus indicating a critical issue for the development of this tourist destination.

Key words: perceptions, infrastructure, historical park, world heritage historic town

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INTRODUCTION

A coherent understand of the impact an infrastructure has on the tourism industry is essential. Transportation, social, and cultural infrastructure are the key element necessary for cities, towns, and sites to ensure the comfort of its visitors are met. The priority of infrastructure development was discussed in the World Economic Forum 2019 as the first pillar of a travel and tourism competitiveness index (World Economic Forum, 2019). As being the World Heritage Site of Sukhothai and a Creative City of Crafts and Folk Art (UNESCO, 2021), the infrastructure in Sukhothai Province needed to be investigated to support the tourism development of this valuable historic site and its touristic competitiveness. The observations are based on the viewpoints as shared by foreign tourists. Their attitudes reflect the state of the infrastructure in Province of Sukhothai. When locations are difficult to access, like many of the tourist sites in Sukhothai, an efficient system of connecting resources is transportation. The transportations link the touristic attractions which are cultural infrastructure such as monuments, temples, and museum in Sukhothai Historic Town. The social infrastructure will be facilitated visitors' comforts and connected to society such as accommodation, internet, and Fi-Wi connection. The Sukhothai historical park (SHP) is the main attraction in HTS. The primary touristic highlights are the Buddhist temples such as Mahathat Temple, and Si Chum Temple. The monument of King Ramkhamhaeng the Great is the centre area of the SHP. Tourists can reach Sukhothai by airplane, private car, public bus, and rail transport. The traditional transport in Sukhothai is Rod Cork Moo or Songtaew [a passenger local truck] that charged at lowest price US$ 1 per person from SHP to downtown. Tuk Tuk or tricycle motor are also available in HTS. Inside the historical park, visitor can transport trams, electric cars, and tricycles. A traditional hotel in HTS is the Pailyn Sukhothai Hotel, which is about 4 km. from the SHP. The statistics in recent years were displayed the change of the tourism in Sukhothai Province as presented in Table 1.

Table 1. Number of Tourists and Revenue in Sukhothai Province (Source: MOTS, 2021)

Tourist (million)	2019	2020	% Change (+/-) in 20/19	Revenue (US$ million)	2019	2020	% Change (+/-) in 20/19
Thai	1.10	0.66	-39.59	**From Thai tourists**	90.44	51.34	-43.23
Foreign	0.39	0.08	-77.21	**From foreign tourists**	39.13	9.69	-75.23%
Total	1,501,482	758,626	-49.47	**Total**	129.56	61.03	-52.90%

Table 1 presents the number of tourists and revenue in Sukhothai Province from 2019 to 2020. In Sukhothai Province, the total number of tourists in 2020 was 0.75 million which declined about 49.47% from 2019 (1.50 million) (MOTS, 2021). The number of domestic tourists was 0.66 million in 2020 which dropped about 39.59 from 2019 (1.10 million); while the amount of foreign tourists in 2020 was 0.08 million which deceased approximately 77.21% from 2019 (0.39 million) (MOTS, 2021). The total revenue of tourism in Sukhothai Province was US$ 61.03 million in 2020 which fail-off

[*] Corresponding author

around 52.90% from 2019 (US$ 129.56 million) (MOTS, 2021). The revenue from domestic tourists in 2020 was US$ 51.34 million which reduced from 2019 (US$ 90.44 million) about 43.23%; the revenue from foreign tourists in 2020 was US$ 9.69 million which declined from 2019 (US$ 39.13 million) about 75.23% (MOTS, 2021). The number of tourists and revenue in SHP are shown in Table 2. Table 2 shows the number of tourists and revenue in SHP. The number of total tourists as 1.12 million in 2019 and 1.02 million in 2020, a decrease of 8.94%. The biggest proportion of tourists were Thai tourists, which rose to 0.90 million in 2020, an increase of 4.37%, while the number of foreign tourists was 0.12 million in 2020, a drop of 53.78%. A source of the income of SHP is entrance fee and transport rent. A ticket costs about US$ 3.19 per foreign tourist and US$ 0.64 per Thai tourist. Based on the SHP's revenue from entrance fee, the percentage difference in between 2020 and 2019 was -87.25% for Thai tourists and -52.52% for foreign tourists. The total revenue from entrance fee in 2020 was US$ 0.50 million, a -71.91% change over 2019. Besides, the total revenue from transport rent in 2020 was US$ 0.05 million, a -19.12% over 2019 (Sukhothai Historical Park Office, 2021).

Table 2. Number of tourists and revenue in Sukhothai historical park in 2019 – 2020 (Source: Sukhothai Historical Park Office, 2021)

<table>
<tr><th></th><th colspan="3">No. of Tourists (million)</th><th colspan="3">Revenue from entrance fee (US$ million)</th><th colspan="3">Revenue from transport rent (US$ million)</th></tr>
<tr><th>Year</th><th>2019</th><th>2020</th><th>% Change in 20/19</th><th>2019</th><th>2020</th><th>% Change in 20/19</th><th>2019</th><th>2020</th><th>% Change in 20/19</th></tr>
<tr><td>Thai</td><td>0.86</td><td>0.90</td><td>4.37</td><td>0.78</td><td>0.37</td><td>-87.25</td><td rowspan="3">0.06</td><td rowspan="3">0.05</td><td rowspan="3">-19.12</td></tr>
<tr><td>Foreign</td><td>0.26</td><td>0.12</td><td>-53.78</td><td>0.99</td><td>0.13</td><td>-52.52</td></tr>
<tr><td>Total</td><td>1.12</td><td>1.02</td><td>-8.94</td><td>1.78</td><td>0.50</td><td>-71.91</td></tr>
</table>

Statement of the problem

Sukhothai is a less frequented heritage location that is buffered from urban influences of the larger metropolitan and tourist areas in Thailand (King and Parnwell, 2011). The SHP needs to be improved and upgraded the community's public facilities (signs and maps for better accessibility), customer service, evaluated the capacity of cultural tourist spots regularly, and increased the roles of local residents in the buffer zone (Sirasoonthorn et al., 2016). Furthermore, the local people in the areas of Sukhothai, Si Satchanalai, and Kamphaeng Phet Historical Park lack English language skills and have an income barrier that may affect sustainable historical tourism development (Seviset et al., 2018). The National Legislative Assembly (2019) reported that the HTS lacks CCTV throughout the old city, which is important infrastructure for the safety of the tourists, besides lacking the supporting security and safety for tourism police, volunteers, and SHP officers. The HTS also has a transport system development problem for total and rural tourism. Moreover, the HTS confronts an information service problem, such as a lack of direction signs and correct bus timetables for Thais and foreigners. Finally, the HTS lacks training for local tour guides, including the problem of a lack of a working license of the local tour guides, which leads to illegal guide services (National Legislative Assembly, 2019). In reference to a report from the National Legislative Assembly (2019), the major problem in HTS is in tourism infrastructure (CCTV, transport, and tourist information). Thus, the current study aimed to explore the perceptions of foreign tourists pertaining to tourism infrastructure in HTS in order to explore their perceptions of the priority of these preceding problems and gain more insight into the issues, as well as finding solutions that benefit the forecasting of tourist behaviour. The Sukhothai Provincial Tourism and Sports Office (2017) reported the following tourism problems in Sukhothai: (1) tourism service officers have limitations in foreign language skills and the use of information technology; (2) the infrastructure and facilities for tourism are not standardised, such as for accommodation, restaurants, tour guides, travel transport in the city, tourist centres, and souvenir centres; and (3) the transport service for tourism is complex, which is inconvenient for connections between tourist sites.

Research Objective and Significances of the Study

The objective of this study was to investigate the perceptions of foreign tourists pertaining to the infrastructure in the World Heritage Sukhothai Historic Town. The significance of this current research are that (1) the findings will indicate issues with HTS tourism infrastructure through the perceptions of tourists and stimulate the Sukhothai Provincial Government and the developers of HTS to acknowledge and remedy such issues and challenges; (2) in terms of marketers, this will enable the perceptions of tourists pertaining to infrastructure from the results of this research to be used in the development of marketing tools to sustain the number of visitors; and (3) the findings impact the heritage tourism-related stakeholders to unfold important factors for the development the HTS. These stakeholders include hotel businesses, restaurants, transport rental shops, and local businesses around the HTS. The results will indicate the crucial factors that can lead to the development of the HTS. This study used empirical analysis from an evidence-based approach to research and interpretation of information, as it relied on real-world data from face-to-face interviews regarding the perceptions of tourists pertaining to tourism infrastructure in the context of the WHS of the HTS.

LITERATURE REVIEW

The touristic destination choice process is intensively influenced by their attitudes, motivations, and perceptions; tourists come to a destination and consume the same tourism products and service, but they perceive the products and services differently (Athula Gnanapala, 2015). Moreover, tourists develop their satisfaction or dissatisfaction regarding holiday spending based on their attitudes and perception of what they have seen, consumed, and experienced (Athula Gnanapala, 2015). Perception was defined as a process whereby individuals' physical sensory impressions of sights, sounds, and smells are selected, organised, and interpreted into a meaningful and coherent picture of their environment (Lamb et al., 2014). Goh (2010) found that tourists expressed their attitudes and perception the when visiting heritage sites in Australia as presented in Table 3. Table 3 shows the perception and attitudes of tourists when visiting the heritage site in Australia. The tourists perceived that far distance or remoteness was the most important factor, followed by transport difficulties, lack of information, dangerous terrain, lack of disability facilities, insufficient or poor accommodation facilities, financial costs, and weak health, respectively (Goh, 2010). The educational value of heritage tourism was the most frequent positive attitude, followed by positive feedback from previous tourists, and well knowledgeable service staff. The core reasons for not visiting the heritage tourism consisted of been there before as the most significant factor, followed by boring or not interested, and poor supporting facilities (Goh, 2010). Finally, online discussion boards or websites were the most significant reference group influencing visitation to the heritage site, followed by other tourists, tourism authorities, and accommodation employees (Goh, 2010).

Table 3. The Difficulties When Visiting Heritage Sites in Australia (Source: Goh, 2010)

	Frequency of Respondents of voting
The Perception of Heritage Tourism Site	
1. Far distance or remoteness	46
2. Transport difficulties	38
3. Lack of information	35
4. Dangerous terrain	32
5. Lack of disability facilities	28
6. Insufficient or poor accommodation facilities	19
7. Financial costs	15
8. Weak health	12
Positive Attitude	
1. Educational value of heritage tourism	51
2. Positive feedback from previous tourists	39
3. Well knowledgeable service staff	30
Reasons for Not Visiting	
1. Been there before	29
2. Boring or not interested	25
3. Poor support facilities	23
Influencers for Visitation by Group	
1. Online discussion boards or websites	60
2. Friends or relatives	48
3. Other tourists	39
4. Tourism authorities	31
5. Accommodation employees	27

As being the important facilitator to access touristic sites, infrastructure is primary to be studied in order to develop the touristic attractions. Infrastructure is separated by functions. First, transport infrastructure functions, through the ability of roads and railroads to form connected networks, allow high flows of merchandise and passengers within and among regions. Second, ecological infrastructure relates to species' survival, but is not particularly relevant to this study. Last, cultural infrastructure functions through the maintenance of cultural heritage values depending on the quality of areas and objects, and spatial juxtaposition and configuration (Antonson et al., 2010). Tourism infrastructure is defined as the infrastructure involving ancillary and complementary facilities, equipment, systems, processes, and resources necessary for the function of every tourist destination. Its primary functions include buildings, roads, railways, and airports that make a tourist destination accessible for tourists (Jovanović and Ilić, 2016; Popesku, 2011). The argument that tourism infrastructure is determined by tourism supply chain and visitor experience, which includes transport infrastructure, environmental and social infrastructure, and economic and social infrastructure (Tourism and Transport Forum, 2008). First, transport infrastructure includes roads, rail, air, sea ports, and fleet capacity for visitor passenger transport (Tourism and Transport Forum, 2008). Second, economic and social infrastructure are related to build form to deliver attractions, events and visitor, services through convention centres, stadiums, accommodation urban precincts and museums (Tourism and Transport Forum, 2008). Last, environmental and social infrastructure refer to manage natural and heritage environments, e.g. marine parks, National Parks, nature reserves and forests that attract visitors (Tourism and Transport Forum, 2008). A successful tourism development calls for intensive investment in modern infrastructure, which is an increasingly necessary condition (Jovanović and Ilić, 2016). The greatest impact on the value of growth of the tourism infrastructure pillar is exerted by the number of hotel rooms (Jovanović and Ilić, 2016). The tourism infrastructure in the current study can be categorized as (1) transportation infrastructure providing destination access to visitors from global markets to the HTS; (2) social infrastructure provided by a combination of service instalments and accompanying facilities; and (3) cultural infrastructure which relies on maintenance of cultural heritage values and depends on the quality of areas and objects, and their spatial juxtaposition. Rajesh (2013) found that the tourist perception construct was influenced by factors such as historical and cultural attractions, destination affordability, travel environment, natural attractions, entertainment, and infrastructure. Moreover, the destination image construct was influenced by factors including infrastructure and facilities, heritage attractions, natural made attractions, destination safety and cleanliness, friendly local communities with calm atmospheres, rejuvenation and service price, and affordability. Finally, the satisfaction construct was influenced by factors such as entertainment, destination attractions and atmosphere, accommodation, food, transportation services, and shopping (Rajesh, 2013). There was also a relationship between knowledge acquisition and satisfaction that would subsequently lead to a word of mouth (WOM) referral or a return visit to the heritage site. Five factors that enhanced the experience of heritage tourists in Northern Ireland were (1) audio and visual communication, (2) atmospherics, (3) on-site engagement, (4) information, and (5) heritage preservation (Kempiak et al., 2017).

Besides, there were conflicts of interests among different stakeholders in five heritage tourism in China; Zhong et al. (2020) suggested the need for a coordination mechanism of heritage tourism development involving (1) multi-party collaboration, (2) improving the training and compensation system, and (3) encouraging participation. King and Parnwell (2011) presented a framework related to the effects of elements of urban expansion and extended metropolitan areas on domestic, middle-class tourism in Thailand, which has contributed significantly to the rise of domestic tourism. The Heritage and WHS cultural and natural management in the Thailand context consist of ownership, access, appropriate use, commodification, interpretation, and representation of Thainess (being Thais in the elements of history and culture) (King and Parnwell, 2011). Besides, 'access' is a focusing element for developing WHS, which is related to the focus of the current study on tourism infrastructure to support the development through the perceptions of foreign tourists. Srikhongchan (2018) studied the streetscape case study of the Ta-Pang Thong Temple in the SHP and suggested the improvements. First, activity improvement by the communities affect the landscape of the area through the excessive influence of houses, shops, markets, parking lots, and advertisements; thus, the government must determine regulations contributing to knowledge of building repair and extension (Srikhongchan, 2018). Second, area development that must determine an open zone for uses such as "walking street" markets to provide capacity for traditional and cultural activities of local communities (Srikhongchan, 2018). Third, travel paths and parking areas must be improved to protect the temple's scenery, the open zone, and the slow zone (Srikhongchan, 2018). Finally, bike lot and a cultural tourism route needed to be set to link canals and villages (Srikhongchan, 2018). Technological application for transporting in Sukhothai on mobile phone was studied. A study of innovative security and traffic application software to manage the WHS of Si Satchanalai – an associated historic town of Sukhothai proposed a mobile application with its functions (Kangkhao and Louhapensang, 2018). The functions are safety and security, transportation information, traffic reporting, and tourist attraction information in the WHS of Sukhothai and associated historic town Si Satchanalai (Kangkhao and Louhapensang, 2018).

MATERIALS AND METHODS

The study used empirical qualitative research. The data was gathered in January 2018 from 41 key interviewees in the HTS, Sukhothai Province of Thailand. The unit of the study was foreign tourists' perception of their experiences and opinions regarding the infrastructure in the HTS. The instrument was a structural, open-ended interview with a guide-based approach, through a face-to-face session via a purposive sampling technique. The purposive sampling technique is defined as a type of haphazard sample conducted to obtain the predetermined types of individuals for the sample (Cozby and Bates, 2012). Additionally, the inclusion criteria of the interviewee selection were (1) selecting foreign tourists who have directly visited the area of HTS which includes the SHP, and (2) choosing inbound visitors who have experience in the use of infrastructure in the HTS. Meanwhile, the exclusion criteria excluded foreign tourists who could not attend the interview until its completion. The types of primary data involved handwritten notes, sound recordings, and photos using notepaper and pens, and recording applications on an iPad, and Canon camera. The following guideline questions were used for the interview: Q1: How do you feel about the infrastructure in the Historic Town of Sukhothai (HTS)? Q2: What do you think about the roads and transport in HTS? Q3: What do you think about the internet and Wi-Fi in HTS? Q4: Please explain your experience with the accommodation and services in HTS? Q5: What do you think about the airport and the local transfers to the HTS? Q6: What do you think about the information service in HTS? Q7: Please explain the walkway facility in the HTS. Q8: What is the best infrastructure in HTS? Why? Q9: What is the worst infrastructure in HTS? Why? Q10: Which infrastructure in HTS should be improved? Why? Q11: What do you feel about the Sukhothai Historical Park (SHP) and internal transport? Q12: What is the best transportation in the SHP? Why? Q13: What are the problems with infrastructure in the SHP? Why? Q14: What should be improved regarding transportation in the SHP? Why? Q15: What are your suggestions for the HTS and the SHP?

The empirical research associated with an inductive approach. It is an approach involving the development of a theory as a result of the observation from the empirical data (Saunders et al., 2016). Thus, the primary data of this research was analysed qualitatively to identify the final themes. The analytical process consisted of five steps to answer the first research question of how foreign tourists perceive the infrastructure in World Heritage Sukhothai Historic Town: (1) preparing the data in a Word file through decoding data from the interviews by listening to the sound recording, reading the data, and transcribing it into Microsoft Word; (2) grouping the data by the topic and sub-topic; 3) open coding by inserting data files into the ATLAS.ti program and create the data codes; (4) categorizing the data by counting the frequency of codes; and (5) thematizing the data as the final step in the process by choosing the highest or the most significant frequency as the theme of each topic. Next, the study presents the results in table and network views. In order to determine the answer for the second research question of what similarities exist in tourist's perceptions across differences in genders and origins, this study ran a Codes Co-Occurrency Table as a quick way of gaining an overview.

A code co-occurrence table portrays the correlations among the codes and, finally, the diagram function creates visualizations of the relationships among codes (Chapman et al., 2017). Friese (2014) defined that ATLAS was the idea of mapping the world by an archive of meaningful documents, and the abbreviation 'ti' in the software name refers to text interpretation. The software belongs to the genre of Computer-Aided Qualitative Data Analysis Software (CAQDAS) program (Friese, 2014). ATLAS.ti was chosen in this research based on the authors' experience and some other reasons. Firstly, the software provides multicolour code labels and more direction explanations than another system. ATLAS.ti is clearly versatile of the two, and it can import, display, code, and analyse such a wide range of qualitative data types (Lewis, 2004). Secondly, the network creation is supported by more options (12 types) in ATLAS.ti than Nvivo which provides only 4 options. Lastly, no errors occurred when updating the ATLAS.ti system, unlike others.

Table 4. Demographic Profile of Interviewees

Demographics		Frequency	%	Total Number
Gender	Male	22	54	41
	Female	19	46	
Age	25 or below	10	24	41
	25-40	19	46	
	41-60	8	20	
	61 or above	4	10	
Occupation	Government	6	15	41
	Business	17	41	
	Retired or others	18	44	
Origin	Asia	4	10	41
	America	4	10	
	Europe	33	80	

RESULTS AND DISCUSSION

The results reported the demographic profile and the perceptions of foreign tourists pertaining to tourism infrastructure in HTS. The demographic profile of 41 interviewees is presented in Table 4. Table 4 displays the demographic profile of 41 interviewees. The majority were male 54% and 46% were female. The largest group of visitors were aged between 25 and 40 (46%), followed by 25 or below (24%), 41 to 60 (20%), and 61 or above (10%). In terms of their occupation, those in the government sector constituted only 15%, the business sector made up 41%, and those who were retired, or others constituted 44%. 80% of them were from Europe and 10% were from Asia and America, respectively.

Perceptions of infrastructure

The tourism infrastructure in HTS can be classified into (1) transportation infrastructure [TRP], (2) social infrastructure [SOC], and (3) cultural infrastructure [CUL]. The codes and frequencies [F] of positive perceptions [PP] and negative perceptions [NP] for each classification of TRP are shown in Figure 1. Figure 1 presents the network view of codes of transportation infrastructure, theme 1 and theme 5. The themes were set after the codes were categorized based on the codes 'meaning. The similar meaning of the codes would be categorized in the same theme. The ranks of themes were based on the total frequency of each theme. The highest total of frequency was theme 1 that in this study is 31 that it referred to 'walkway was in an unsuitable condition.' Future, theme 5 in this study referred to 'bikes were suitable, but improvements required to bike lanes' with frequency 21. The codes and frequencies [F] of the perceptions of SOC are shown in Figure 2.

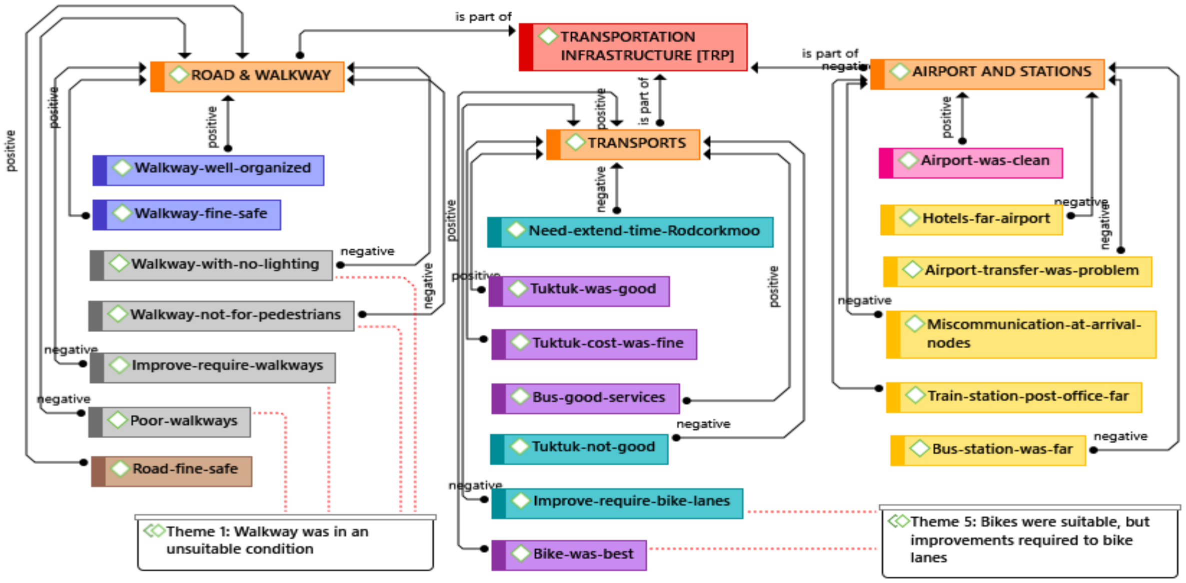

Figure 1. Network view of the codes and themes of transportation infrastructure

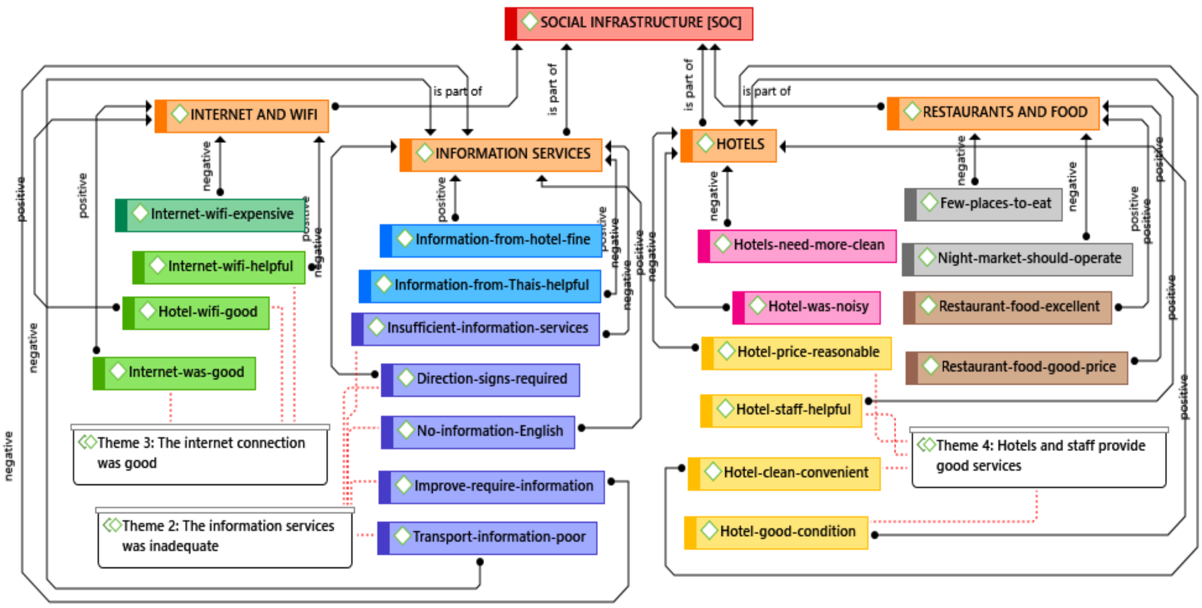

Figure 2. Network view of the codes and themes of social infrastructure

Figure 2 reveals the network view of the codes and themes of social infrastructure. The network view shows theme 2, 3, and 4. The theme 2 referred to 'the information services was inadequate, while theme 3 regarded to 'the internet connection was good.' Theme 4 referred to 'hotels and staff provide good services.' The details of codes and frequency classification are presented in Table 5 and Table 6. Table 5 shows the codes and frequency of transportation infrastructure. Negative perceptions of walkways obtained a total frequency of 31, consisting of 'The worst possible walkway with bad conditions, traffic, and excessive rubbish' (10), 'Improve walkways with more lighting and better road conditions' (10), 'The walkway was not very good for pedestrians; narrow and full of obstructions' (8), and 'The walkway had no lighting and was dangerous at night' (3). Also, the codes in transport mode indicated that bikes were the best mode of transport used in the park providing freedom, comfort, and were non-polluting to the environment (14) and HTS should improve bike lanes, parking lots, bike condition and add to the number of non-carbon vehicles (7).

Table 5. Codes and frequencies for perceptions of transportation infrastructure in HTS

TRP	Code	Description of Code (F)	Total F		Theme
			PP	NP	
Road and Walkway	Road-fine-safe	The road is fine, very good, safe, and safe traffic (7)	7		-
	Poor-walkways	Poor walkways with bad conditions, traffic, and excessive rubbish (10)		31*	1: Walkways were unsuitable condition
	Improve-require-walkways	Improvements required on walkways with more lighting and better road conditions (10)			
	Walkway-not-for-pedestrians	The walkway was not very good for pedestrians as it was narrow and full of obstructions (8)			
	Walkway-with-no-lighting	The walkway had no lighting and was dangerous at night (3)			
Transports	Bike-was-best	The bike was the best transport mode used in the park providing freedom, comfort and were non-polluting to the environment (14)	14*		5: Bikes were suitable, but improvements required to bike lanes
	Improve-require-bike-lanes	Improvements required to bike lanes, parking lots, bike condition and increases in the number of non-carbon vehicles (7)		7*	

* Denotes the total frequency of codes that were selected as a theme

Table 6. Codes and frequencies of perceptions of social (SOC) infrastructure in the HTS

SOC	code	Description of Code (F)	Total F		Theme
			PP	NP	
Internet and Wi-Fi	Internet-was-good	The internet was free and good, with good tourist SIM cards (10)	24*		3: Internet connection was good
	Hotel-WiFi-good	The hotel internet and Wi-Fi were good and fast (10)			
	Internet-WiFi-helpful	Internet and Wi-Fi were helpful for maps (4)			
	Transport-information-poor	Transport information was poor and confusing (7)		25*	2: Information service was inadequate
	Improve-require-information	Improvements required to information on the sites, shops, and goods in signs, brochures, and websites (7)			
	No-information-English	I did not get any information due to no English literacy (4)			
	Direction-signs-required	Direction signs required for walking, cycling, and suggested tour programs (4)			
	Insufficient-information-services	Insufficient information at the monuments, descriptive boards, direction signs, and online information (3)			
Hotels	Hotel-good-condition	Hotel was in a very good condition, cleaning and hot water service was excellent (8)	21*		4: Hotels and staff provide good services
	Hotel-clean-convenient	A hotel was a good option as it was very clean and convenient (5)			
	Hotel-staff-helpful	Hotel staff were helpful, friendly, nice, kind, smiling and gave good service (5)			
	Hotel-price-reasonable	The hotel price was reasonable (3)			

* Denotes the total frequency of codes that were selected as a theme

Table 6 demonstrates the codes and frequencies of the social infrastructure. Information service obtained a total frequency of 25, involving 'Transport information was poor and confusing' (7), 'Improvements required to information on the sites, shops, and goods in signs, brochures and websites' (7), 'Information, I did not get any information due to no English literacy (4), 'Direction signs required for walking, cycling, and suggested tour programs in HTS' (4), and 'Insufficient information at the monuments, descriptive boards, direction signs, and online information' (3). Next, the theme of positive perceptions of the internet and Wi-Fi service obtained a total frequency of 24, including 'The internet was free and good, with good tourist SIM cards' (10), and 'The hotel internet and Wi-Fi were good and fast' (10), and 'Internet and Wi-Fi were helpful for maps' (4). The table illustrates theme 2, theme 3, and theme 4. The hotel service obtained a total frequency of 210, featuring 'The hotel was in a very good condition, cleaning and hot water service was excellent' (8), 'A hotel was a good option as it was very clean and convenient' (5), 'The hotel staff were helpful, friendly, nice, and kind; they smiled and gave good service' (5), and 'The hotel price was reasonable' (30). In terms of the cultural infrastructure, most tourists perceived on HTS and SHP in positive experience such as 'SHP and temples were excellent' (6) and 'HTS was very well conserved (2), and conversely some tourists perceived that 'the old city was very poor' (2).

Thus, the perceptions of foreign tourists pertaining to the infrastructure in the HTS were categorized into the following top five themes: (1) The walkway was poor with bad conditions, traffic on the walkway was excessive (a lot of people, bikes, motorcycles), there was excessive rubbish, no lighting along the walkway, and it was dangerous at night because it was dark. (2) Information service was of low quality with poor provision of information about transport usage, confusing information, a lack of information at some attractions, local shops, and for products. Moreover, the HTS had insufficient English language information for directions for walking and cycling on signboards, suggested tour programs, boards of descriptive information at the monuments, and availability of online information. (3) Internet and Wi-Fi services were good with the free internet provided as well as beneficial tourist SIM cards, fast internet and Wi-Fi served by hotels, and internet that could support mapping. (4) Hotel services were good with a good option of accommodation, very clean hotels, convenience of use, and at availability at a reasonable price. Additionally, the hotel staff were helpful, nice, kind, and smiled and provided good service to tourists. (5) Bicycles were the best choice in the HTS due to the autonomy of usage (tourists could stop wherever they wanted), comfort, and they did not emit pollution but the HTS needs to improve the bike lanes and parking lots. The current study analysed the similarity of perceptions of foreign tourists on infrastructure in HTS which is presented in Table 7.

Table 7. Data analysing by Code Co-Occurrence Table

Code [description]	America	Asia	Europe	Female	Male
1) Bike-was-best [The bike was the best transport mode used in the park providing freedom, comfort and were non-polluting to the environment]	0	1* (0.03)	0	0	1 (0.01)
2) Improve-require-bike-lanes [Improvements required to bike lanes, parking lots, bike condition and increases in the number of non-carbon vehicles]	1 (0.05)	1 (0.05)	1 (0.01)	0	3 (0.05)
3) Transport-information-poor [Transport information was poor and confusing]	0	1 (0.05)	0	1 (0.02)	0
4) Internet-was-good [The internet was free and good, with good tourist SIM cards]	2 (0.08)	1 (0.03)	5 (0.06)	3 (0.06)	5 (0.07)
4) Hotel-good-condition [The hotel was in a very good condition, cleaning and hot water service was excellent]	0	0	3 (0.04)	1 (0.02)	2 (0.03)
6) Poor-walkways [Poor walkways with bad conditions, traffic, and excessive rubbish]	0	1 (0.04)	0	1 (0.02)	0

* The first value is the frequency of co-occurrence, the second in ( ) is the c-coefficient

Table 7 presents the correlation of the codes as analysed using a code co-occurrence table. The coefficient indicates the strength of the relation between two codes; the value of the c-coefficient is between 0 and 1 (Friese, 2014). This table reveals the foreign tourists with different origins (America, Asia, and Europe) had the same perception on the HTS requiring improvements to bike lanes, parking lots, bike condition and addition to the number of non-carbon vehicles. Tourists from different origins and genders had similar perceptions that internet was free and good, and there were good tourist SIM cards. Moreover, the frequency of co-occurrence of America was 2 with the highest c-coefficient value of 0.08. Finally, tourists with different genders had the same perceptions that the hotel facilities were in very good condition, clean, with hot water.

The importance and relevance of walkways has been shown in similar studies to this current one. There was evidence to show positive perceptions of the walkways amongst tourists in the WHSs in Malaysia. Malacca Heritage Town provided much-valued continuous, comfortable walking around heritage objects which supported the value of heritage buildings (Ginting and Wahid, 2016). The physical quality of pedestrian interaction is essential for heritage tourism places to create positive perceptions through the characteristic forming elements (Ginting and Wahid, 2016). In the heritage town of George Town, walkways were one of the important components in the development of the urban heritage town; conversely, problems included fewer paved pedestrian walkways and some drawbacks in terms of the connectivity and continuity (Noraffendi and Rahman, 2020). These preceding studies in Malaysia accord with this current study's findings that most of the key interviewees perceived the walkway as important in the HTS, but it had many problems. The walkway is a necessary element in the historic town and most of the tourists were concerned about its quality in Sukhothai, which was deemed to be low quality as it was narrow, full of motorbikes, bicycles, and construction items, and had holes in the surface. The perceptions of foreign tourists about the low quality of walkway in the current study strongly calls for the construction of the proposed study on the streetscape in the Ta-Pang Thong Temple of SHP (Srikhongchan, 2018). Srikhongchan (2018) proposed (1) a landscape for activities, (2) an open zone for a walking street market (3), an area for travel paths made by removing the huge coach parking lot, and (4) creation of a bike parking lot and cultural tourism route. Based on Table 10, tourists from Asia and female travellers were directly concerned with their perception that the walkway was in an unsuitable condition and information about transportation services was poor in the HTS.

The perceptions of tourists pertaining to infrastructure in the HTS in this study strongly supported the implementation of electronic infrastructure proposed by a study (Kangkhao and Louhapensang, 2018). They suggested a mobile application using the innovative security and traffic application software for management of the WHS of Sukhothai and associated historic town Si Satchanalai with the following information service functions – safety and security (police, patrol officers, and emergency), transportation (parking information, taxi information/tracking, and bus information/tracking), traffic (condition reports, accident notifications, and under-construction notifications), and tourist attraction information (tourist attractions, accommodation, food and drink, and shopping). In this study, validation of the application came from the tourists' perceptions of the poor quality of available information service in the HTS (bike routes, walking routes, maps, tourist attractions, shops, products, English language, choice of eating places, suggested tour programs, and online information). Unless the proposed mobile application succeeds, the HTS cannot close several gaps in the needs of foreign tourists.

UNWTO (1998) indicated a trend in tourism as increasing the 'tailoring or customizing of travel' and reducing traditional tourist packages that rely on information from travel agents. In order to reply to the changes, the internet presents its capacity as an information management tool and offers valuable advantages and opportunities for local actors, local communities, managers, and planners. One of its great advantages is, undoubtedly, the creation and easy management of websites to broadcast information to tourists and stakeholders (Teruel and Viñals, 2012). Teruel and Viñals (2012) indicated six objectives to act as a bridge between heritage conservation and tourism through the internet, consisting of (1) capacity-building – using the internet as a channel to obtain and share information on tourism destinations, (2) increasing awareness of site conservation, (3) searching for funds for site conservation, (4) communication – local communities using the internet to contact tourists directly via the data gathered from potentially interested visitors, (5) promoting tourism via a search engine such as Yahoo! and Google, and (6) marketing of local products, crafts, and services (Teruel and Viñals, 2012). In reference to these indications from UNWTO (1998) and the study by Teruel and Viñals (2012), the findings of this study related to the positive perceptions of the foreign tourists pertaining the internet and Wi-Fi service throughout the HTS proved these services to be a significant asset for these sites. Perceptions of the internet connection being in good condition in the HTS were held by both female and male tourists from all continents based on the results. The main tourism infrastructure in the WHSs in Ethiopia includes Ethiopian Airlines' routes with both international and domestic access, airfields, hotels at the main tourism sites, and a tourist agency operating via the National Tourism Operation (Negussie and Wondimu, 2012). In contrast, the hotels in the World Heritage City of Ayutthaya in Thailand were not considered to be of such importance due to their proximity to Bangkok. Thus, tourists spent time in Ayutthaya on only a one-day trip and returned to hotels in Bangkok (Staiff and Ongkhluap, 2012). In terms of HTS, the foreign tourists had a positive perception of hotels and their services as significant infrastructure in the WHS, which coincides with a study by Negussie and Wondimu (2012). Regarding the results, the hotel facilities being in very good condition was supported by both female and male tourists from Europe.

CONCLUSION, LIMITATION AND IMPLICATION

The infrastructure in HTS has confronted many issues as addressed in research papers and organizational reports for a half-decade; hence, the current study investigates the perceptions of foreign tourists pertaining to such issues. Apparently, the tourists' concerns related to transportation infrastructure and social infrastructure rather than cultural infrastructure. The five main perceptions consisted of poor walkways in the HTS, an insufficient information service, good provision of internet and Wi-Fi connections, good quality hotel and services, and bicycles as the best transport mode within the SHP. Meanwhile, tourists from different continents had the same perception on the suggestions that HTS should develop bike lanes, parking areas, improve the condition and sizing of bikes and raise the forms and number of non-carbon emitting types of transport, and perceived that internet links were good and free. Walkway and sidewalk issues imply the heritage and cultural tourists' demand, the government and Sukhothai Provincial Executive Office need to consider and concern to improve walkways and sidewalks under the incentive policy. The policy related to walkways and sidewalk development needs to construct the spacious stable sidewalks, continual footpaths, separating sidewalks between bike users and pedestrians. The policy needs to cover the prohibition of product venders and shop instalments at footpaths. The government needs to issue the policy and law enforcement to control unsuitable behaviour of the transport drivers who charged over price of services. The policy of the service provider development shall be set the standardized English language proficiency courses examinations in order to the accommodation staff will provide better services through better language skill communications. Finally, the policy to develop the comprehensive information and direction signs need to launch and manage budget to create them in English language throughout Historic Town of Sukhothai.

The blueprint of HTS and SHP tourism development should be reconsidered and revised. The walkways both inside and outside the SHP are an important tourism infrastructure that must be urgently improved, as they are the main transport mode around the SHP. An English information service should be available online through the internet and Wi-Fi internally and externally to the park. Not only the park officers, but all service providers also must also improve their English language communication skills, especially the hotel staff who possessed low English proficiency levels based on the tourists' experience. As tourists mostly ride bicycles, the SHP managers and Sukhothai provincial governor need to consider constructing more bike parking lots and improve walkways via a continuous walkway throughout the HTS and assuring separate walkways for pedestrians and motorbike and bicycle users. Due to the strong nature of tourist perceptions contained in this study, they need to consider that the walkway may not only be a significant infrastructure inside the park, but also outside the park, local market, walking streets, and surrounding villages to allow tourists to walk and admire the authentic ways of life of the local people in addition to the perfect setting of tourist attractions in the historic town.

In terms of practical implications, marketers can acknowledge foreign tourists' behaviours in the HTS whereby they prefer slower movement, especially walking, around the WHS. Promotions offered through the internet will be advantageous and they may require essential information before purchasing. Hotel managers can raise the value of hotel products through energy-saving, recycling practices, and intensive English language training for the hotel staff. As for social implications, people in the HTS area need to respect the rules and regulations of transportation by not using vehicles on the walkways as well as being responsible for garbage management in public areas. Besides, the Department of Land Transport needs to act seriously on the overcharging of services by local transport operators in Tuk Tuks, taxis, and Rod Cork Moos and organizations need to cooperate by issuing legislation to control and protect some unpleasant behaviours of the local transport drivers. Furthermore, the local transport drivers need to learn and respect the ethical practice towards visitors and customers for the sustainability of their profession. In reference to the demographic profile of the key interviewees of this study, Europeans represented 80% of all interviewees and the findings may not represent the balanced perceptions of tourism infrastructure from all continents around the world. This study, however, found less concerns about the cultural infrastructure and this apparent contradiction requires further clarification by future researchers via mixed-method research in order to triangulate clearer tourist perception.

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THE EFFECT OF ECOTOURISM DEVELOPMENT ON MARINE CONSERVATION AREA IN WEST SUMATERA, INDONESIA

Lucky ZAMZAMI
Universitas Andalas, Departement of Anthropology, Padang, Indonesia, e-mail: luckyzamzami@soc.unand.ac.id

Muhammad ALIMAN*
Universitas Negeri Malang, Departement of Geography, Malang, Indonesia, e-mail: alviageo@gmail.com

AZWAR
Universitas Andalas, Departement of Sociology, Padang, Indonesia, e-mail: azwar.fisip@gmail.com

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Abstract: Ecotourism is critical in conservation areas for the development of mutual relationships between the community, government and tourist in the marine conservation area. However, the community must be key stakeholders in maximizing benefits to local communities and obtaining environmental support to effectively manage conservation areas. This study aimed 1) to determine the socio-economic impact on fishermen community for the marine resource conservation, b) to investigate the socio-economic impact on the community's understanding and respect to support conservation. This research was conducted in the Ampiang Parak and Maligi villages. The research used a structured questionnaire and qualitative method using observation and interview to evaluate the fishermen community involvement in ecotourism management. The research discussed and explained the source, income, and employment allocation of ecotourism regulations and economic participation for community programs. The management of the Ampiang Parak and Maligi conservation areas is still not aligned with the local community's ecotourism management, and the conservation area and tourist attraction has not yet been beneficial for the local community economy. The relationships between ecotourism and sustainable growth, tourism, community, and natural resource conservation need to be improved.

Key words: Local Stakeholders; Ecotourism; Economic Participation; Marine Conservation Area; Nature Reserve

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INTRODUCTION

Ecotourism is facilitated by the harmonious natural-human connection. Conservation areas have long been viewed as places to visit because of natural and tourism resources services. In general, ecotourism in marine conservation areas gives benefits and has a socio-economic effect on the community (Cochrane, 2009). The tourism main attraction as conservation and development tools in marine conservation areas is to provide local economic advantages while maintaining ecological integrity through low-impact, non-consumptive usage of local resources (Arlym and Hermon, 2019). Thus, issues and problems related to people, conservation, and ecotourism, particularly in developing countries, have been raised while conservation is linked to promoting sustainable development through the conservation area and regional and community development strategies (Dalem, 2002; Nurhayati et al., 2019; Sumarmi et al., 2021). However, ecotourism is a complex activity that involves many stakeholders and occurs in vulnerable locations, both environmental and economic (Cochrane, 1996). In practice, the range of objectives listed is difficult to achieve (Nirwandar, 2015), and many types of environmental and ecological impacts are reported. Local communities are frequently excluded from tourism development (Kiper, 2013).

The separation between tourism theory and practice in marine conservation demonstrated the difficulty and uncertainty in managing the conservation areas and required an ecotourism assessment to determine the reasons for achieving the objectives. However, selecting appropriate evaluation parameters is essential as ecology and socio-economic systems are engaged in marine conservation areas (Sumarmi et al., 2021). Fishermen viewed ecotourism as a critical component of marine conservation areas to maximize biodiversity and socio-economic benefit while promoting the ecotourism industry and increasing conservation (Hitchner et al., 2009; Kiper, 2013; Nirwandar, 2015). However, conflicts between fishermen and marine conservation frequently develop during managing marine conservation areas (Kopnina, 2017). Thus, the local group has been described as the key factor for tourist assessments in marine conservation areas because it is connected with marine conservation and ecotourism management. Previous research based on job advantages (Stem et al., 2003; Zamzami et al., 2020) and income generated from tourism (Kiper, 2013; Manurung, 2000; Xu et al., 2009) and the local people perceptions are also used as the key factor in ecotourism assessments (Clifton and Benson, 2006; Mendes and Gunawan, 1994; Sproule and Suhandi, 1998). The marine conservation area has an important role in supporting sustainable fisheries management. The Indonesia Government has pledged 10 million hectares by the end of 2019 and 20 million hectares by

* Corresponding author

2020 (Dermawan, 2010). By the end of 2009, the government completed 10 million hectares of conservation zones to maintain marine and fisheries reserves sustainably (Nirwandar, 2015). To date, the total marine conservation area has exceeded the 13.5 million hectares target. Indonesia's protected areas are largely remote and underdeveloped, with just 60 million people and a population density of over 60 km (Gurney et al., 2014). Thus, the rapid development of conservation areas and the immense human pressure have become obstacles in managing conservation areas in Indonesia. Ecotourism is the primary funding to maintain conservation areas and enhance the economic conditions of local residents because of the natural opportunities in conservation areas (Xu et al., 2009). Thus, studies of the local population's tourism status are limited, and the financial involvement in tourism and the factors influencing the tourism sector should be investigated to improve conservation environment management, particularly tourism development (Walpole and Goodwin, 2000).

Marine conservation is a geographic area that is recognized, dedicated, and managed legally to ensure long-term conservation, associated ecosystem services, and cultural values (Zamzami, 2019). It is known for avoiding coral reef stresses because of overfishing and also supporting community participation. Residency and predictable aggregation sites in Indo-Pacific have moved ocean turtle patterns, and coral reef studies in Australia showed that marine conservation areas are useful to protect these species (Waayers et al., 2012). Turtle cultivation has increased the number of turtles on the West Sumatra coast (Arlym and Hermon, 2019). While the marine conservation area is quite likely to affect local communities, it is generally only described scientifically. Marine conservation area assessments frequently overlook social implications, which might initially conflict with the community interest (Sumarmi et al., 2021). The marine conservation area mainly addresses the potential impacts on the fishing population. Earlier research has established that top-up management approaches are ineffective at accomplishing environmental goals (Zamzami et al., 2017). In many cases, a combination of top-up and bottom-up approaches is preferable rather than the strictly top-up approach. In combination with theoretical expectations, empirical findings enhanced support for upwards implemented municipal government conservation activities. Ecotourism is a part of sustainable development that focuses on human and natural ecosystems, accepted as a valuable instrument or economic growth and environmental activities in developed countries (Kiper, 2013).

Indonesia has developed principles and objectives in developing ecotourism in conservation areas. The principles include: (i) to maintain the balance in the ecosystem and life support system; (ii) to protect biodiversity and to use it as a genetic pool; (iii) to provide facilities for research, development, education, and training; (iv) to provide facilities for nature tourism and preserve local culture; and (v) to maintain the balance between economic interest and conservation of natural resources and their ecosystems (Manurung, 2000). In practice, ecotourism helped in involving the local community to preserve ecology and biodiversity for economic benefits. However, tourism development is a complicated process, often involving many stakeholders in economic and environmental places. Fishermen communities are frequently excluded from tourism development (Washington et al., 2018).In Indonesia, ecotourism offered some benefits for local communities, village development, educational experience, and marine conservation area, mainly focusing on ecology sustainability. It promoted appreciation of natural environmental and environmental education by exposing nature and marine conservation to visitors and locals. However, some conflicts always occurred between the fishermen community and the government. Thus, the local community was dissatisfied with the assessment of ecotourism, conservation, and other activities. Many studies have focused on income derived from ecotourism activities (Xu et al., 2009), employment opportunities in ecotourism (Stem et al., 2003), local fishers perception in marine conservation *(*Zamzami et al., 2020*)* and conflicts between local community and government (Markus, 2010; Ferrol-Schulte et al., 2015; White et al., 2005).

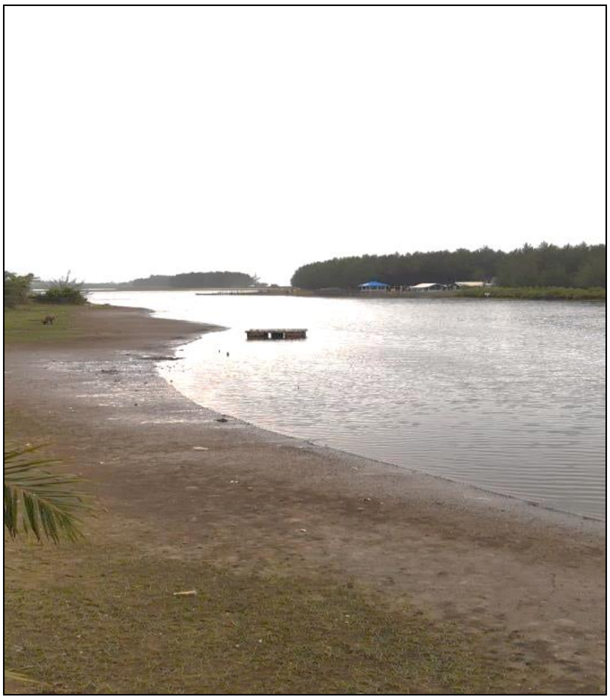
There were 50 national parks that existed from mountain, river, sea, and rain forests in Indonesia. It is included in the Indonesian government's commitment to ecotourism and sustainable tourism development with the national development plan for 2005-2025 and the tourism Act of Law No. 10 in 2009. Sustainability must consider the natural, social, economic, and cultural environment (Syamsu and Putrisari, 2016). Opportunities for tourism development in villages and rural coastal areas remained open. However, local communities in ecotourism are in high demand for infrastructural developments, especially transportation (Nugroho et al., 2016). Ecotourism contributes significantly to Indonesia's economy, and the supporting services are significant. Domestic tourists in 2018 have reached 300 million people with total revenue of 15.0 billion dollars, while international tourists have arrived at 11.00 million visits and have generated 13.3 billion dollars revenue (Nurhayati et al., 2019). Therefore, ecotourism is needed for rural coastal areas to take advantage of economic opportunities. This study aimed 1) to determine the socio-economic impact on fishermen community for the marine resource conservation (turtles, fish, and coral reefs), b) to investigate the socio-economic impact on the community's understanding and respect to support conservation. This study focused on fishermen joining the tourist industry voluntarily and the perceptions of problems and benefits for local people to engage in ecotourism. This article explored the conservation biodiversity, tourism creation, and marine conservation management. Ampiang Parak and Maligi were chosen as research locations due to difficulty and ambiguity in administering maritime conservation areas and possible conflicts between local economics, biodiversity protection, and sustainable growth. Therefore, the fishing community leaders were interviewed in two different areas that shared the same resource pool (turtles, fish, and coral reefs).

METHODOLOGY

Research Location

Indonesia is one of the archipelagic countries that has the longest coastline. West Sumatra Province has a coastline of 2,312.71 km with 185 islands (West Sumatra Regional Regulation, 2018), with the longest Pasaman Regency of 152 km and Pesisir Selatan Regency of 218 km. The study was conducted through questionnaire survey and field interviews with the fishing communities: Ampiang Parak located in the southeast of Pesisir Selatan and Maligi village located in the northeast of Pasaman Barat. Ampiang Parak Village is located in Sutera District, Pesisir Selatan Regency. This village has 7 sub-village, namely Jorong Alai, Jorong Koto Tarok, Jorong Padang Laweh, Jorong Padang Tae, Jorong Pasar Amping Parak, Jorong Ujung Air and one jorong is still in the expansion stage. The population is 11,346 people, with 5526 women and 5820 men. The population occupancies are dominated by farmers, fishermen, government employees, traders, and laborers. Turtle Island and the surrounding area may be reached only with an outboard 40 PK boat, which takes 1.5 hours from Painan. Meanwhile, Painan District is approximately 1.5 hours away from Padang City.

The roads are in relatively good condition with spectacular panoramic views of the turtle island area, with ten varieties of algae discovered in the south of the island (Dermawan, 2010). Coral reef ecosystems around the turtle island are in good condition, such as branching, tables, encrusting, massive, submassive, digital, folio, mushroom, millipore, heliopora (Dermawan, 2010). The turtle conservation areas are shown in the following Figure 1.



(a) Estuary Area of Ampiang Parak Village

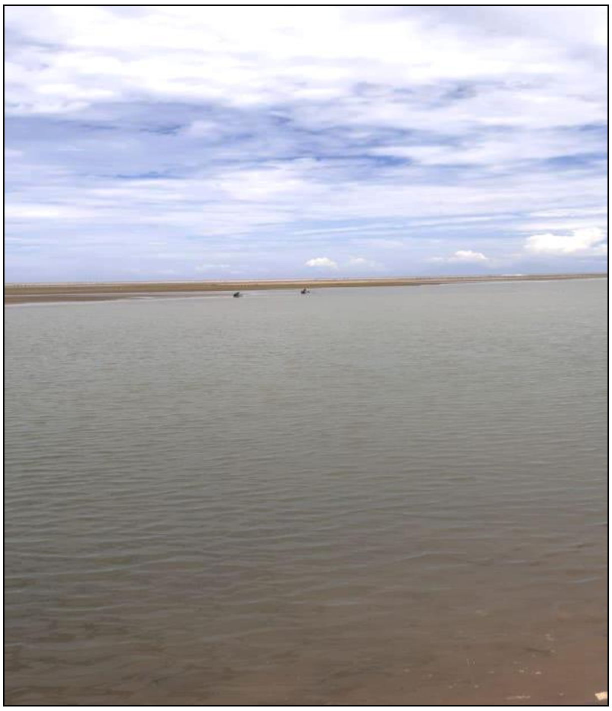
(b) Turtle conservation area in Ampiang Parak

(c) Welcome statue in front of turtle conservation

Figure 1. Ecotourism and turtle conservation areas in Ampiang Parak

The development of the Brackish Water Protection Area in Maligi village, Sasak Ranah Pesisir District, Kabupaten West Pasaman, is authorized by West Pasaman Head Regent Decree No.188.45/326/BUP-PASBAR/2007 issued on June 7, 2007. The Maligi village included Jorong Pantai Indah, Jorong Suka Damai, Jorong Suka Jadi and Jorong Padang Jaya. Besides being a conservation area, this village has tourist attractions such as Bencah Galinggang Beach, Suak Lake, Sea Fir Forest, Indah Beach, Maligi Estuary, Berangin Beach, and Mangrove Forest. The village occupancies are dominated by fishermen, farmers, traders, and laborers. The facility was established at Maligi, District of Sasak Ranah, following the Brackish Water Protection Area, comprehensive germplasm management, and the balance and maintenance of regional ecosystems. The most popular types of coral reefs are found around the island's border. Great coral reefs were covered across the Teluk Air Bangis Island. Around 224.5 hectares of coral reef in West Pasaman can be conserved (Dermawan, 2010). The turtle conservation in Maligi village was shown in the following Figure 2. This study used quantitative and qualitative methods (Bryman, 2016; Neuman, 2006). The quantitative approach is a technique for identifying and describing the characteristics of variables in a situation (Mikkelsen, 2005). The qualitative approach describes variables through definitions, conceptual explanations, notes, or other recording field conditions (Babbie, 2010). The research analysis was selected with various criteria: 1) the research was related to an ecotourism development program, 2) the potential zone with limited natural damage as a growing attraction, 3) the basic range of tourism attractions includes turtle breeding, diving, and island beach trips. The research was conducted from December 2019 - February 2020.

(a) Maligi Village fishing boat



(b) Maligi Village beach area

Figure 2. The ecotourism area and turtle conservation in Maligi village

Interviews

The research consisted of 36 semi-structured interviews, 18 in Ampiang Parak and 18 in Maligi with 30 males and 6 females. The interviews were conducted with the fishermen community and local stakeholders. The research team used snowball sampling techniques to select the respondent. The researcher hired one local community member as a field guide. The interview guidelines included questions about the fishing community occupations, the socio-economic condition of information and knowledge provided to the environmental legislation application, and the conservation efforts. The fishing community occupation was shown in the following Table 1. The questions were asked in order to find out the respondent's expertise. The interview was coded after. The interview result has been documented and transcribed.

Table 1. The Fishing Community Occupation at Research Location

Research Location	Occupations	Number of respondents
Ampiang Parak	Head of Village	1
	Fishermen	9
	NGO representatives	2
	Ex-Fishermen/Wife	3
	Head of tourism office	1
	Head of marine office	1
	Subsection Head of Turtle Conservation	1
Maligi	Head of Village	1
	Fishermen	9
	NGO representatives	2
	Ex-Fishermen/Wife	3
	Head of tourism office	1
	Head of marine office	1
	Subsection Head of Turtle Conservation	1
	Total	36

Table 2. Response and Coding Categorisation

Variable	Description	Categorization and Coding
(A) Consistency on implementing conservation rules	The effect on marine conservation by referring to respect regulations (fishing limitations, marine conservation areas, protected species).	Good =1 Poor =2 No answer =3
(B) The economic effect of conservation initiatives to respondents and societies	The increase or decrease in respondent economic income or society as a result of sea-protection activities	Increase =1 Decrease =2 No answer =3
(C) The respondent's experience on certain lifestyle	The individual or community access to economic opportunities	Easy access =1 Poor/no access =2 No answer =3
(D) Key environmental requirements	The level of environmental awareness (fishermen community, marine conservation and ecotourism) to provide or consider authorities	High =1 Low =2 No answer =3
(E) Local government Connections	The connections between local government with conservation authorities, such as sea police and other officials (dispute, cooperation, discussions, interactions)	Good =1 Bad =2 No answer =3
(F) Perceptions on ecotourism activities	Perception of local conservation programs and motives	Good =1 Bad =2 No answer =3

Analyze

The interview data were analyzed into six categories: a) implementation of conservation rules, b) the conservation economic impact to the respondent and community, c) experience on a certain lifestyle, d) key environmental requirements, e) local government connections, f) were interpreted. The data collected were visualized into bar charts. The response categories were eliminated as there was no obvious null or response expectation during statistical checks. The covariance responses category matrix in six different classes was performed as part of the main analysis (CPA) to investigate the responses, shown in Table 3. The responses were categorized into: 1 (good), 2 (bad), 3 (no answer). Qualitative analysis was conducted to support quantitative data in statistics. The analysis was focused on socio-economic conditions and local government collaborations in fisherman groups.

RESULTS

Quantitative Analysis

The responses are presented in categories related to the six factors. The findings indicated that the respondents valued the conversation activities but received low income. Most of the respondents have taken different jobs. Some respondents were aware of conservation regulations, but the involvement with environmental protection organizations was minimal. The respondent's responses were shown in the following Table 3.

Table 3. The Responses Result in Maximum Frequency Source: Research data analysis (2021)

Variable	Response	Ampiang Parak (n=18)	Maligi (n=18)	Total (n=36)
(A) Consistency on implementing conservation rules	Good	14(78%)	10 (55%)	24 (66%)
	Poor	4 (22%)	8 (46%)	12 (34%)
	No mention	0	0	0
(B) The economic effect of conservation initiatives to respondents and societies	Increase	18 (100%)	10 (55%)	28 (77%)
	Decrease	0	8 (46%)	8 (23%)
	No mention	0	0	0
(C) The respondent's experience on certain lifestyle	Good	16 (88%)	10 (55%)	26 (72%)
	Poor	2 (12%)	8 (46%)	10 (28%)
	No mention	0	0	0
(D) Key environmental requirements	High	15 (83%)	10 (55%)	25 (69%)
	Low	3 (17%)	8 (46%)	11 (31%)
	No mention	0	0	0
(E) Local government Connections	Good	18 (100%)	10 (55%)	28 (77%)
	Bad	0	8 (46%)	8 (23%)
	No mention	0	0	0
(F) Perceptions on ecotourism activities	Good	18 (100%)	10 (55%)	28 (77%)
	Bad	0	8 (46%)	8 (23%)
	No mention	0	0	0

The variables of A, B, C, D, and F have relatively high positive CP1 loads, showing that high values (good) for this CP are correlated. The respondent mentioned that they often had a better engagement with marine conservation. The variables of A, F had relatively high CP2 loads, while C had a high negative CP load. The respondents with different jobs have low positive views for marine conservation. CP2 contributes to only 10% of the variance, and hence the trend observed in CP1 should emphasize a significant relationship between these three variables: C, A, and F. The variable's load analysis was shown in the following Figure 3.

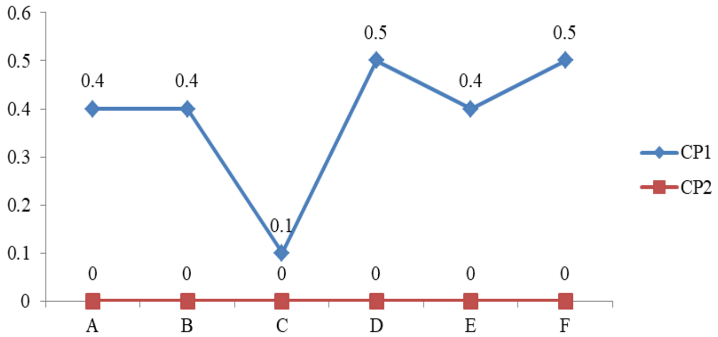


Figure 3. The variable's load analysis components (CP1 and CP2)

Qualitative Analysis: The economic effect of conservation initiatives to respondents and societies (B) and experience on certain lifestyle (C)

In general, 77% of respondents improved their financial situation since marine conservation activities began, whereas 23% experienced negative impacts. 46% of respondents reported having opportunities for lifestyle options, while 23% reported having complicated options. However, the situation varies between the locations. In the Ampiang Parak conservation area, most respondents negatively impacted the economic situation because of limited access to fishing areas due to the zoning system. As the fishing zones moved farther, the cost of fuel for fishing boats increased. Additionally, fishing gear was restricted, catch capacity was decreased, and existing equipment was made useless, requiring new expenses. 55% of residents in Maligi village have a simple family lifestyle but lack the economic resources to launch a small shop. Conservation organizations provided visitors and guides with alternative vocations, such as kayaking, but it is still limited. Being a tourist guide on the island required years of preparation, training, and studying flora and fauna, making it a highly specialized profession (Zamzami et al., 2021).

46% of respondents in the Maligi conservation area reported an increased income, while none reported any negative impacts. Some part-time tourists identified that the income depends on the conservation area. The most easily perceived economic opportunities used as an income source for most respondents are hospitality, such as transporting visitors to famous scuba diving spots or visiting some environmental sites. The village economy depended on fishing. 80% of occupancies were related to fisheries (20% of them are small-scale fishermen). Thus, 46% of respondents experienced a negative impact of conservation benefits. As fishing has been leased, the expenses fluctuate significantly according to commodity prices. The quantity of fish delivered to the marketplace affected the economy, reducing work hours in fishing (some are related to mini restaurants or tuna factories). Many of the fishers studied had economic opportunities, but some focused on small businesses or little restaurants, focusing entirely on the fish market.

Qualitative Analysis: Key environmental requirements (D)

69% of respondents showed a high level of local environmental skills, and 31% showed a low level. However, it is different between locations. 83% of respondents in the Ampiang Parak conservation area showed a significant level of management skills, and 17% were low. Many of the residents were unsure of places to fishing, gears needed, or fishing regulations. At times, fishing areas have been modified without first informing the fishermen community, resulting in community members' dissatisfaction. Meanwhile, the majority of respondents in Ampiang Parak reported having more information to control marine conservation areas. It may be because the non-governmental organization (NGO) has been informing and updating stakeholders continually since the beginning. Some respondents in the Ampiang Parak conservation area would have a good understanding of policies to support local fishing businesses. Respondents stated that government officials have visited on multiple occasions to discuss restrictive fishing regulations.

Qualitative Analysis: Local government connections (E), perceptions on ecotourism activities (F)

77% of respondents mentioned a great relationship with the protection officers, and 23% said negative. 55% stated to have moderate opinions, while 46% expressed negative views about the government's efforts to protect the environment. In Ampiang Parak, relationships between fishermen and conservation authorities (local government) were often tense. Although no negative relationships have been documented, 100% of respondents report having positive interactions with conservation authorities. Respondents stated that tour guides often used aggressive or offensive strategies in the conservation area. A dialog was created between stakeholders, but it was lacking as the community member's perceptions were not properly considered while constructing the protection system. However, the ecotourism management respondent expressed gratitude for guarding the sea against foreigners using harmful fishing equipment such as bombs.

The concept and impact of ecotourism management in the Maligi fishing community were relatively low. Only 55% of the participants shared positive opinions, while 46% had negative opinions. Perceiving unfairness in the protection system was a common issue. The respondents felt that the restrictions on fishery activities were so strict that they needed to show identification cards constantly. Most of the respondents viewed the security of the coasts and marine activities as fair and described management's behavior as friendly and supportive, placing a high value on behavior. Fishermen received training from marine conservation management to improve ecotourism management. Fishing activities had improved because of avoiding destructive fishing gear such as bombers or poison. The connection between fishermen and the marine conservation authorities seems to be influenced by frequent communication. Otherwise, some respondents expressed dissatisfaction with the Padang administration's failure to secure the village. Most residents in Maligi indicated a lack of trust in the conservation authorities. It could be related to the negative effects perceived from protecting the local economy and limiting job opportunities. Only 23 % of the respondents reported good relations with the authorities. Although the government has developed strategies to minimize income loss, disbelief occurred in the government commitments. However, 30%-40% of respondents expressed positive opinions about conservation programs in protecting turtle and coral reefs species. While fishermen have supported conservation programs in certain ways, the economic consequences have resulted in bad cooperation and negative public perception (Zamzami et al., 2021).

Qualitative Analysis: Consistency of conservation enforcement rules (A)

66% of respondents had high support for conservation activities, while 34% was low. However, it is contrasted between 2 locations. Most respondents in Ampiang Parak reported having good collaboration, but it was low in Maligi. The respondents in Maligi village took a negative attitude towards marine conservation authorities and ignored the regulations. It is related to dissatisfaction with a lack of awareness about the laws. In the past, a fisherman was arrested by maritime police for using unlicensed facilities and carried to Pasaman Barat district. Therefore, relations between Maligi's marine police and fishermen's communities appear to have been particularly tense, impacting the support with conservation legal.

The significant connection in Ampiang Parak had made some impacts on the respondents, such as economic improvement, access to job opportunities, good relations with government, and positive perception about conservation. The respondent also received important information in supporting conservation. Furthermore, local residents would instead approach marine conservation groups to develop conservation areas rather than following the government's decision. Some parties continuously hold an open discussion to create and execute the marine conservation area. It might have influenced local residents' positive views of conservation programs and developed positive relationships with governments.

Meanwhile, most of the respondents in Maligi perceived local regulations as loose, making this location less consistent. It could affect the value and interaction of turtles and fish in the fishery industries. Fishermen recognized that conservation areas had caused a drop-in sale while not giving enough income for the family. It showed challenges in the legal protection of turtles and fish, and the economic effect resulted for fishermen. Frequent conversations with government officials have informed the local fishing community that population drops have impacted tortoises and fish species. It resulted in a decrease in the fish accessible on the traditional market, which increased demand even more. Despite limited knowledge of protection and punishment, economic benefit has increased for fishermen to harvest certain fish species. The qualitative analysis has categorized the interview result based on each research locations. The result is shown in the following Table 4.

Table 4. The conservation activities in research location (Source: Research data analysis 2021)

Research Location	Conservation Type	Enforcement Type	Fishing Community Implications
Ampiang Parak	Turtle, fish fin, coral reefs	Local government, members of NGOs, group of fishermen	Limits on fishing gear; limits on fishing areas
Maligi	Coral reefs, mangroves, seagrass, sea turtles (leatherback turtle (*Dermochelys coriacea*) habitat.	Local government, members of NGOs, group of fishermen	Limits on fishing gear; limits on fishing areas

DISCUSSIONS

Fishermen communities are most concerned about the economic benefits of ecotourism development (Arlym and Hermon, 2019; Clifton and Benson, 2006). While marine conservation areas are closely tied to the fishing community and biodiversity protection, economic benefits contribute significantly to ecotourism. The fishing community benefited from maintaining biodiversity and natural resources. Increased economic citizens' participation in economics was also considered a critical aspect of ecotourism (Dalem, 2002). The economic connection between locals and biodiversity is limited, and the local tourist's participation is low. The community was important to conserving ecotourism and needed an income urgently (Xu et al., 2009). However, the local fishermen's income on ecotourism management is less profitable due to less strategic service areas. Only a few residents with expertise, commercial assets, and a special position gained profit from the tourism. Moreover, the local government kept revenues collected from admission fees to develop tourism resources but not distributed to the fishermen community.

Resident participation provided an opportunity to support conservation, but a lack of economic opportunities was likely to reduce the earnings. Also, tourism development involves the exploration and evolution of natural resources. The study found that almost all fishermen, particularly women, provide small businesses to visitors, and 26% of women produce dry fish and sell them to tourists for family income. Although regional wildlife conservation is beyond the scope of this paper, the relationship grows if no other alternatives are found (Zamzami et al., 2019). Tourist areas used for environmental development are also viewed as a timebomb for biodiversity protection.

Besides ensuring efficient allocation of tourism benefits, local economic participation aimed to increase urban growth's economic potential by limiting import loss (Eriksson et al., 2019). The loss of household income depended on imports from the global fish supply and other companies. The findings indicated that ecotourism income was not distributed fairly among locals and that the differences are related to location, competence, and resource availability. Moreover, local management should set fair profit distribution arrangements. Maligi village is located in a marine conservation area with limited access to processed resources. Having a large number of employees causes the relationship between ecotourism and economic growth to become unbalanced. Therefore, it is important to use local products and employ fishermen to reduce economic loss. There are various tourism opportunities that have not yet been used in the West Pasaman district, such as Sasak culture and other natural views. Despite good infrastructure and reputation, few tourists spend more time in the research area (Heng et al., 2016).

Furthermore, tourism facilities should be built to maintain the ecosystem, and measures should be implemented to improve visitor numbers and duration of stay in the research area. A system is needed to balance the community's revenue through secondary and tertiary expenses. Opportunities for local residents to assist in conservation area management might be an important encouragement. The unemployment rate has increased at a higher rate than the overall population in the research location. A lack of jobs and little farmland contributed to excess work availability, which is essential for conserving and protecting natural ecosystems. The issue of poor family life and an excessive workforce in tourism development must be discussed. Although tourism in conservation areas is designed for local residents, entry into the business is not always straightforward, especially in isolated areas. Difficulties in hiring local residents are caused by: existing skills, ability to learn and develop new skills, ability to compete with non-locals, and ability to maintain conservation areas. Some young workers do not get employment benefits and only do simple jobs. The main element that causes an imbalance between fishermen and tourists is limited working capital and lack of skills (Sumarmi et al., 2021). It led to delays in village development and low benefits from ecotourism.

Based on the findings, we offer a strategy for sustainable ecotourism management in Ampiang Parak and Marigi villages, namely the Bottom-Up strategy. This strategy fits with the egalitarian culture in West Sumatra. The local wisdom of West Sumatra recognizes the cooperation system in making decisions, including in ecotourism management. Management with a bottom-up strategy can accommodate all the stakeholder objectives. The Pentahelix element involved in ecotourism management is local governments, fishing communities, academics, tourism managers/investors, and journalists (Yuningsih et al., 2019). Therefore, a workshope is needed to develop partnership, collaborarion and trust among ecotourism management and parties (Waayers et al., 2012). The involvement of local communities is limited to small shop services and mini restaurants. There is not much diversity of occupancies. It is necessary to conduct a group discussion forum for all stakeholder components to increase community involvement regarding the opportunities offered to tourists. The involvement includes: providing fishing tours, adding lodging, providing unique souvenirs, serving dives to coral reefs, and providing public facilities such as public bathrooms and parking areas (Sumarmi et al., 2020). Therefore, it is expected to form an integrated management organization in this ecotourism area. Competitive fair play should be given to both local and non-local participants. However, residents should be given priority in tourism activities to avoid discrimination. Therefore, ecotourism management is required to give training and resources to involve fishermen in the industry to increase their employment skills in ecotourism management. Simple businesses and technology using social skills are more effective. Furthermore, the conservation area would have difficulty accommodating and sustaining all of the required work due to the fragile environment and the expanding number of local workers. However, proper training may be necessary for young workers to survive outside the Ampiang Parak and Maligi conservation areas.

CONCLUSION

Following this study's findings, fishermen's communities place a high priority on their economic conditions when confronted with marine conservation activities that could have an impact on their livelihoods. This provides weight to the notion that local communities should place a high priority on social justice and equity when developing conservation plans. More specifically, it is suggested by the findings that prioritizing stakeholder participation, ongoing conversation, and transparency in decision-making may improve trust and promote the equitable distribution of conservation benefits, ultimately leading to better conservation outcomes.

Conservation authorities may benefit from this finding because underprivileged stakeholders were more likely to breach conservation regulations. Also, when implementing marine conservation, integrating planning for alternative livelihoods that are compatible with the local context can aid in improving long-term compliance with conservation standards by local residents. Stakeholder participation is critical for long-term economic, social, and environmental sustainability, as demonstrated by the findings of the study in its overall conclusion. The goal of marine conservation area and tourism is to create a win-win situation for locals, the marine conservation area, and tourism. However, complicated natural, social, and economic backdrops make such ideal partnerships difficult to achieve.

The findings of the current paper, which are characteristic of tourism development in marine conservation areas, particularly in the developing world, may have far-reaching consequences for marine conservation area management and tourism development, particularly in the developing world. Based on the conclusions of this study, a number of policy instruments can be recommended. First and foremost, local capability must be built up through education and vocational training programs. Second, eco-friendly tourism products can be customized to reflect the unique natural and cultural aspects of the location where they are offered. It is also necessary to implement financial support and economic compensation methods for poor local stakeholders, as previously stated. Finally, tax leverage may be beneficial in ensuring that development earnings and conservation costs are distributed in a more equitable manner. They would be more prepared to serve as coordinators in the areas of tourism development and general marine conservation area management, and they should assist in the creation of positive working relationships among the many actors and stakeholders.

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THE URBAN PROFILES OF PEACE TOURISM IN ARAB CITIES: OPPORTUNITIES FOR CHANGE TOWARDS SUSTAINABILITY. CASE STUDY: AS-SALT (JORDAN) AND CONSTANTINE (ALGERIA) CITIES

Foued BENGHADBANE*

University of Oum El Bouaghi, Institute of Management of the Urban Techniques, Laboratory for the evaluation of the quality of use in architecture and the environment (LEQUAE), Algeria, e-mail: fouad.benghadbane@gmail.com

Sawsan KHREIS

Yarmouk University, Faculty of Tourism and Hotel Management, Irbid, Jordan, e-mail: sawsankhries@yahoo.com

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Abstract: Tourism is not only considered as a stimulator for the social and economic development for countries, but also it contributes in spreading peace and enhancing negotiation, comprehension, and exchanging cultures among people in the light of the increased tourist demand. Arab countries confronted fluctuation and instability in the number of tourist arrivals due to security disturbances, conflicts and the vanishing of peace opportunities. In this regard, this research reveals the urban features for some Arab countries in achieving peace tourism because it is considered as touristic destinations that enhance heritage tourism due to the existence of the whole touristic features. The study sheds the lights on both As-Salt (Jordan) and Constantine (Algeria) cities. For the purpose of highlighting the opportunities of peace tourism by its urban features for changing towards sustainability by adopting that combine tourism development, peace building, and heritage conservation in both Arab cities. The researchers also required the development of certain tactical techniques to attain clear results in the research, the study relied on qualitative research in reviewing many documents and research related to both tourism and peace. In addition, field investigations contributed to providing data and information during the period from (2015-2018), like that the observation and interviews conducted with the local community in both cities. Results of the research, represented mainly in the presence of opportunities for peace tourism, which are reinforced by the specificity of the urban characteristics of the two cities, and its clear role in establishing a culture of peace, understanding, dialogue and exchange of cultures, which requires defining a model for the relationship between the development of tourism, peace and heritage in the cities of Salt and Constantine and which is based on tourism planning with the effective participation of different stakeholders.

Key words: peace tourism, urban features, opportunities, sustainability, heritage tourism, As-Salt and Constantine cities

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INTRODUCTION

Tourism is considered a cornerstone for the economies of various countries due to its rapid growth and vital role in increasing the national income. Therefore, it receives a great deal of attention, particularly in countries that lack economic resources with a high unemployment rate. The world has become unequal in terms of peace and security, which are the most important tourist requirements due to changes in tourist behaviors. On the one hand, here are some countries that enjoy the sovereignty of security, stability, and peace. On the other hand, there are some countries in which violence and chaos spread lead to high economical costs that accounted for 13.7 trillion dollars in 2012 and 14.3 trillion dollars in 2014 or 13.4% from the global gross domestic product (Institute for Economics and Peace, 2015). Meanwhile, the contribution in tourism in the gross domestic product has globally increased and accounted for 2.3% since 2005. As such, the foreign expenditure on the tourism has increased with the growth of visitors' exports by 3.4%. Generally speaking, the average number of international tourists has increased all over the world than global average that accounted for 828 million in 2005 to 1.184 billion in 2015. All of which enabled the tourism to become as a primary source for income and job opportunities for various countries that receive tourists (World Travel & Tourism Council, 2016).

In this respect, the tourism constitutes a motivation for achieving peace and security according to a causal mechanism that works on both individual and international levels for achieving the flow in tourism liquidity among countries and even inside one country since the money and cultures are exchanged among societies. Also, peace tourism facilitates diplomatic and commercial relations among countries in a political touristic environment (Herath, 2010).

Peace means, in the domain of tourism; providing appropriate conditions aiming at eliminating violence, and therefore conditions can be improved or avoided through the role of tourism encouraging travel and displacement to improve international understanding, where tourism can assume the role of diplomacy that emerges in interactions and formal relations between governments, as tourism offers opportunities for tourists to interact with host communities to learn more about their personalities, beliefs, aspirations, culture, political tendencies and perception towards life. Peace

* Corresponding author

revolves around equity, social justice, harmony, and cooperation between individuals of different cultural models and the absence of cultural violence and structural (Jimenez and Kloeze, 2014).

The peace tourism constitutes a type of tourism that plays a role in creating urban sustainability because it is considered as a well-established phenomenon in social structures, networks, and behavioral aspects by improving relations, human awareness, and fostering understanding between members of society. Tourism gains increasingly the strength for peace by improving various perceptions and situations in the current diverse society that is surrounded by multiple political events, the phenomenon of terrorism, and political instability in various parts of the world. The supported discourse for the role of tourism is considered as a peace maker by assuming that the communication resulting from travel might positively impact on the international politics and enhances global peace by reducing cultural and Psychological gaps among individuals (Farmaki, 2017). In order to achieve "peace tourism", many international agreements were concluded by the international bodies that control and regulate the tourism industry and policy makers, which are led by the United Nations World Tourism Organization (UNWTO), the United Nations agency specialized in dealing with tourism and presenting its strongest advocates, as well as other bodies related to tourism and politics aimed at peace. The first declaration of peace and tourism was in 1948 i.e. after the Second World War issued by the United Nations for human rights. After that the International Bureau of Social Tourism was established in 1963, followed by the Helsinki Agreement in 1975, and then the declaration of world tourism in 1980 in Manila (Philippines) as “Tourism is a vital force for peace and international understanding” (Wohlmuther and Wintersteiner, 2014,18; Salazar, 2006, 324). In 1985, the “Tourism Rights Law and Tourism Law” was announced in Sofia (Bulgaria) due to the role of tourism in improving mutual understanding and bringing people together for enhancing international cooperation. The United Nations has declared that tourism has paved the way to peace and this was confirmed at the AUN Conference of Environment and Development on June 14, 1992. The Global Code of Ethics for Tourism In Santiago (Chile) was established in 1999 through direct and unstructured spontaneous contacts that arise between men and women in different cultures and lifestyles, since tourism represents a vital force of peace and a factor for friendship and understanding between people all over the world (Salazar, 2006), and in Amman (Jordan) a declaration was made about "peace through tourism" which was adopted at the World Summit "Peace through Tourism" on November 11, 2000 (Kunwar, 2006).

In addition, the peace tourism aims at restoring social balance, encouraging conflict resolution, and eliminating prejudice and poverty through cultural exchange and assimilation between society and tourists. This helps in promoting peace, and its tourism activities help in achieving peace in the minds of tourists by promoting cultural exchange and assimilation between society and tourists to form a harmonious society that is economically strong and free from conflict and injustice, which promotes harmony within a balanced and healthy environment (Mohanty et al., 2019).

In fact, the issue of the relationship between tourism and peace is extremely important for researchers in the tourism sector. Some of them believe that tourism can be an important element in promoting peace opportunities in different geographical environments by the communication resulting from travel among individuals and tourists that reduces cultural as well as psychological gaps and barriers. Also, the communication and continuity between them after the return of tourists to their countries (Causevic and Lynch, 2011), particularly after the widespread use of social media, which increased the role of tourism as a factor for change, and there are those who indicate that tourism benefits from peace and is not a reason to replace it (Moufakkir and Kelly, 2010). Regardless this difference between influence and impact, there are some researchers who have worked on separating this difference and emphasized that tourism necessarily leads to the existence and spread of peace, as tourism cannot develop in a field that is dominated by conflicts and disputes because tourists do not travel to these destinations. Consequently, the gaps between different societies will not disappear (Rowen, 2014).

Therefore, it is necessary to promote tourism and peace together by taking advantage of various international experiences aimed at the welfare of tourists and the promotion of the tourist destination, as well as promoting a culture of peace among the host communities and incoming tourists (Moufakkir and Kelly, 2010), and encourage communication between them so as to understand the various relationships and within the local governance of tourism. Under the prevailing atmosphere of peace, tourism works to promote more peaceful, and sincere relations among individuals with multiple dimensions linked to the existence of justice, respect for human rights, the welfare of the public interest, the protection of global security and the maintenance of a culture of peace (D'Amore, 1988).

In this context, this study will shed the lights on both As-Salt (Jordan) and Constantine (Algeria) cities in order to clarify the role of urban features in achieving tourism for peace, which was a primary driver for improving many tourist destinations, such as heritage, environment, and business, etc. for elevating them towards Sustainability, particularly As-Salt city, which is considered as the museum city, in which the practice of heritage tourism prevails due to its multiplicity of heritage sites that was obvious in completing many urban projects there (Trillo et al., 2020). All of which, played a role in the arrival of tourists, especially as it is a Jordanian city in a country that is characterized by peace and surrounded by areas of tension and conflict. Jordan was able to maintain its stability and security of His Majesty King Abdullah II who played a role in laying down four important reform programs, represented in “Jordan First” in 2002, then the “National Agenda” in 2005, “We are all Jordan” In 2006, and the “National Dialogue Committee” in 2011 (Ababsa, 2011), which made him eligible to receive the Catholic “Misbah Al-Salam/ The lamp of peace” award in the Monastery of St. Francis of Assisi in Italy, on March 29, 2019 (https://ofm.org/blog/king-abdullah-ii-of-jordan-receives-the-lamp-of-peace-award-in-assisi/).

On the other hand, Constantine city has witnessed a noticeable change in its urban features after the completion of many urban projects that supported its tourism activity by increasing the number of tourists coming there, the expansion and the diversification of tourism services, such as hotels, entertainment areas, and infrastructure coinciding with the rule of peace provided The Civil Harmony Law and the Charter for Peace and Reconciliation endorsed by President "Abdelaziz

Bouteflika", where a general and comprehensive referendum was held on September 29, 2005, during which the Charter accounted for 97% approval, and implemented as a law on February 28, 2006 (http: / /lipietz.net) for ending all the conflicts and disputes that broke out in the beginning of the nineties (the black decade), and the high percentage (97%) reflects the desire of the whole Algerian community for peace. Hence, an increase in the number of local and foreign tourists' arrivals as one of the most important destinations tourism in which local community improves tourism services and ensures the well-being of tourists in light of the new orientation of the state to develop the tourism sector.

The researchers choose the cities of Salt (Jordan) and Constantine (Algeria) for many reasons:

First of all both of them are Arab cities sharing many geographical features, knowing that the first one is located in the Arab Mashrek (Asia) and the second one is situated in the Maghreb (Africa). Secondly, the local community of these cities lives in peace leading to the creation of the appropriate environment for peace tourism. Therefore, this research focuses on the importance of urban features in establishing peace tourism in As-Salt (Jordan) and Constantine (Algeria) cities.

Objectives of the Study

The study aims at:

- Clarifying the urban features of As-Salt and Constantine cities, which reflect the possibility of achieving their peace tourism.

-Highlighting the various types of the practiced tourism in both As-Salt and Constantine cities the light of the multiplicity of tourism features.

-The method of constituting urban features that are attributed by understanding, dialogue and cultural exchange between societies.

-Clarifying the mechanism of employing peace tourism in promoting change towards sustainable tourism with the participation of the local community in both As-Salt and Constantine cities.

Significance of the Study

The significance of the study stems from:

-The importance of the subject "Peace Tourism" within a strong correlation between influence and impact.

-The topic of peace tourism is a recent trend in Arab cities in the sustainable tourism industry, particularly when it deals with the cities of As-Salt (Jordan) and Constantine (Algeria) that are considered the first studies that tackle this type of tourism at the level of Arab cities.

- Peace environment existing in both As-Salt and Constantine cities since their inception and development over time through the urban landmarks constructed on them, which represent at the same time the features of sustainable tourism development within a rational local tourism management.

LITERATURE REVIEW

Peace represents a key indicator in choosing tourism destinations for travel, recreation, leisure and exchanging cultures within the intended destination communities as well as the contribution of the local community is considered as an ambassador of peace in preserving and enhancing the welfare of individuals in society and the natural environment, and due to this growing importance, many researchers have worked to clarify the nature of the relationship that links tourism and peace between influence and vulnerability through many academic scientific research. Northern Ireland's experience in resuming peace tourism is considered one of the first international experiences (Boyd, 2000), after suffering from terrorism that has lasted 30 years, and for this we have to take advantage of the achieved peace to revive its economy, and the heritage landmarks spread among it were one of the most important attractions, which requires marketing as opportunities that must be exploited to promote heritage tourism from the perspective of sustainability. In addition, business tourism is concentrated in the capital "Belfast". Consequently, Northern Ireland constitutes a destination of peace tourism that is rich in its natural and human heritage as indicated by Boyd in 2000 that the development of heritage and cultural tourism in Northern Ireland depends on its achieved peace.

It is Followed by "Shin" in 2005 who clarifies the importance of peace and tourism in light of the growing demand of global tourism, while many tourist destinations suffer from instability, which requires a study looking at the coexistence between tourism and peace and its implications with the focus on the existing relationship between peace and tourism in Korean Demilitarized Zone DMZ, where political issues play an important role in this region, and establishing political stability is essential for the development in South and North Korea within the framework of tourism cooperation between them, which will have a positive impact in the presence of a peace and security environment that was supported and confirmed by the attitudes and positive perceptions of international and local tourists towards peace and cooperation in this region (DMZ) as a tourist destination and a place of peace between the two Koreas (Shin, 2000).

It is worth mentioning that the development of the concept of peace through tourism dates back to "Salazar" as one of the academic experts in tourism. In his research published in 2006 the method of building a culture of peace through tourism (Salazar, 2006). After that, interest in peace tourism continued in many previous studies that focused on different aspects with the aim of establishing them according to different cases of tourist destinations in the world. Southerners who visited North Korea's Kumgang mountain resort, which these tourists viewed as a site of peace tourism could combine "the policy of rapprochement between the rising sun" and "the mutual strategy between inter-Korean". The project of this resort combines cultural, contradictory, and idealized spaces at the same time. Therefore, the future of tourism in the resort opens several directions for research at the local level upon restarting it for exploring the perceived value resulting from the new political environment of tourists (Lee et al., 2012).

Besides, Nepal provides a model for more destinations of peace tourism, which Upadhayaya explained it, in 2016, in his study on Nepal that requires the presence of tourist security, as it combines manifestations of violence and natural hazards in a region that highlights the highest mountain peaks in the world, where it is considered a destination for adventure, recreation, and ecotourism tourism. However, it is fraught with some both security factors and internal obstacles between management and employment in corporate tourism institutions, such as major hotels, casino, and airline companies, which lead to some kind of violence. Also, some sudden natural accidents, such as earthquakes, avalanches, landslides, floods, and severe snow, which requires promote coping strategies to prevent, mitigate, and manage the tourism crisis that arise in different types of security incidents (Upadhayaya, 2016). In Indonesia, peace tourism has received great attention, as evidenced by "the vision of the management of the tourist destination" in "Kuta Bali" on the island of Bali, which seeks to cultivate a culture of peace among the tourists' arrivals and raise their number by presenting a statue of a "miniature" monument to "Ground Zero". "As a peace memorial, and the history book of the memorial as a souvenir for tourists, packaging symbolic products to realize the values of peace, providing a special place for tourists to pray, and ensuring a tour of the region to attract the interest of tourists by providing interpreters to explain the memorial, to re-explore and mobilize the potential of peace as a new tourism product in "Kuta Bali" that allows a new experience based on peace tourism products to be introduced as reached by Ariana and his colleagues in their study which was carried out in 2016 (Ariana et al., 2016).

In 2017, ‘’Does’’ and ‘’Kawano’’ discussed peace tourism in a participatory approach to the world heritage site of ‘’Hiroshima’’ and ‘’Miyajima’’ island to be a kiss for peace tourism, which was strengthened after the visit of the US President in 2016 and selected for the Nobel Peace Prize in 2017 as a major tourist destination in Japan, it can provide a culture of peace for the local community as well as for incoming tourists who know their numbers increase, as well as the possibility of transferring "the participatory heritage of the atomic bomb experience through ‘’peace tourism’’ (Does and Kawano, 2017). On the other hand, “Mishra” and “Verma” tackled the great role that tourism in India plays as an engine for sustainable economic development directed peace, where it was concluded that tourism is gaining a significant capacity due to its positive impact on the sustainable development of India, which requires the development of plans and appropriate policies to promote tourism as a means of achieving sustainable development and peace (Mishra and Verma, 2017).

Also, “Zulafqar” in 2018 dealt with the analysis of the impact of peace on tourism in Jammu and Kashmir that are regarded as the most attractive tourist destination because they contain many tourism features, such as fertile green valley, favorable climate, snow-capped mountains, springs, and temples, particularly in Gulmarg, Phalgam, Dal Lake, Wular Lake which deserve seeing their tourist attractions. Jammu and Kashmir region have received national and international attention due to the increased number of tourists' arrivals that has not known been stabled due to the turmoil, particularly in the last thirty years as a result of the armed struggle and the accompanying destruction of public buildings, heritage monuments, bridges, hospitals, the private institutions, and commercial shops with the beginning of peace in the region since 2007, the tourism sector recovered and many investment projects were found related to the development of fine handcrafted products and the creation of adventure places such as trekking and skiing had a great impact on increasing the number of international tourists due to the peace process, which requires achieving sustainable tourism as a first step in this region that has rich and multiple tourism resources (Zulafqar, 2018).

In 2019, “Mohanty” and his colleagues clarified the role of tourism in promoting peace through the development of sustainable community-based tourism by linking the environment and the local community with tourists and other important aspects taking Odisha city in India as a spatial area for this study, which follows the policy of decentralization in tourism planning with active participation of all members of society in all its groups, trying to achieve creativity for local peace in the city of "Odisha" to provide the tourist with satisfaction as well as leading the welfare of the host population, especially as it has multiple and diverse tourism resources such as beaches, palms, forests, biodiversity, mountains and temples (Mohanty et al., 2019). In 2020, Seyfi and his colleagues studied the issues of tourism, peace, and sustainability in destinations subject to economic sanctions such as Iran that seem as a tool for fostering peace instead of armed intervention. Thus, it is primordial to promote sanctions and tourism as well as a force for peace and reconciliation process relying on international relations, political science and decision-makers in the tourism and hospitality industry (Seyfi et al., 2020).

Pedersen (2020) confirms that tourism reinforces the existence of peace. Moreover, it is considered as a "vital force for the peace and international relations that are reinforced through global tourism originations aiming at enhancing peaceful relations through national and cultural borders (Pedersen, 2020). With the growing importance of peace tourism, IGI Global published in 2021 a collective book, under the direction of Louis D'Amore, entitled "Role and impact of tourism in peace building and conflict transformation", offering an approach to peace through tourism, an analysis of the dynamics of tourism in international relations and a presentation of some studies focusing on peace building, cultural interactions and international relations (Da Silva et al., 2021). Accordingly, peace tourism combines two basic concepts: "tourism" and "peace" in a relationship of influence and vulnerability where natural and human hazards are absent and tourism security is resolved. It depends on the active participation of local communities in creating the appropriate atmosphere for exchanging cultures and establishing principles of tolerance and harmony in a voluntary framework of the state within its desired development policies that aimed at achieving sustainable ecotourism, enhancing heritage and cultural tourism, and stimulating medical tourism and business tourism.

Methods and Procedures

The study relied on exploring urban features in both As-Salt and Constantine cities to promote peace tourism based on qualitative research in reviewing many documents and research related to both tourism and peace as well as trying to mix the two concepts to clarify the nature of the potential relationship between tourism and peace as an affect and effect (Pratt and Liu, 2016). In addition, field investigations that contributed in providing data and information during the period from 2015-2018 in which both cities visited to coexist with their urban components to realize their role in achieving peace tourism that was based on observation without forgetting in-depth interviews conducted with the local community in both cities and the tourists arrivals there in order to understand the extent of the awareness gained in dialogue and exchange of cultures (Farmaki, 2017). The research also developed certain tactical techniques to reach clear results (Figure 1).

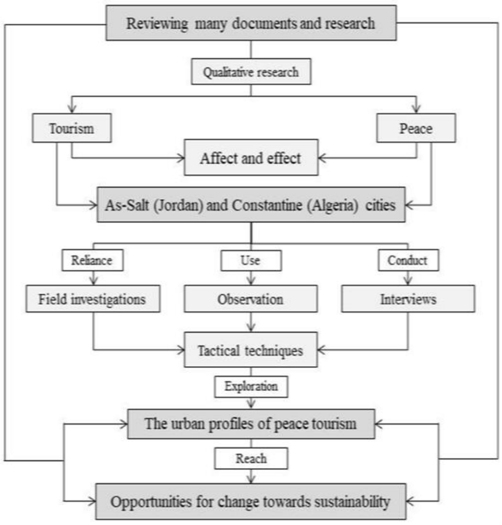

Figure 1. Research conduct and methodology (Source: Authors, 2021)

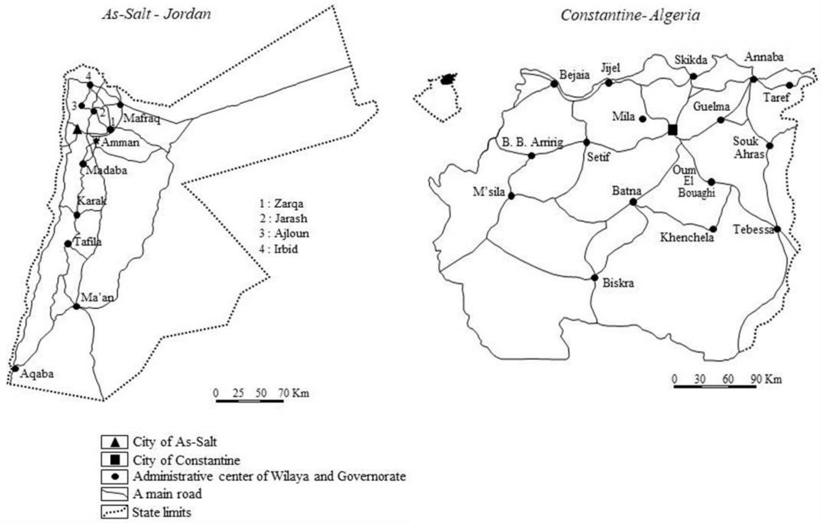

Figure 2. Administrative location of As-Salt and Constantine cities (Source: Michelin, 2003; Road and tourist map: Algeria- Jordan, 1/10.000, Michelin travel edition, Paris)

The geographical situation for the corridor of peace in both As-Salt and Constantine cities:

As-Salt is located northwest of the Hashemite Kingdom of Jordan at latitude 32,02 ° N and longitude 35,44 ° E, within the Al Balqa mountains at an altitude of 880 meters above the surface level, and 28 kilometers northwest of the capital Amman (Greater As-Salt Municipality, 2016). On the road leading to Jerusalem passing through Wadi Shuaib, and far some kilometers to the south from the road leading to Nablus as well as from the road that is connecting As-Salt to Jerash and Ajloun. Also, its location constitutes a ground break point between the Jordanian Badia and the internal plateaus in the east, the Jordan Valley, and the Palestinian highlands in the west.

This site enabled it to become as a land transportation link that connects these regions to each other with a network of major roads (Qtiashat et al., 2018). Therefore, As-Salt city is characterized by the privacy of its location on the road to peace because it is regarded as the Christian pilgrim crossing to Jerusalem and Bethlehem (west), and the Islamic pilgrimage towards Mecca and Medina (to the south), and a transit center for trade caravans from the ports of the Arabian Peninsula to the Levant and from there to Europe and North Africa. The city of As-Salt represents the administrative center of Al Balqa Governorate, and its population amounted for 72,576 people in 2004 which represents 21.3% of the total population of Al Balqa Governorate estimated by the same year to 344,985 (Hyasat and Alnahleh, 2014). In respect of Constantine city, it is located in the east of Algeria within 431 km from Algiers, in the high plateau region at a latitude of 36.23 ° north and longitude 7.35 ° east and at an altitude of 640 meters (Larouk, 1984).

It constitutes a point that links between the northern hill region and the southern desert region as well as the crossroads of the main national roads in the east of Algeria that flow and distribute traffic and flows with neighboring cities, such as Annaba, Skikda, Jijel, Guelma, Oum El Bouaghi, Batna and Setif, and Constantine is the third largest Algerian city (418,672 population in 2008) (ONS, 2011) after Algiers and Oran (Figure 2). It is worth mentioning that Constantine, through its long history over 2,500 years played an important role as a crossroads in all successive civilizations, such as (Numidia, Roman, Arab Islamic, Turkish and French), which reflects the importance of security and stability prevailing throughout the history (Benghadbane, 2020).

Site specificity suitable for peaceful coexistence:

As-Salt and Constantine cities attributed by their mountainous sites which had a great impact on the nature of their interrupted urban fabric between its morphological units. As-Salt city is located on three main mountains, namely: Jabal Al-Qalaa, Jabal Al-Jada'a and Jabal Al-Salalam, that surround the central square “Al- Ain” of the city, which reach the Valley of the Kurds and Wadi Al-Salt that has a great impact in dividing the city of As-Salt into distant neighborhoods, located on the peaks, slopes, and feet of the mountains, which make them different in their height and in the proportion of slope, as it effectively affected the construction of roads, their extension, and direction (Almatarneh, 2013). It took paths in line with the valleys and the nature of the prevailing land slope in them, which led to the allocation of these roads for vehicles and for men and that have many stairs due to the slope, the floor areas allocated for construction are very small, which made the various uses of the land in the city overlap among them, as the buildings differ in their height in terms of the number of floors and their spatial distribution, and the morphology of the city appears in three coexisting forms between them. These are the combined shape, the striped shape, and the scattered shape (Qtiashat et al., 2018).

The city of Constantine is created on a defensive position on the mountain “Le Rocher”, surrounded by a valley “Rhumel” on almost all sides, which crosses deep gorges. Also, when it was created, it was “Fort” on “Le Rocher” rock and then developed along it outside the rock on the mountains and surrounding hills, such as (Mount “Sidi M’Cid”, the “beautiful scenery” hill, “Mansoura” Plateau ...) (Benghadbane, 2020). All of which affected the road network plan that was distinguished with its steep slopes and parallel with elevation lines as well as the spread of suspension bridges to connect the various neighborhoods whose construction style and height have been linked to the topographical features of the city. However, the city has gradually become a center for exchanges, trade, economic, and social attraction. After that it has become a city of radiation for science and culture for all parts of the region, which enabled it to become the “Arab Culture Capital of 2015” (Boukerzaza, 2015). As a result of the great role of peace prevailing in both cities that ensure their survival despite the disappearance of the defense factor, since the battle of dignity in 1968, the city of As-Salt witnessed stability and security and continued its urban growth outside three mountains. Similarly, Constantine city, since the French occupation in 1830 achieved that. Thus, the city continued to grow and expand outside the rock (Le Rocher) to extend over the hills and mountains around it, in order to ensure its urban, social connectivity, and cohesion. These topographic units were connected to a number of bridges (Benghadbane and Khreis, 2019).

A multi-clan social structure in harmony and solidarity:

In fact, the location of the two cities helped in diversifying their social structure. As-Salt city arose in the form of human agglomerations, i.e. neighborhoods that include a group of lanes separated between them by main streets, from which stairs and corridors are branched. These agglomerations have developed and spread in the foothills of the mountains to meet with each other at the feet of these mountains in the place of “Al Ain” Square, which has become as a commercial center of the city (Zalloum and Tarrad, 2020). “Al-Awamleh” and “the Kurds” agglomerations were among the first to settle in the foothills of the Citadel during the 16th century. At the beginning of the 19th century, the Qatishat agglomeration was formed in a central area between the “Al-Awamleh” and the “Kurds”, followed by “Al-Jada” and the “Al-Ghorabae” at the beginning of the twentieth century, as the “Al-Ghorabae” agglomeration is inhabited by immigrant merchants who came to the city for work, trade, most of them are from Palestinian cities (Jerusalem, Nazareth and Hebron, particularly from Nablus city is often called the “Nablusiya’’ agglomeration and Damascus, Lebanon, Turkey.

In fact, immigrants continued to arrive to As-Salt especially after 1967, and they organized their place of residence in the form of lanes, as each neighborhood became known as the geographical area, such as the “Al-Sawarfa” neighborhood relative to the village of “Surif”, and the neighborhood Al-Yatawi is a relative of the village of Yatta in Palestine (Fakhoury and Haddad, 2014).

It is worth mentioning that the social structure of the population of As-Salt city despite its multiple geographical origins was affected by a tribal system, kinship, and lineage, which has increased the strength of its social association that is based on solidarity and cooperation in facing various problems, and this has led to the creation of a relatively homogeneous society without the existence of economic and social differences between the population (Khirfan, 2013), with the absence of class among the neighborhoods of the city without forgetting the role of mosques and the multiple churches scattered within the city that work to spread awareness of social connectedness (Alzoabi, 2004).

Constantine has witnessed peace and security since Ottoman protection (1500 AD), which attracted the inhabitants of the neighboring countryside to settle there. In addition, providing housing and work as a result of commercial and economic vitality that extended its influence until Tunisia and Libya under the rule of Saleh Bey who made it as the capital of the Eastern Province and increased the social link between Algerian families and Ottoman families with kinship, lineage, and formed a societal product known as “Karagleh” (Larouk, 1984). Also, several mosques were established in the city the most famous one is “Sidi Kettani” mosque that activated the cultural and educational life in the city. The city's population after the French occupation (in 1866 AD) reached 37,026 people, divided into three social groups (Muslims, Jews and Christians) (Pagand, 1994), in a way appropriate to the divisions that the colonizer made by dividing some of the main ways of the city on the rock to turn it into 03 major neighborhoods, such as the European neighborhood, the Islamic city, and the Jewish quarter. Despite the variation in religions and the high population density, the city remained stable and secure, for each category of its services and facilities despite the presence of the occupation, and Muslims have endeavored to preserve the bonds of good relations between them and the Jews in social and economic relations. Regardless the prolonged disdain of the Jews, the Jews have gone a long way in insulting the Algerian Muslims until the events of August 3-11, 1934, (Attal, 1996), without forgetting the events that occurred during the National Liberation Revolution (1954-1962). This is normal in a city under foreign occupation, until the independence of Algeria on July 5, 1962, in order to give the room for peace and security in Constantine city until the present time.

Various Cultures Based on Education

Cultural values are necessary for the emergence of the two cities. As-Salt study included the first secondary school (Salt Secondary School in 1923 AD) in Tel Al-Djadour, within the framework of the reform movement, which was concerned with education and coincident with the activity of the missions coming from Europe that contributed in the establishment of many sectarian schools for the education of Muslims and Christians (Alzoabi, 2004), such as Al-Sayfiya School, the English School, the Greek Orthodox School and the Monastery of the Latin School. It should be noted that As- Salt Secondary School has graduated seven presidents from the governments, more than 70 ministers, and a large number of senior civil and military officials. As a matter of fact, cultural and educational activities of both religions have increased upon the establishment of Al-Balqa Applied University in Al-Mansheya area in 1997, followed by the establishment of the King Abdullah II School of Excellence in 2004 for the preparatory and secondary stage in As-Salt which is regarded as the first of its kind in all parts of the Kingdom.

As for the city of Constantine, the cultural life was revitalized by its embrace of the headquarters of the Association of Muslim Scholars led by Sheikh “Abdel Hamid ben Badis”, and the headquarters of party “The Star of North Africa”. It also published several newspapers in the Arabic language, such as “Al-Manbar” and “Al-Ummah” newspapers, the newspaper of the nation and the trade unions, and the "Chehab" magazine, which were all expressing the social and economic life of the city's residents with the aim of resurrecting peace in the North Africa region (Larouk, 1984), as cultural life developed after Independence in 1962with the presence of the French Cultural Center, the Cultural Center “Abdel Hamid ben Badis”, “Mohamed El-Aid Al Khalifa” (Figure 3) and “Malek Haddad’’ (Figure 4) in the city center of Constantine. In fact, the cultural exchange between different people increased through the presence of the "Prince Abdel Qader" University for Islamic Sciences in the “beautiful scenery” hill, which receives students of various nationalities for learning that also includes a mosque for the establishment of prayer, and has taken in its design the Andalusian oriental style and its elegant decoration of Islamic architecture, and the mosque can accommodate about 15 thousand worshipers. Meanwhile, the “Brother Mentouri” University in the “Ain El Bey” region has been designed by the international architect “Oscar Niemeyer”, which is a destination for those interested in attractive architectural artifacts, for the peculiarity of its design inspired by the basic tools of study such as the book, pen, ruler, inkwell, and sharpener, which gave it a unique external view in the world, and made it as a scientific edifice with a record full of genius names in various fields: scientific, intellectual and literary, learned or studied there. The International University of the “New town” of Constantine also worked to provide educational opportunities for many foreign students in various scientific disciplines that confirm the consolidation of the values of cultural exchange between societies in Constantine city (Belbacha, 2011).

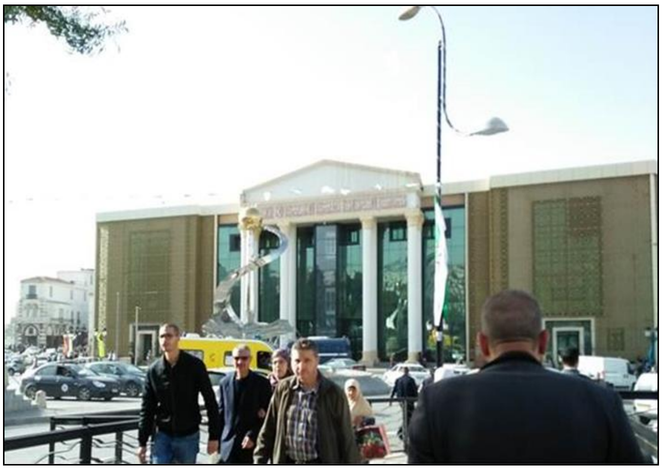

Figure 3. Cultural center ‘’ Mohamed El-Aid Al Khalifa’’ in the city of Constantine (Source: Authors, 2019)

Figure 4. Cultural center ‘’ Malek Haddad’’ in the city of Constantine (Source: Authors, 2021)

High and avoidance roads and suspension bridges to extend the bonds of both solidarity and fraternity

The roads linking different neighborhoods and cities express the desire for commercial, cultural and scientific exchange between different peoples in their customs and cultures, as well as bridges that challenge the difficulties posed by nature in the desire of societies in solidarity, fraternity and communication, which can be observed in many cities across different civilizations aimed at settling the features of peace and security among their peoples. While in situations of conflict and war, we note that the first thing to do by any enemy at the beginning of the confrontation is the bombing of roads, bridges, railways and the corridors of airports. Therefore, the first manifestations of conflict is the destruction of roads and bridges, and the manifestations of peace and security is to strengthen its presence, and this is what we find in the cities of As-Salt and Constantine, making the opportunities for peace tourism to be present intensively.

As-Salt is characterized by its difficult topography, which was reflected in the overcrowding of housing and its proximity to each other, the steep slopes of its roads, its narrowness, due to its geographical and demographic nature (Qtaishat et al., 2019), and Sixty Street was established to constitute roundabout that helps residents to move easily, and use alternative methods of internal roads in As-Salt city, which is difficult to take. Sixty street has become a tourist and recreational place for all city residents and suburbs (Figure 5). It extends from the first bridge “Z” to the end of the “Al Manshiya” area where the Al-Balqa Applied University is located, and its length ranges between seven to eight kilometers, and it opens the way for everyone to find a spatial space in which the residents enjoy a healthy atmosphere, and fresh air that helps exercise in every sport all the time and from both sexes during the summer and the holy month of Ramadan, the youth and families previously used to go to Amman, Aqaba, or the Dead Sea for walks, or to sit on Amman-Salt Road, except that the presence of Sixty Street has become a suitable alternative for families for hiking, exercising, and sitting for long hours may reach midnight in the summer, and until the dawn call to prayer in Ramadan (http://rasseen.com/art.php?id=36d4302b08bf0430ba1e9bbf48bd16ea99bc5570).

On the other hand, Constantine city is also characterized by its difficult topography and interruption among its terrain units, it has spread high and suspended bridges to link between the various neighborhoods of the city, facilitate movement, emphasized communication and continuity between different groups of society and their cultures as these bridges embody successive civilizations. Over the city, the bridge “Qantara” was constructed during the Roman period and was rebuilt in the late Ottoman period (1792 AD) (Bouchareb, 2006). Also, during the Ottoman period, the “Devil” Bridge was built at the bottom of the Sand Gorges. During the colonial period, several bridges were built. The most important of which was the “Sidi M’cid” bridge in 1909 AD, “Sidi Rashed” Bridge in 1912 (Figure 6), “Waterfalls” Bridge in 1928, “Mellah Suleiman” Bridge in 1917 AD, and “Saleh Bey” Bridge in 2014 AD (Figure 7) in the period of independence (Belbacha, 2011). Such bridges worked on connecting the city of traditional Arabic on the rock and the neighborhoods of “Prince Abdel Qader” and “Bab Al-Qantara” with the European style, while connecting the old city with the university hospital "Abdel Hamid ben Badis" and the “Mansoura” Plateau where the European style neighborhoods, such as “Sidi Mabrouk” neighborhood, “Mansoura” neighborhood, and “Al-Bosky” neighborhood as well as a link for new neighborhoods with a collective style, such as “Daksi” neighborhood, “Sakiet Sidi Youssef”, “Ziyadia” and “Djamal Abdel Nasser” square and from there to “the beautiful scenery” neighborhoods, such as “Siloc”, “Fadila Saadane”, “Djenan El Zitoun”, “Boudjnana”, “Bousouf” (Benghadbane, 2001).

Figure 5. The road of ‘’Sixty’’ in the city of As-Salt (Source: Archives of the municipality of Al-Salt)

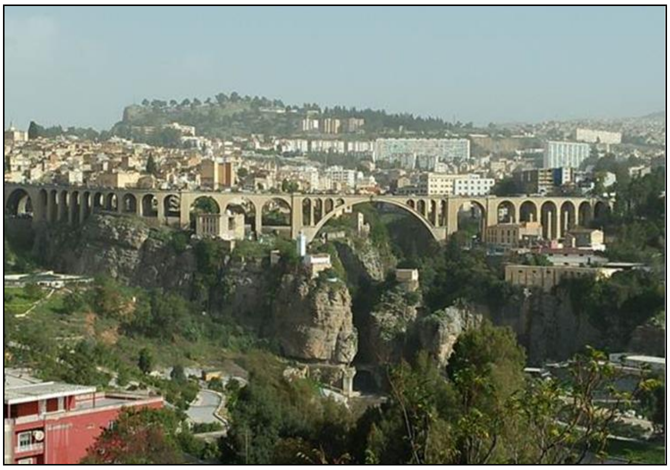

Figure 6. “Sidi Rashed” Bridge in the city of Constantine (Source: Authors, 2020)

Multiple religious features that reflect the desire for tolerance and peace

As a result of maintenance and preservation work, the spread and presence of religious monuments, such as Islamic, Christian, and Jewish in their good condition reflect the extent of the community’s desire to tolerate interfaith and lay the foundations for peace and solidarity, as the city of As-Salt embraces many shrines of the prophets, and among them we can mention “Joshua bin Nun” , “Shuaib” (Figure 8), “Yeshua” (Figure 9), “Ayoub”, “Jad Bin Yaqoub”, “Djadoor”, the shrines of the Companions, “Ubaidah Bin Al Jarrah”, and “Dhir Bin Al Azwar”, which are places where many people, researchers, historians, writers and tourists come to, and where victims and vows are presented, especially on holidays and religious occasions (http: // alrai.com/article/10444819). In addition, there are many churches, such as the Church of the Virgin Mary’s Rest, the shrine and the Church of the Greens, and the Latin Church, adjacent to the mosques (the Great Mosque, the Small Mosque) and the Evangelical Complex (Alzoabi, 2004).

Figure 7. “Saleh Bey” Bridge in the city of Constantine (Source: Authors, 2020)

Figure 8. “Shuaib” shrine in the city of As-Salt (Source: Authors, 2018)

In the city of Constantine, religious tolerance and a desire for peace are evident through the presence of the statue of Our Lady of Peace "Virgin Mary" on the tops of Mount “Sidi M’Cid” overlooking the slopes of the “Mansoura” Plateau and its adjacent to the Jewish cemetery that has been preserved by the local community of the city next to the mosque of "faith" and on the left of All of that was established "the monument of the dead" and here we find the coexistence of the three divine religions: the Jewish religion, the Christian religion, and Islam which gives the city of Constantine the prestige and reverence of the sacred ancient cities in which civilizations and religious beliefs are known to man since the dawn of history. It is worth noting that central Islamic cemetery of the city is adjacent to and close to the Christian cemetery in the neighborhood of "Belouizdad". Also, Jewish residences still exist in the city of Constantine in the neighborhood of the street, and among them is the residence (house) of the international singer "Enrico Macias" alongside the synagogue of Jews near the "El Asr" market below "d'Aumale" high school. Moreover, many ancient and modern mosques are scattered all over the city along with the corners, namely: "Rahmaniyya", "Tijaniya", "Tayyibi", and "Hanasul" as well as the shrines in the old city, Sidi Mabrouk, and Sidi M'Cid neighborhoods (Ahraw, 2013).

Museums are a memory of people's civilizations and cultures:

The "Salt Historic Museum" is the most important museum in the city and in the Kingdom as well, which carries among its walls the history of the city in all its aspects, it is one of the houses with great architecture overlooking "Al Ain" Square, and it is so-called as "Abu Jaber House" (Figure 10). It has been established in 1893 by the constructor Al-Nabulsi "Al-Haj Abdul Rahman Al-Aqrouq" and finished in 1906. It is known that he used the basement as a warehouse for supplies, firewood, hay, and as an animal store, while the first floor was an addition and a place for holding banquets. Upon the announcement of Great Arab Revolution, the representative of Prince Abdullah stayed there for three months before declaring As-Salt as the capital of the Emirate of Transjordan (Zalloum and Tarrad, 2020).

In the city of Constantine, the Museum "Cirta" stands out as the oldest museum in Algeria (Figure 11), where its establishment was an imperative to house and collect the huge number of artifacts discovered in the city while converting its northern part to a European city during French colonialism, due to the efforts of archaeological association of the province of Constantine, which has an active role in the establishment of the museum that was inaugurated in 1931(Belbacha, 2011), as the museum was known in the framework of the Constantine demonstration as the Capital of Arab Culture (2015). Preparation works affected a number of its halls in which he received a large number of foreign visitors from various fraternal Arab states as well as from European friendly countries to see the various artifacts. Most of which date back to the Numidian period, as Constantine was the capital of the Numidian queen under the name of "cirta", and it is worth mentioning that during the year 2015, the Cirta Museum accommodated more than 5,000 visitors such as Algerians and foreigners (Directorate of Tourism and Traditional Industries of Constantine, 2016).

Figure 9. "Yeshua" shrine in the city of As-Salt (Source: Authors, 2018)

Figure 10. "Abu Jaber" Museum in the city of As-Salt (Source: Zalloum and Tarrad, 2020: 364)

Cafes and Guesthouses Reflecting Customs and Traditions:

There are many heritage restaurants in As-Salt city, such as "Al-Gherbal", "Al-Amad", and "Tawahin Salt" seek to provide meals that reflect the customs and traditions of the Sultan community as well as guest houses which are represented in "Aziz House" that was built in the beginning of the nineteenth century as a social project for tourists that is distinguished by its ancient heritage character, and its stunning view of Al-Jada'a Mountain on the heritage castle mountain, "Al Ain" Square, "Al-Hamam" Street, and the most important churches and mosques in the ancient city of As-Salt**.** Also, the house consisted of 12 hotel rooms, including 5 hotel rooms equipped with the latest amenities, where the rooms are rented at promotional prices. Aziz House is the first heritage hotel in the center of As-Salt city that receives visitors to As-Salt city in the reception halls containing pictures, manuscripts and a library dealing with history the architect and socialist of the city.

"Abu Al Samman" emphasized that the visitor has an opportunity to experience the traditional cuisine prepared by the region's ladies in the house of Aziz's kitchen, in addition to the experience of preparing local sweets that are popular in As-Salt city, and traditional fizzy drinks of tea and Arabic coffee and aromatic herbs that grow in Region (http://alrai.com/article/535133.html). As-Salt is also famous for its heritage cafes, including the "Zamanak Ya As-Salt" café, which is the first of its kind in As-Salt. It is represented in an ancient antique house that exceeds 120 years old, and is distinguished by its architectural style that was famous in that era that is illuminated by its yellow stones, its distinctive, and unique contrasts where the grounds of the cafe are littered with red heritage rugs, the entrance to the cafe is decorated with vineyards, the large berry tree that is almost empty of all the royal houses.

Also, it features its golden stones, which are laden with stories and tales of this ancient city, the details of the story of religious coexistence where four families lived in this same house, two Christian families and two Muslim families who lived in the same place, with one yard, a shared kitchen, and its members ate from the same plate.

Constantine city is characterized by its popular restaurants and cafes that offer services to those who go frequently whether to the local residents or to the tourists who come from different sides of Algeria or even foreigners, and from these places stands out clearly the “Nedjema” cafe (Figure 12) that has remained entrenched from the collective memory of the city's residents despite its simple nature. It is considered as the identity of the city, which is strengthened by its famous buildings and historical landmarks. It was established in 1928 by its owner, “Al-Hajj Khojah Al-Ajabi”, next to “Abdel Hamid Ben Badis Old School”, “Al-Shatt” and the “Forty Sharif” neighborhoods where the Association of Muslim Scholars was located. Sheikh “Abdel Hamid ben Badis” was sitting in this cafe, and other personalities who studied at the school, including the late President “Houari Boumediene”, “Mohamed Boudiaf”, “Rabah Bittat” and “Ismail Hamdani”. The café also meant the elders of the composer and the musician Zawawi, Muhammad Al-Tahir Al-Furqani, who were sitting in the “Nedjema” cafe before and after performing the music, and many of the workers of the tobacco factory “Benchikou” nearby who were passionate about the traditional Constantinople were gathering in the “Nedjema” cafe to talk about the art of "the familiar" and "Al-Esawah", as the “Nedjema” cafe was in the past a station that must be stopped for those who pass through the city on their way to the train station, “Nedjema” cafe is characterized by wooden décor and colored porcelain similar to its status previously without making any change. Some musical instruments were hung on its walls, photographs, some of which are old, reminiscent of days. Consequently, “Nedjema” Cafe remains the memory of an entire city and has a history of nearly 100 years (Ahraw, 2013).

Figure 11. “Cirta” Museum in the city of Constantine (Source: Authors, 2021)

Figure 12. “Nedjema” cafe in the city of Constantine (Source: Archives of the Directorate of Culture of the wilaya of Constantine)

Traditional Crafts and Industries for Cultural Exchange:

As-Salt city is distinguished, like other Arab cities, with the commercial specialization of its streets, which is characterized by the gathering of the owners of one craft in a specific place, and there are many works and traditional crafts in the authority and many skilled craftsmen scattered in many shops in “Hammam” Street, the Green Street, the lower municipal street where blacksmiths, shoemakers as well as barbers gather, and stores selling Arab sweets and spices (Zalloum and Tarrad, 2020). In regard to Constantine city, it is well-known for its traditional crafts rooted in its history and connected to its origin, which is the gold industry through many ornamental jewelry are produced for women where there are specialized alleys for the jewelers' shops in the old city, as well as the copper industry from which traditional utensils and tools are made for decoration. Also, the copper industry from which traditional utensils and tools are madefor decoration and home use (Ahraw, 2013). Many stores were found in Constantine city, but most of them are concentrated in “Bardo” district, which is devoted to this type of traditional industries dedicated to it is known as tailors Street as well as dessert stores (Boudjadja, 2014). All these traditional crafts enriched the cultural life of the two cities and became an integral part of the cultural tourism of the two cities.

Heritage tourism reinforced by the sovereignty of peace and security:

Heritage sites are considered as essential resources to legalize a specific social reality, which often emphasizes the differences between societies (Graham et al., 2000; Lowenthal, 2005). Therefore, As-Salt city is dominated by heritage tourism based on the many heritage buildings densely populated there, which was built by reservation with a yellow stone that take semi-unified architectural forms, especially in the form of windows, doors, and balconies where heritage tourism depends mainly on the local community of the city, i.e. its residents as in 2005. Therefore, they work to introduce and provide various explanations for their tangible and intangible cultural resources (Al Bqour, 2020). As such, touristic tours are distinguished in the city, which take approximately three hours, with the presence of a tour guide who guides tourists about the characteristics of the city, organizes visits to heritage homes and the guest house, identifies the most prominent customs of the city by using an actual application that includes providing Arabic coffee, and eating a home lunch Traditional such as “Maqlobah” and “Khabeesa”, dresses in some traditional clothes, and attends a ceremony for resolving disputes and reforming individuals (http://saltcitytour.com).

Due to the importance of tourism in As-Salt city many projects were found to rehabilitate and preserve its landmarks, which were concerned in the market area, Al-Hamam Street, stairs, and narrow roads, squares, and places where people gather for entertainment, leisure and public gatherings (Daher, 2005). It is a study of the Scientific Society Ownership (RSS) of As-Salt, prepared by the Royal Scientific Society in cooperation with the Planning and Organization Department in the Municipality of As-Salt, and commissioned by As-Salt Development Company (SDC), and with funding from the United States Agency for International Development during the period (1989-1990) which included the development of the architectural record of the traditional buildings of the city. Then, the process of basic survey of cultural resources in As-Salt by Japanese project of the International Agency "JICA", which is regarded as another contribution in the process of surveying cultural resources in As-Salt city which was called "Basic Survey of the cultural resources in As-Salt". As a result, 1019 heritage sources were identified and illustrated in a photo folder with all the information related to the buildings, to the nature of the employed materials, the building number, and the general condition. Euronet Consulting firm "financed by the World Bank for Tourism Development WB3, models were developed to accommodate 100 traditional buildings according to their cultural importance in the central region of As-Salt with documentation of 20 selected buildings, protection areas, and development corridors that are subjected to special provisions that were proposed as a part of the proposed master plan in order to include shelter pens, heritage corridors, the process of rehabilitation of buildings and squares in the historical city of As-Salt that contained funding to strengthen the facades of “Al-Hammam” Street by the United States Agency for International Development (USAID), which is an early attempt in the early nineties, followed by the conversion of the Toukan house to the archaeological museum of the Sultanate by Tahan and Bushnaq and their implementation by Amer Al-Khatib (Fakhouri and Haddad, 2017).

Another traditional project on “Hammam” Street was also included in another renovation project along with the support of the Securities Depository Center, where an attachment for a prayer hall was added to the upper floor, and a new facade was built in front of the original façade behind the modern addition. Also, “JICA” as part of the tourism sector development project implemented a project to reuse “Abu Jaber House” in the historic old As-Salt Museum as well as the establishment of panoramic outlets and the renovation of “Al Ain” Square (the closest section to the mosque), and the process also included the improvement of four panoramic views (1200 m^2), paths and ladders (7 km), and for open spaces including Al Ain Plaza to enhance the built environment (Fakhouri and Haddad, 2017) which had a reflection on the recovery of the number of tourist arrivals that included less than 638 tourists in 2013 and then increased to 968 tourists in 2015 and the continuation of the rise is expected after the completion of the rest of the conservation and maintenance projects for heritage buildings. It should be noted that the number of tourists was about 2,675 tourists in 2007 (Jamhawi and Hajahjah, 2017).

In respect of Constantine city, it acquires many and various tourism components. Therefore, it is not possible to define a specific pattern for the prevailing tourism in it, as heritage, religious, mountain, and business tourism. It can be practiced through security, stability and peace that prevail in the city. In this context, the city has benefited from several major urban projects, represented in the completion of “Saleh Bey Bridge”, the air elevator project, the tramway project, and a group of hotels such as Marriott and IBIS (Rebai, 2010) and many interventions on the building facade on the main roads of old city (Boufenara, 2008) such as “Larbi Ben M’hidi” Street and “June 19” Street (Hecham-Zehioua, 2010). In addition, provide adequate housing, eliminate chaotic housing (Nait-Amar, 2015), and prepare the squares of the city center such as “La bréche” Square and “El Kerkeri” Square (Rebai, 2010).

All of which improved the urban image, and provided many services, such as transportation, health, and feeding and expanded the capacity of hotel accommodation to be a tourist destination that attracts tourists, facilitates, and increases opportunities for communication and friction between different cultures, which had a reflection on providing job opportunities in the hotel sector as the workforce increased from 327 employees in 2009 to 966 employees in 2015. The number of tourists' arrivals to the city increased. For instance, the number of Algerian tourists increased from 96,446 in 2012 to 141,137 in 2015, while the number of foreign tourists increased from 13.202 in 2012 to 28,472 in 2015 (Directorate of Tourism and Traditional Industries of Constantine, 2016).

Findings of the Study

In light of the above, the following results were reached:

- As-Salt and Constantine’s cities present a culture of peace among members of their societies as they are considered as host communities for tourists who come to them from different geographical destinations.
- As-Salt and Constantine cities are an area of cultural exchange which is evident through customs and traditions that can be touched and perceived by ancient restaurants and cafes, and through crafts and traditional industries (Traditional clothing, copper industry and gold industry).
- As-Salt and Constantine cities are considered as a model of brotherhood and tolerance between the monotheistic religions in society within the framework of respecting the principles and political orientations of both countries in which each city resides.

- As-Salt and Constantine cities acquire many urban features that will achieve peace tourism within them and here it is clear that the prevailing peace in both cities contributes to the creation of tourism.
- The heavily existing urban features allow As-Salt and Constantine cities to find different types of tourism. As such, tourism is able to provide peace through the opportunities it enjoys.
- Heritage tourism is considered as one of the most important type of tourism practiced in both As-Salt and Constantine cities, but more severe and deeper in As-Salt city.
- There is an active participation of the local community in developing heritage tourism in As-Salt city, while it is less in Constantine city.
- Constantine city witnessed a remarkable development in the number of tourists' arrivals after the return of security and peace, and its support for many service facilities that would enrich and improve its tourist destinations.

Recommendations

Based on the foregoing, and for the purpose of establishing peace tourism in both As-Salt and Constantine cities and achieving their sustainability, the following recommendations can be concluded:

-Developing heritage tourism in both As-Salt and Constantine cities because such type of tourism promotes the dialogue between cultures
- Encouraging social contact among individuals due to its role in acknowledging cultures.
- Increasing the awareness of tourism due to its magnificent role in increasing peace and understanding among different societies.
- Encouraging community participation in tourism development due to its role in defining the way of change towards sustainability, particularly in Constantine city.
- Heritage tourism constitutes the most suitable and appropriate alternative in both As-Salt and Constantine city in achieving sustainability, as it is considered as a spatial area for strengthening relations and peace on the one hand and reflecting the civilizations of previous generations to future generations.
- Guaranteeing plans for improving heritage tourism by taking into consideration sustainable development, such as economic, social, and environmental by considering it represents a model of the relation that connect between social tourism development, heritage, and peace-building.
- Keening on the completion of conservation and preservation process of heritage building for As-Salt city, particularly because it is classified from UNESCO organization as a global heritage, urging the local community to the necessity of maintenance and repair the heritage buildings in Constantine city, particularly in the lower section of the city “Souika” for enhancing heritage tourism because it is close to “Sidi Rached” bridge.
- Setting up urban projects to advance heritage tourism in the city of Constantine by accelerating the preparation of the “La Bréche” square in the city center of Constantine city and the "Bardo" tourist park project.
-Providing specialized museums in both cities since various heritage buildings in As-Salt city for establishing museums and embarking on completing “Arts” Museum in “Al-Qantara” district next to the "High Urban Library" in Constantine city.
- Increasing the number of shops for selling antiques and souvenirs in As-Salt city, especially by the track of “Sixty Street” where most tourists pass through, and accelerating the completion of the artisan village for making copper-ware and engraving on copper in the “Bardo” district since they consider as an ancient and artistic craft in Constantine city, and preparing the current stores with the underground corridors in the city center that are next to the Culture Palace of “Mohammed El-Aid El Khalifa” to sell artifacts and souvenirs.
- Encouraging guest houses in As-Salt city as an orientation to introduce the customs, traditions, and culture of the country. Also, seeking to stimulate cultural, sports, and cinematic, musical, and common artistic events in Constantine city.
- Strengthening the International University in the new town with new scientific specializations as it represents the continuity of Constantine’s position as a city of science and scholars.
- Providing investment opportunities for the private sector in advancing tourism destinations within the framework of the understanding to achieve tourism and peace.

CONCLUSION

As-Salt (Jordan) and Constantine (Algeria) cities provide multi-faceted tourist destinations that allow the practice of many types of heritage, religious, mountain, business tourism and the existence of opportunities for peace tourism that are enhanced through the privacy of their urban features in establishing a culture of peace, understanding, dialogue, and intercultural exchange in both societies .Regardless the simple differences between them heritage tourism represents an appropriate alternative to change towards sustainability in light of the desire of the local community to participate in many tourism projects, the preservation and maintenance of heritage buildings, and their protection and decision makers orientation to adopt the principles of sustainable development that reflect the core of understanding, dialogue, and peace.

The study concluded the necessity to depict a model for the relationship between tourism, peace, and heritage development in both As-Salt and Constantine cities based on tourism planning that takes into account the privacy of the urban features in both cities within a rational tourism management that works in involving all actors, residents, decision makers, government investors, and properties to embody peace tourism and its continuity across generations.

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ORGANIZATIONAL STRUCTURE ENHANCING AIRLINES EFFIECEINCY AMID THE PANDEMIC: LOW-COST CARRIERS IN THAILAND AS A CASE

Kannapat KANKAEW*
Suan Sunandha Rajabhat University, College of Hospitality Industry Management, Thailand, e-mail: kunnapat.ka@ssru.ac.th

Korawin KANGWOL
Suan Sunandha Rajabhat University, College of Hospitality Industry Management, Thailand, e-mail: korawin.ka@ssru.ac.th

Luidmilaa A. GUZIKOVA
Peter the Great St. Petersburg Polytechnic University, Graduate School of Public and Financial Management, St. Petersburg, Russia, e-mail: guzikova@mail.ru

Satirachai KUNGWOL
Thai Airways International Public Co. Ltd., Thailand, e-mail: mek2546@hotmail.com

Bussaba SITIKARN
Mae Fah Luang University, Thailand, e-mail: bussaba@mfu.ac.th

Thanasit SUKSUTDHI
Suranaree University of Technology, School of Management Technology, Thailand, e-mail: thanasit@sut.ac.th

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Abstract: The pandemic of COVID-19 has extreme impact than the intense competitors in airlines industry that never turn up in history. It derailed all airlines' operations, company's structure, strategy, and its markets which is highly impact to Thailand's tourism industry. The purpose of this study is to assess the managerial practices of low-cost carriers (LCCs) to enhance the organization's performance during COVID-19. The managerial practices concern with strategic human resources management, organizational culture, high competence personnel, and risk management affect to organizational structure. The quantitative was administered to four anonymous low-cost airlines operating in Thailand. Questionnaires were used to collect data from 150 person of each airline, hence there were 600 samples in total. The descriptive statistic and path analysis were applied. The results found that LCCs stressed greatly on the high competence personnel, followed by organizational culture, risk management, and strategic human resource management affecting organizational structure that led to efficiency and competitiveness of organization. To investigate the effect of management issues of strategic human resources management (SHRM), organizational culture (OC), high competence personnel (HQP), and risk management (RM) on low-cost carriers (LCC) in Thailand toward organizational structure (OS) which result to the competitiveness of high-performance organization (CHPO). The quantitative approach was employed by using structural equation modelling for path analysis. The data was collected by using questionnaires. There were 600 samplings from four anonymous low-cost airlines. The results found that LCCs stressed greatly on the high competence personnel, followed by organizational culture, risk management, and strategic human resource management affecting organizational structure that led to competitiveness of organization. The authors would recommend LCCs to refocus its practices to strategic human resource management during the crisis. Since, the human resource management is dealing with organization changes through the leadership and organizational culture. Finally, researchers have developed the model creating organizational structure.

Key words: strategic human resource management, low-cost airlines, organizational structure, risk management, organizational culture, the pandemic

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INTRODUCTION

The COVID 19, consequently, resulted the negation on all economics activities globally. It is, certainly, the tourism and transportation are affected due to the strict and prohibition to travel across the border in various countries (Scarlett, 2021). Immensely, Thailand, relies on the tourism industry as one of the major sources of its revenue. According to Bangkokbiznews (06.08.2021) reported the revenue from tourism reduced 71 percent which equal to 1.93 trillion baht comparing to 2020. The number of international tourists decrease around 29 percent which minus 81.38 percent from the same period of 2020. As the number of tourists diminished extensively, it is corollary to the air transportation. Currently, the fourth wave of the COVID-19 pandemic Delta variant is more severe impacting on social and economic. As a result, it caused the country GDP in 2021 grew in the range of 0.0 to 1.5 percent. Since, the number of vaccines delayed, insufficient, and inaccessible to labors. As well as, the extension of the lockdown policies from the government (Prachachat, 06.08.2021a). Furthermore, the Civil Aviation Authority of Thailand- CAAT (2021) has responded to the government policy by issuing a notice prohibiting airlines carrying passengers to and from the maximum control area and strict maximum control area from July 21st, 2021 onward. Prachachat

* Corresponding author

(02.08.2021b) reported there are 29 provinces in the maximum control areas, and 37 provinces in strict control areas. Thence, there are 66 provinces in total restricted to fly while there are 77 provinces in Thailand. However, there exist some specific flight allow to fly with strict compliance to CAAT SARS safety regulations. The CAAT (2021) guidelines the regulations to operating airlines allow to carry passengers no more than 50 percent of aircraft seats, implication of social distancing onboard, temperature check, passengers and employees wearing masks all the times both at the origin and destinations. It is inevitably, the airlines are in defensive positions and absorb all burden cost occurred. The situation causes a huge impact on all airlines, especially low-cost carriers and major airlines that are in the difficulty on financial position. The airline business is vulnerable to the external changes, risks, and unpredictably phenomena. The nature of operation activities itself is complicated (Bertillo and Salando, 2013). Furthermore, low-cost carriers are highly competing purely in price. Hence, the cost reduction and well-managed throughout organization are vital strive to survive during the tough time. Thus, the authors interested to examine low-cost carriers in reacting and responding to the grand impact of the COVID-19. Therefore, this study aims to investigate the effect of management issues on strategic human resources management (SHRM), organizational culture (OC), high competence personnel (HQP), and risk management (RM) of low-cost carriers (LCC) in Thailand toward organizational structure (OS) which result to the efficiency and competitiveness of high-performance organization (CHPO).

LITERATURE REVIEW

The swift external environment changes have pushed organization integrate the strategic management issues with human resources. It is in term of structure fit, organizational culture, working process and external environmental fit. The organization no longer views human resources as a cost, but instead sees as valuable resources. The human resource activities need to be aligned with organization's strategy, such as recruit talents which lead to high performance organization (Kankaew and Trerattanaset, 2020a). However, the pandemic derailed the routine operation of organization. As a result, organization has to re-structure of its working processes and activities. The structure of an organization is the formal management of an organization's working system and a holistic integration of work and activities in organization (Bai et al., 2017). There are two types of organizational structures expressly; mechanical organization structure and organic structure. The mechanic structure refers to organization that is systematic management, high degree of division of work and strict control system. The employees are selected according to the specific qualifications of job requirement (Ahmady et al., 2016; Ekutu et al., 2020). In contrast, organic structure is high flexibility organization, employees are rotated, everyone can make decision in their own roles, skills, and competence, lean communication. The good organizational structure affects the performance and organizational behavior, innovation, motivation, learning and development, and sustainable human resource management (Ekutu et al., 2020).

Nonetheless, Kropp (2021) stated that working will not be as smooth as it was in the past. It will be plenty of challenges from the changing environment. Due to the impact of the COVID-19, many firms have forced employees to work from home which affects the mental health and lifestyle of its employees. It is also challenged to organization deciding pay structure in accordance with hybrid workplaces. Thus, the strategic human resources management is crucial to organization in coping with the internal and external changes. The strategic human resources management has two key dimensions, namely the development of line manager to be specialist in human resource management. It is because the line manager is interacting close to employees than human resource professional. The line manager can motivate, control, and solve the problems arise in timely manner. Other dimension is the alignment of people management strategies with environmental consistently or external fit. And the internal fit that is the integration of human resource management activities with organization's strategies (Wright and McMahan, 2011; Nisada, 2011). Thence, strategic human resource management stressed on the holistic performance of organization rather than focus on each individual. However, human resource professional should attract talents and develop the competencies of existing human resources. Thereafter, the developed-human would result to the organization competence that enhance organization different from its rivals. The competence human resource is the organization know-how values that cannot be separated. As refer to resource-based view from Barney and Clark (2009) mentioned that valuable resources are hard to imitate. Thence, the high competence personnel are a key driver of organization contend to success with the use of their intellect, logic decision-making, and expert. Unfortunately, the sudden attack of COVID-19 has shifted the complicated and challenged environment for management team and human resource professional (Hamouche, 2021).

Human resource management in airlines business, Appelbaum and Fewster (2003) stated besides customers the human resources of air carriers are considered as the firm's key competence. By reason of employees effect the company's strategy, structure, culture, and operation activities. Airlines should emphasize on strategic customer-centered, learning-oriented employee that would result to the ability to adapt of changing environment in the air transportation industry. Whereas, Ogochukwu et al. (2008) compared hr practices between domestic carriers and foreign carriers. The research suggested airline companies highlight on developing their employees with the commitment from management, continuous training employees' knowledge for success in airline business. While, Bertillo and Salando (2013) studied HRM practices in airline as a global business on recruitment, selection, and training and promotion. The airline should diversify its employees from favorite destinations for a cheaper manpower. To the extent study of Turnbull and Harvey (2020) applied resource-based view on strategic human resource management found that the rare, inimitable, non-replaceable and ability to utilize through the organization have to consistent with strategic factor market. The study of human resource management system reengineering in airline was also conducted by Roy (2013) of Aakash Airways for improving productivity, service quality, and sustainable capacity. In addition, the strategic human resource management was recommended to implement for improving the flight safety in airlines company (Patton, 2015). Where, in Thailand, Kampitak and Yoopetch (2018) investigated the human resource practices in airline company on the turnover intention. They found job satisfaction has an effect to employees' retention rather than organizational culture, retention strategies, and compensation and benefits. It is worth noticing the gap to study how strategic human resource management and high-competence personnel effect airline's organization structure, especially during the pandemic crisis. Hence, the hypotheses were pinpoint on:

H1: Low-cost airlines focus on strategic human resource management during the pandemic handling which effect to organizational structure

H2: Low-cost airlines focus on high-competence personnel during the pandemic handling which effect to organizational structure

COVID-19 was considered as a crisis to society and business. The definition of crisis was segregated into two camps as Coombs (2015) stated the first camp is the disaster that is the sudden event derailed routines of the system and require guidelines of to handle. The other is organization crisis that is threaten and unpredictable event related to safety, economic, health, and environmental. Consequently, organization has to quickly change and adapt to mitigate unfavorable effects. According to Dawson (2003) changes were categorized into technical, governance, and culture. Notwithstanding, Bhitakburi (2020) mentioned four types of change namely; structural, cost cutting, process, and cultural that depending on the management's perspective to cope with the occurrence of the changes. Literally, it is the changes of hierarchy in negotiations, coordination, and authority of relationships in organization. It is also enhancing the moral system in organization on building positive culture. However, as mentioned previously the sudden change is a kind of crisis. Therefore, organization should implement the risk management. The ERM Thailand (2021) defined risk management as a process by which people throughout organization are involved in identifying, analyzing, and anticipating potential risks. Then, they jointly figure out to manage risks at an appropriate level so that the organization can achieve its objectives.

Ketsarin (2021) claimed that globalization is challenging for both private and public organization. Thereby, organizations require control system and internal audit with good governance and risk management. The COSO model is widely used as a risk management model. It composes of five processes including; control environment, risk assessment, control activities, information and communication, and monitoring. The COSO risk management is a process design for corporate executives and employees responsible to lead organization success its objectives. The model has a reliable financial reporting system, and compliance with rules and regulations. Meanwhile, ERM Thailand (2021) added that enterprise risk management (ERM) is the overall controlling of factors and activities in organization. Its efforts to reduce the opportunity and causes of the risk, assessed, monitored and controlled. There are eight steps consisting of analyze internal environment, set up objectives, identify the event, risk assessment, risk response, control activities, communication and information, and monitoring. Forasmuch as, in airline business mainly highlighted on safety risk rather than the risk that effect to organization. There are myriad studies on risk in airline business, such as Li et al. (2020) revealed the technologies correlate with airline flight operations; Elkhweldi and Elmabrouk (2015) examined risk management process on airlines operation (Qiu et al., 2020) specifically during aircraft flight operations, and human performance on ground operations; Bourgeois-Bougrine (2020) investigated fatigue risk management systems toward airline's crew members; Dudek et al. (2020) represented the process of risk management in aviation precisely the identification of hazard and risk assessment in air traffic management. As it can be seen that the majority of risk study in airlines mainly focusing on safety, flight operation, and hazard identification. Since, the most priority concern in aviation is the safety. And the safety issue was embedded throughout organization structure by cultivating as the safety culture of the airlines. Undoubtedly, the sudden and unexpected risk could become crisis to organization, such as the pandemic. Yet, there is no many studies on the risk toward airlines' organization rather than safety and hazard risk. For this reason, the hypothesis three was set;

H3: Low-cost airlines focus on risk management during the pandemic handling which effect organizational structure

Kankaew and Trerattanaset (2020b) cited that organizational culture is the expectations, beliefs, shared valued that engage people and the system. It encourages the sense of identity, commitment, and communication. In sum, the organizational culture is the motivation and social energy within organization that inspire people motive to reach the company goals. Thought, the propre culture has to be identified and socialized for the firm's employees to believe and change behavior. This would enhance firm in building strength performance and acquire competitive advantages (Pathiranage et al., 2020). The organizational culture assessment instrument (OCAI) categorized organizational culture according to the importance of organization in terms of security, flexibility on internal and external environments, and people and customer oriented (Ližbetinová et al., 2016). These elements namely 'clan' is high flexible organization, internal focus rather than external; 'adhocracy' is high flexible but emphasize on external than internal environment; 'hierarchy' is stressed on controlling, strict to the rules and regulations (Ližbetinová et al., 2016), and internal issues; and last type 'market' is the culture that highlight on controlling and external environment.

Thai culture system in a workplace, peculiarly in public organization is hierarchical, high-power distance, patronage, face-saving, personal connection, and bureaucratic (Kankaew and Trerattanaset, 2020b). Despite the fact, low-cost airlines are privately own that require lean management. It is a system which support employees in making decision to solve the problem for passenger in timely manner. Jitklongsub and Suveatwatanakul (2020) recommended airlines cultivating three factors to encourage flight attendants' performance including; organizational culture, business ethics, and employee engagement. Whereon, organizational culture was determined by three keys components including; individual and interpersonal characteristics, and task level. The individual and interpersonal characteristic are for example; psychological traits, aptitudes, competencies, method of work, and attitude and behavior. Meanwhile, the task level refers to a work that can be done by employees at any level for reaching firm's strategy. The other task level is a sub-work which required different team of employee to accomplished. At this pandemic time, Spicer (2020) advised organization to realign its culture tally to the macro environment changes. The organization should examine its culture values, such as existing culture and the environment, transformation process, collective engagement, diverse state of people psychology.

H4: Low-cost airlines focus on organizational culture during the pandemic handling which effect organizational structure

MATERIALS AND METHODS

The quantitative approach was employed on which the data collected by administering questionnaires. The sample group were employees from four anonymous low-cost carriers operating in Thailand. The researchers applied the abbreviation to represent the air carriers as AA, NA, TA, and VA. The systematic sampling was used in selecting the respondents. There were 150 persons from each sample airline, hence there were 600 respondents in total. Researchers employed both descriptive statistic and inferential statistic by using structural equation modelling (SEM). The fit indices were tested for SEM as followed; CMIN/DF = .929, CFI = 1.000, GFI= .999, RFI= .995, NFI 1.000, RMSEA= .032.

RESULTS AND DISCUSSION

The respondents were male 302 persons and female 293 persons. The majority of respondents worked in the airlines 5-10 years 195 persons, followed by 10-15 years 155 persons, and 1-5 years 150 persons. They hold the position as senior operation officers 243 persons, operation officers 192 persons, and supervisor 91 persons. The data was concluded in Figure 1.

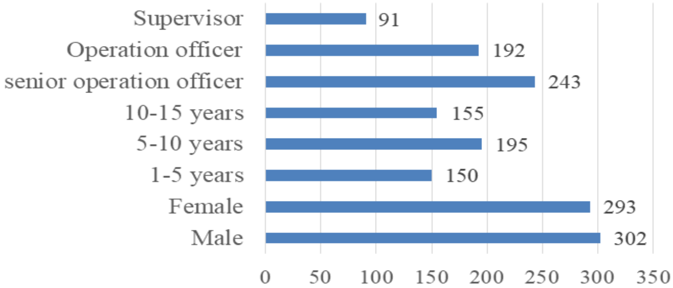

Figure 1. Respondent Demographic

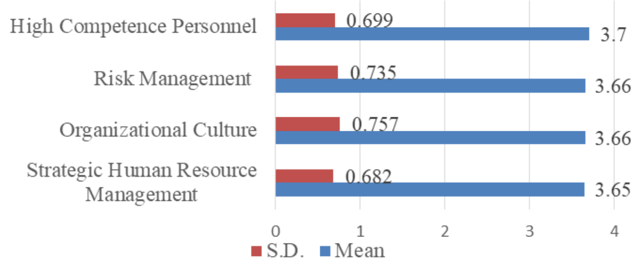

Figure 2. Mean and SD. Values of Factors Affecting Low-Cost Carriers'Organizational Structure

The descriptive statistic in Figure 2 revealed that low-cost carriers (LCCs) highest emphasized on high competence personnel with mean value 3.70 that affected to organizational structure. It is followed by organizational culture, risk management with the equal mean values 3.66. Whilst, the strategic human resource management (SHRM) ranked least important with mean values equal to 3.65. Meanwhile, the standard deviation of all variables is in between 0.6-0.7. These could be interpreted that during the pandemic LCCs in Thailand mainly accentuated on the competence personnel. That is the capability of personnel could strengthen organizational structure than other elements. Nevertheless, the mean values of each factor are not different significantly. Thus, it means that LCCs are still aware the importance of other factors namely organizational culture, risk management and SHRM. In this study, the high competence personnel refer to employees who are keen to learn and developing themselves continuously. In addition, these people are concentrated on teamwork, having a good knowledge of the company products and process, employee able to perform the job without close control, and employee committed to the performance result. While, organizational culture is the workplace where employees engage to the team, department, and organization. Leaders support and motivate subordinates. The creativity has been set in organization's atmosphere. And the clear rules and regulations in the workplace have been implemented. In consideration of risk management, the organization should assess and follow up the risk that might occur throughout organization. The discrepancy plan was set up for both internal and external crisis. Moreover, the communication of the risk management plan must be disclosed to all employees, and the capability of organization in controlling the risk at tolerant level. For SHRM in this study was highlighted on the role of line manager in each department, the application of pay performance system, and 360-degree appraisal system. It is included the development plan of employees has to be in line with the company strategies. Therefore, the path analysis was tested to assess the influence of each factor towards organizational structure. That would lead to the competence for high-performance organization. The regression analysis of all variables was examined as demonstrate in Table 1.

Table 1. Regression analysis of Variables

			Estimate	S.E.	C.R.	p
OS	<---	SHRM	-.076	.031	-2.401	.016
OS	<---	OC	.315	.028	11.091	***
OS	<---	HQP	.350	.031	11.397	***
OS	<---	RM	.255	.029	8.728	***
CHPO	<---	OS	.318	.036	8.902	***
CHPO	<---	SHRM	.202	.028	7.294	***
CHPO	<---	RM	.230	.027	8.483	***
CHPO	<---	OC	-.015	.027	-.567	.571
CHPO	<---	HQP	.172	.030	5.796	***

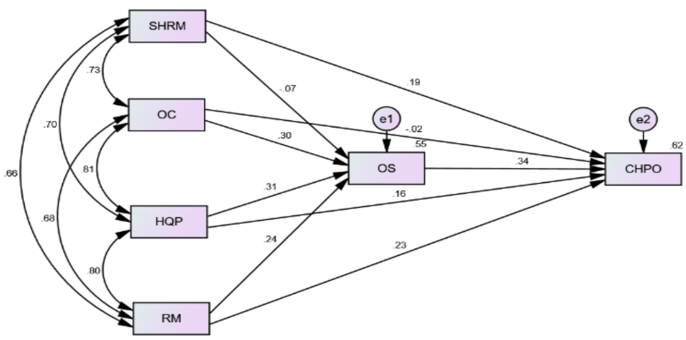

Figure 3. Path Analysis Model

As refer to Table 1, the organizational culture has no effect to the organization competencies for high-performance where the regression coefficient is higher than 0.05 and C.R. value -0.567. Then, the data from Table 1 was created into structural equation modelling and path analysis was appraised as illustrate in figure 3 below. The path analysis of exhibited the high competence personnel has greater effect to the organizational structure than other factors with standard regression weight 0.31. The second factor is organizational culture with its standard regression weight 0.30. While, the third and fourth factors are risk management and strategic human resource management with standard regression weight 0.24 and 0.07 respectively. Consequently, the square multiple correlation (R^2) of the organizational structure is 0.55. This means that the variation of organizational structure was derived from all factors 55 percent. In the meantime, the organizational structure has highest effect to the competitiveness of high-performance organization followed by risk management, strategic human resource management, high competence personnel, and organizational culture. The standard regression weights are 0.34, 0.23, 0.19, 0.16, and -0.02 correspondingly. The competitiveness of high-performance organization (CHPO) R^2 is 0.62 that explained all factors affect the variation of CHPO 62 percent. The direct effect (DE), indirect effect (IE), and total effect (TE) were calculated as demonstrated in Table 2. According to Table 2, the organizational structure was affected by high quality personnel with effect size 0.313, pop up by organizational culture, risk management, and strategic human resource management. The effect size of each factor is 0.303, 0.240, and -0.066. At the same time, the all mentioned factors have indirect effect to the competitiveness of high-performance organization collated viz high-quality personnel, organizational culture, risk management, and strategic human resource management. Thereby, the effect sizes are 0.111, 0.100, 0.081, and -0.024. It is worth noticing that the organizational structure act as mediator role that has effect size to the competitiveness of high-performance organization.

Table 2. Direct, Indirect, and Total effect of factors to competitiveness of high-performance organization

Effect	RM		HQP		OC		SHRM		OS	
	OS	CHPO	OS	CHPO	OS	CHPO	OS	CHPO	OS	CHPO
DE	.240	.232	.313	.165	.303	-.016	-.066	.189	.000	.340
IE	.000	.081	.000	.111	.000	.100	.000	-.024	.000	.000
TE	.240	.313	.313	.276	.303	.084	-.066	.165	.000	.340

CONCLUSION AND DISCUSSION

Be pointed out here that there is slightly different of LCCs' employees' perspective during the pandemic on four factors affecting organizational structure. The descriptive statistic, it can be concluded the hypotheses H1 to H4 that LCCs prioritize high quality or competence personnel during the tough situation. Whilst, the second factor underlines on organizational culture. Then, the last two factors are risk management and strategic human resource management. Insofar as, the path analysis represented the same result. LCCs pay attention greater on high competence personnel, followed by organizational culture, risk management during the COVID-19. Contrarily, the strategic human resource management has placed in least important factor to implement during the pandemic. It is worth noticing that the respondents believed high-quality personnel would affect to organizational structure. That is resulting to the competitiveness of the airlines during the pandemic. In addition, the organization needs to acquire new talents to keep up with the growth. As Johnson and Suskewicz (2020) suggest leader to build teams and talent prior implementing the organization's strategy. It is consistent to Nisada (2011) states that high competence personnel could be developed as organization's capital. This capital is the know-how of organization which embedded in each individual and cannot be segregated. In associated with resource-based view theory of (Barney and Clark, 2009) explained highly qualified human capital is a scarce and inimitable resource. The human capital drives organization with their expertise, intellectual, and rational decision-making. The high competence personnel support the corporate capital including; organizational structure, system planning and controlling, coordination and communication effectively. Especially, in the crisis that organizations are confronting of information technology and society changes.

In the service industry, specifically, the airlines where the products and services are quite similar. Hence, human resources are the keystone creating customer experiences that distinct from rivals (Branson, 2013). Consequently, air carriers should continuously put the accent on knowledge, skills, and attitude developing of its employees to be ready amid the changes. It is clearly can be viewed the importance of human resources to organizations. However, the results of this study uncover that LCCs have least accent among other factors. Despite the fact that, strategic human resource management is considered as a key issue in developing personnel competency for achieving organizational goals.

The human resource professionals must understand the internal and external business context. It is for the purpose of creating organizational competence that align with business strategy for competitiveness and coping with the fluctuated environment. As refer to Ulrich et al (2012) proposed the competencies for human resource professionals should be strategic positioner, capability builder, change champion, human resource innovator and integrator, technology proponents, and credible activist. For this reason, the authors would recommend LCCs to refocus its practices to strategic human resource management during the crisis. This is identical to Imam (2020) pointed up the significance of human resource management roles for airlines during crisis. Since, the human resource management is dealing with organization changes through the leadership and organizational culture. The researchers suggest airlines to accentuate on strategic human resources management. Since, it helps organization to metamorphose to the changes internally and externally. Finally, researchers have developed the model creating organizational structure as shown in below Figure 4.

Figure 4. Organizational Structure Building Model

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THE EFFECT OF FESTIVAL QUALITY ON REVISIT INTENTION: MEDIATING ROLE OF DESTINATION IMAGE IN JEMBER FASHION CARNAVAL, JEMBER, INDONESIA

SUPRIONO*
Brawijaya University, Faculty of Administration Science, MT. Haryono 163, Malang, Indonesia, e-mail: supriono_fia@ub.ac.id

Edy YULIANTO
Brawijaya University, Faculty of Administration Science, MT. Haryono 163, Malang, Indonesia, e-mail: edy_y_fia@ub.ac.id

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Abstract: This study aims to investigate and explain festival qualities that are applied to festival organizers that affect the destination image and the tourist revisit intention. This research uses a quantitative approach through statistical analysis of PLS-SEM and distributed questionnaires that have been designed to 200 tourists. The findings of this study indicate that the constructs of the variables that shape the quality of the festival, namely program content, convenience, and staff, have a positive and significant effect on the image of the destination. In addition, the relationship between destination image and revisit intention has a positive and significant effect.

Key words: festival quality, destination image, event management of tourism

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INTRODUCTION

Festival quality has been investigated and discussed by Crompton and Love (1995) and Baker and Crompton (2000) who analyzed the relationship between quality, satisfaction, and attractiveness to tourists. In this regard, Lee et al (2008) introduced the concept of the festival landscape, which means the general atmosphere experienced by festival visitors to emphasize a holistic experience. Since then, new discussions on event tourism research that focus on festival reconstruction have developed, focusing more on shifting from a materialistic perspective to an immaterial perspective identified related to the main dimensions of festival quality (Oakes and North, 2008; Mason and Paggiaro, 2012; Quintal et al., 2015; Bruwer, 2014; Chang et al., 2014). However, this study is not focused on discussing experiences, behavioral intention, or tourist loyalty to visit as in most other studies. This research is more on destination marketing such as destination image, more specifically, the influence of festival quality on destination image. An event organized by such a host city helps increase tourism opportunities that can enhance the destination image of the area (Getz, 1989; Moon and Han, 2019). Even today, many local governments recognize the advantages of hosting an event that will have a high impact on society (Moon and Han, 2019). The implementation of such event tourism is often used as a means to improve the image of regional tourist destinations and the region itself (Getz, 2016a). Therefore, it is important for the local population to clearly understand the value of organizing this event. In the field of destination marketing, experts have found that event tourism can generate a number of sociological and economic benefits (such as increasing employment opportunities, and concern for the image of an area) (Allen et al., 2002).

In the context of tourism, destination image is closely related to the experience of tourists in these destinations and tourists' perceptions of these destinations. When tourists are satisfied with visiting with the quality of the overall experience such as the event quality attribute, tourists tend to have a positive attitude towards a destination and intend to revisit that destination (Loureiro, 2014). Thus, how tourists perceive the attributes or quality of a destination can affect the image of the destination (Chiu et al., 2014). Therefore, the overall destination image built on the tourist experience can be positively associated with tourists' perceptions of the quality and value of the tourism experience.

Destination image also closely related to tourist satisfaction, which in turn influences the intention of tourists to re-visit and recommend the destination (Liu et al., 2017; Prayag et al., 2017). In line with empirical evidence in previous research, it has shown that destination image has a positive and significant effect on revisit intention (Chen and Funk, 2010; Song et al., 2017; Li et al., 2018; Foster and Sidhartais, 2019; Khan et al., 2019).

This is because the destination image is indeed formed by a number of certain attributes or features that attract tourists, ranging from activities or experiences to unique landscapes (Duarte et al., 2018). So, that tourists have their own perceptions to be able to judge from their visiting experience and when there is a unique value it will form a memorable moment for these tourists who will decide on their revisit intention (Chen and Funk, 2010).

Evidence tourism in Indonesia shows an increasing trend and strategic role in driving the economy. This sector has also become a key factor in encouraging the socio-economic progress of society through exports (foreign exchange), job

* Corresponding author

creation, new businesses, and infrastructure development. It can be seen that the tourism sector is the leading sector and one for regional development of a country and increasing welfare (Ministry of Tourism, 2015; 2019). Even the UNWTO predicts a growth trend in the number of world foreign tourists by 3.3 percent annually in the 2010 to 2030 period. These opportunities are very large for Indonesia to be one of the destinations that tourists are interested in. The tourism agenda has been planned in such a way by the Ministry of Tourism to be able to attract foreign tourists who are priority targets. The Ministry of Tourism has set 4C as the standard for event tourism quality, namely Creative Value, Commercial Value, Communication Value, CEO Commitment (Ministry of Tourism and Creative Economy, 2019). Various event agendas in all regions in Indonesia are proof that event tourism in Indonesia has grown rapidly. So that the government to be able to attract 20 million tourists as a target in 2019 has made a national event agenda. The involvement of the Government of Indonesia is part of a responsive form of potential and is aimed at advancing national tourism so that it can have a big impact on society and the national economy. The following are various events scheduled and selected selectively by the Curatorial Team of the Calendar of Events (CoE) from all events in 34 Provinces. Jember Fashion Carnaval (JFC) that engaged in event tourism through fashion carnival is held annually in Jember Regency, East Java. JFC has become an attraction for international tourists and has become one of the global events. It is a combination of carnival and fashion where the theme of the organization departs from developing issues and also as a response to global issues.

LITERATURE REVIEW

Festival Quality

Despite the diversity and evolution of the festival, Getz and Page (2016a,) describe it in a very simple way as "a themed public celebration", highlighting the festival's ability to provide cultural opportunities and fun beyond the everyday experience. Festivals provide a way for communities to celebrate their unique cultural traditions and values and can attract local tourists and visitors. Festivals are under a type of event tourism, where people travel to a destination to attend certain events (Getz, 2008). Festivals and other cultural celebrations are less dependent on facilities and may make use of parks, roads, theaters, concert halls and all other public or private places (Getz and Page, 2016a). Thus, festivals are a type of tourism event that is currently in great demand and organized, and has even been designated as a tourism agenda in the country, one of which is Indonesia which is coordinated by the Ministry of Tourism and Creative Economy (2019). Research on festivals is increasing rapidly (Vesci and Botti, 2019; Quintal et al., 2015; Davis, 2016; Yoon et al., 2010; Gannon et al., 2019; Tanford and Jung, 2017) with their respective characteristics and adoption of different attributes.

Many of research on festival quality will refer to Crompton and Love (1995) and Baker and Crompton (2000) which have discussed event tourism and festival quality. This festival quality is an important aspect in building event quality that will influence tourists' perceptions (Vesci and Botti, 2019). More interestingly, a festival that has implemented quality programs, services provided, and adequate facilities will be able to influence the psychological side of tourists during their visit (Ajzen, 2002; Ajzen et al., 2007; Getz, 2008; Girish and Chen, 2017). Based on the experience gained by these tourists, this destination will identify as a must-visit tour. So that there is a relationship between tourist visits and festival quality which affects the destination image (Getz, 2016a). However, not many have researched festival quality on destination image, only a few studies have examined this scope (Folgado-Fernández et al., 2019; Duarte et al., 2018; Hsu and Scott, 2020; Matic et al., 2020). Because of its important role in interpreting the relationship between humans and the festival landscape, attachment to festival quality has been applied in the tourism sector for destination management, marketing, and tourist behavior (Tsai, 2012). Matic et al (2020) explained that destination image is influenced by the experience of tourists, which later on from this experience can be shared through the presence of word of mouth and other types of communication. In line with Hsu and Scott (2020), it shows that experiences can involve tourists in travel destinations, create positive emotions and values, strengthen the bond between tourists and destinations, and influence the image of the visitor's destination. Meanwhile, the quality festival will form a brand of events that have an important function in tourist attractions and help create or develop regional images through related experiences and emotions, which can have a positive relationship with the image of the place (Folgado-Fernández et al., 2019). Based on some of the literature, this study has the following hypothesis:

H1: *Program Content has positive and significant influence on Destination Image*
H2: *Facilities Quality has positive and significant influence on Destination Image*
H3: *Compatibility has positive and significant influence on Destination Image*
H4: *Information Quality has positive and significant influence on Destination Image*
H5: *Staff has positive and significant influence on Destination Image*

Destination Image

Destination image has been studied and discussed in many literatures related to tourism and destination marketing. Many say that destination images are formed fundamentally through individual mental representations of knowledge, feelings, and overall perceptions of certain goals (Baloglu and McCleary, 1999). Meanwhile, Lew (1987) stated that the destination image is formed by a number of certain attributes or features that attract tourists, ranging from activities or experiences to unique landscapes. Thus, the perception of tourists about the festival related to tourism resources becomes a permanent thing from a certain location (eg, monuments, hotels, restaurants, or entertainment) which affects the overall destination image. Therefore, visitors to the host's destination are confident that they will find certain attributes for the destination image (San Martin and Rodríguez del Bosque, 2008). However, destination images are dynamic and change when new information is received (Gilbert and Hancock, 2006). According to Gunn (1988), a tourist visit to a destination will change the image of the place. Likewise, Fakeye and Crompton (1991) show that tourists develop a more complex image of a place during travel through the contacts and activities that are in it. Visitors who have the authority to repeat themselves form a more positive destination image (Konecnik and Ruzzier, 2006). Modification of the destination image is an ongoing process and the image will develop due to incidents that occur during the trip (Smith et al., 2015). The concept of destination image has significant value in explaining behavior such as destination selection, intention to revisit and satisfaction (Stylos et al., 2016) as well as developing destination marketing strategies (Tasci et al., 2007).

The shape of the importance of a destination image is described through the attributes it contains and reflects the value identity of the destination (Chew and Jahari, 2014; Comas and Moscardo, 2005). Destination image is an important factor that influences the choice of tourist destinations. Cognitive and affective aspects form the two main components of the destination image (Crompton, 1979). Cognitive image refers to tourists' beliefs about destination attributes, while affective image refers to how tourists feel about the destination (Li et al., 2018; Loureiro and Jesus, 2019). In line with that, Chew and Jahari (2014) added that cognitive imagery refers to beliefs and knowledge about the attributes of a travel destination, and affective imagery refers to emotions or feelings attached to the destination. Previous research tends to focus more on destination image antecedents which refer to tourist characteristics (eg, psychological, social) and stimulus factors (eg, information sources, previous visiting experiences.

This study will discuss empirical results related to destination image items with revisit intention. This is also in line with several studies which show that destination image has a positive and significant influence on revisit intention (Borges et al., 2020; Li et al., 2018; Chew and Jahari, 2014; Loureiro and Jesus, 2019; Song et al., 2017; Matic et al., 2020) Especially in the context of event tourism, where the quality festival attributes in which there is a festival landscape can shape the psychological aspects of tourists and affect behavioral intention to revisit intention. In this condition, destination image will certainly have a positive effect on revisit intention, so to the researcher. This hypothesis is based on the literature explaining destination image and revisit intention, as shown below:

H6: *Destination Image has positive and significant influence on Revisit Intention*

Revisit Intention

Theory of Reasoned Action put forward by Ajzen and Fishbein (1975) explains that tourists' decisions in visiting are shaped by intention. Ajzen et al. (1980) assume that intention is the single most important predictor of human behavior, and that humans have rationality in using available information systematically. The model from Ajzen and Fishbein (1975) was originally developed and deals with predicting intentions to take sensible actions in life experiences, such as visiting intentions and experiences at tourist destinations. So in the discussion of revisit intention, before tourists decide to visit again, there must be a behavioral intention to visit so that they will have a visiting experience to determine whether tourists make a return visit (Baker and Crompton, 2000). Furthermore, revisit intention refers to the possibility of revisiting or revisiting the destinations that have been visited (Baker and Crompton, 2000). Meleddu et al. (2015) in their study focused on the antecedents of revisit intention to find out the reasons why tourists would prefer to revisit the same destination. Several studies have stated that previous experiences can influence tourists to visit again (Chang, 2013; Kim et al., 2015). However, Lee at al. (2014) has different findings, namely by identifying three motivational factors that influence the intention to visit again, which are called 'ego-defensive function', 'utilitarian function-self-development', and 'utilitarian function-reward'. Although some of these studies show different results, Vesci and Botti (2019) argue that the satisfaction and value suitability desired when visiting for the first time are strong reasons that can be explained. Thus, actually these studies can be said to be appropriate but with different results on the perceptions of tourists. Because the psychological aspect of tourists is fundamental to knowing and influencing the experience and satisfaction side so that it can be made a decision to make a revisit intention (Ajzen, 2002; Ajzen et al., 2007).

METHOD AND ANALYSIS

This study uses a quantitative approach and distribute questionnaires to tourists visiting Jember Fashion Carnaval from various respective regions with a total sample of 200 tourists. In this study, it was used the PLS-SEM statistical analysis with a causal modeling approach and aimed at maximizing the explained variance of the dependent latent constructs (Hair et al., 2014; Hair et al., 2019). In this study, it was used the descriptive statistical analysis to determine the respondent's demographic frequency and the area of origin of tourists. This result showed that the most dominant gender of respondents is female (n = 115, 57.5%) and for male (n = 85, 42.5%). Meanwhile, of all respondents, the most dominant age ranges were 21-25 years old (n = 70, 35%) and 26-30 years old (n = 54, 27%). In addition, the frequency of visits is dominated by tourists from the area of origin, namely Jember Regency with more than five times (n = 63, 31.5%) visiting the Jember Fashion Carnaval festival. Regarding the measurement of validity and reliability in this study, it was known in the results of the analysis by PLS-SEM. Hair (2014) argued that composite reliability and cronbach's α determine reliability, then for all of items should be greater than 0.70. In this study all of variable possess high composite reliability and cronbach's α value more than 0.8. All of these values were considered to be acceptable and confirm an adequate reliability. To ensure validity indicates that a set of indicators represents the same underlying construct, which can be demonstrated through their unidimensionality. The validity of the discriminant variables was proven by calculating the average value of extraction (AVE) and value obtained between variables. Namely, AVE value for all of variable was greater than 0.5, indicating that variable is sufficient convergent validity (Hair, 2019).

Further, each of the variables were measured and possess value more than 0.6. That AVE is a measure of communality for each latent variable (Hair, 2019) and indicated adequate result as all of the variance show exhibit value above 0.50 respectively. Thus, the construct measurements of this research are indicated to be robust.

The results of hypothesis testing on PLS-SEM determine the model-fit and path coefficients as the quantities used in determining the overall relationship effect in the model. Regarding sequential partial models were determined for running the statistical analysis. Thus, first hypothesis, the effect of program content was tested with destination image and resulting in coefficient of determination (R^2) of 0.602. Then, it was determined the relationship between program content on destination image has shown positive and significant effect (PC=0.308, p-value<0.05) and hence H1 was accepted. Second hypothesis facilities quality on destination image was tested and the result showed that it was not significant (FQ=0.032, p-value>0.05) to conclude H2 was rejected. Whereas the third hypothesis gives results on the relationship between convenience and destination image and showed that it has a positive and significant effect (C=0.313, p-value <0.05), so H3 can be accepted. In addition, the fourth hypothesis showed the results that information quality on destination image has not significant effect (IQ= 0.179, p-value >0.05), so H4 is rejected. Fifth hypothesis was showed in the effect of relationship between staff on destination image has positive and significant effect (S=0.121, p-value < 0.05), so that H5 accepted. Meanwhile, the results of testing the relationship between destination image on revisit intention (R^2=0.571) showed a positive and significant effect (DI=0.756, p-value <0.05), then H6 is accepted. Table 3 also presents the mediating role of destination image from program content, facilities quality, convenience, information quality, and staff towards revisit intention, the implications of which will also be discussed.

Table 1. Statistical Effect and Hypotheses Testing

Variable	*Direct Effect (ß)*	*Indirect Effect (ß)*	*T Score*	*P Values*	*Conclusion*
PC → DI	0.308		2.522	0.012	*Accepted*
FQ → DI	0.032		0.336	0.737	*Rejected*
C → DI	0.313		2.349	0.015	*Accepted*
IQ → DI	0.179		1.308	0.192	*Rejected*
S → DI	0.597		5.316	0.000	*Accepted*
DI → RI	0.756		14.478	0.000	*Accepted*
PC→ DI → RI		0.232	2.454	0.014	*Accepted*
FQ → DI → RI		0.024	0.336	0.737	*Rejected*
C → DI → RI		0.236	2.476	0.014	*Accepted*
IQ → DI → RI		0.135	1.311	0.190	*Rejected*
S → DI RI		0.451	4.845	0.000	*Accepted*
N = 200 R² = DI (0.602); RI (0.571)					
*Sig. p-value < 0.10; **Sig. p-value<0.05; ***Sig. p-value<0.01					

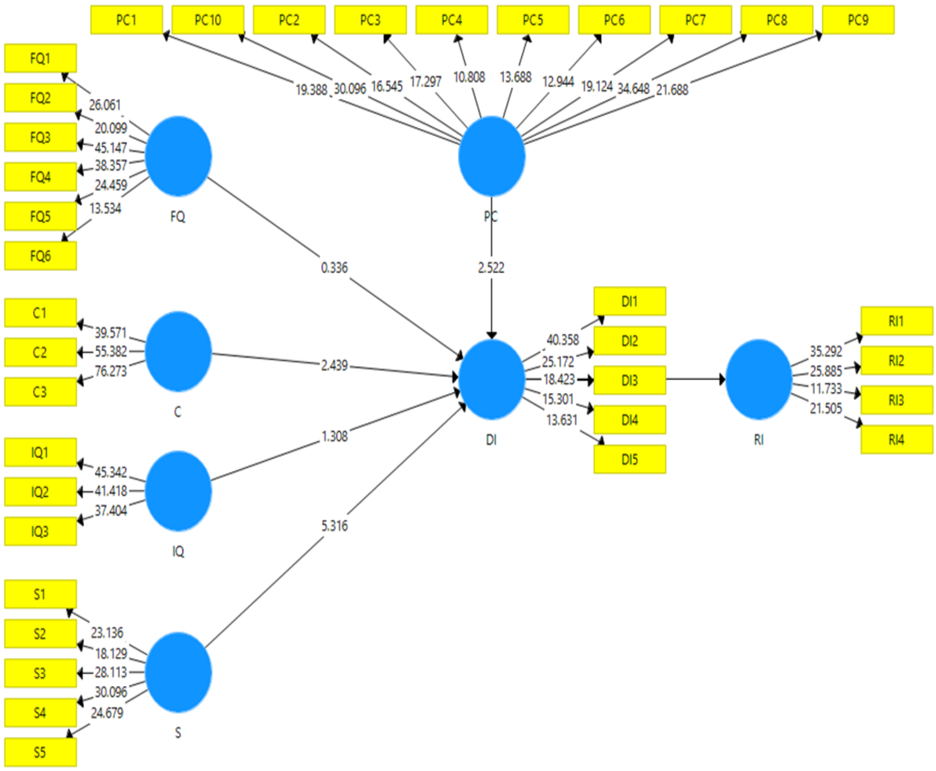

Figure 1. Structural Model Output

FINDING AND DISCUSSION

Based on the results of hypothesis testing in table 3 it has indicated that the program content has a positive and significant effect on the destination image, it is the first hypothesis. It is true that the content program is a dominant influence for tourist attraction because it will provide performances that are of interest to tourists (Lee et al., 2008). With the Content Program which attracts tourists, it will form a landscape festival for the selling power of festival organizers to tourists (Vesci and Botti, 2019; Quintal et al., 2015). Interestingly, the Jember Fashion Carnaval (JFC) always provides a suitable content theme every year that describes and is a form of response to certain events in the surrounding environment, both regionally, nationally, and even internationally.

According to Tanford and Jung (2017), festival organizers must be more responsive in creating a theme so that tourists make repeat visits. This is of course for the sake of sustainability and sustainability of organizing the festival (Getz, 2013; Getz and Page, 2016a). The content program provided by the organizer will shape the atmosphere of the festival and can be interpreted as the value of the festival which includes most of the services offered at the festival, consistent with what has been reported by existing literature (Lee et al., 2008; Davis, 2016; Yoon et al., 2010; Gannon et al., 2019; Vesci and Botti, 2019). These findings confirm that each festival uniquely produces its own characteristics and quality dimensions based on the main theme or product offering (Folgado-Fernández et al., 2019). In addition, Tanford and Jung (2017) explain again about the existence of festivals as a destination image, planners must focus on providing programs and activities that visitors enjoy. Then the festival must have a unique theme, the thematic content must be high quality. For instance, cultural festivals often feature original costumes and local products, the concept is in tune with those held by the Jember Fashion Carnaval. The festival is usually held in a temporary venue whose environment is created by the organizer (Getz and Page, 2016b). Similarly from this findings, previous researchers showed that festival quality influence was positive and significant on destination image (Kim, 2018; Wong et al., 2018; Duarte et al., 2018; Folgado-Fernández et al., 2019).

Meanwhile, regarding the results of the second hypothesis they show that facilities quality influence is not significant to the destination image. It is widely accepted that the festival offers many tangible and intangible benefits to the host community (Fourie and Santana-Gallego, 2011). Research by Moon et al (2013) suggests that when holding a festival, organizers must prioritize the quality of service to satisfy the audience, sponsors, and local residents through the facilities provided. According to Getz and Page (2016a; 2016b), facility availability is best defined as a visitor's overall impression of the relative inferiority / superiority of the organization and its services.

High facilities quality is now recognized as a means of ensuring future success by many event organizers and in the event management literature (Getz, 2013; Getz and Page, 2016a; Vesci and Botti, 2019). In other words, visitors perceive an event as positive or valuable because of tangible (e.g. design, equipment, ambience and parking) or intangible (e.g. reliability, security, communication and assurance), visitors may stay at the event longer, then buy souvenirs or recommend them to others via social media (Jeong and Kim, 2019). Although, local festivals have sprung up with the special purpose of celebrating local culinary traditions, building business and trade in local products, and fostering domestic and regional tourism, it is better if local festivals need to focus on the characteristics of core services, namely quality facilities (Vesci and Botti, 2019). Although, Getz and Page (2016a) stated that actually a performance festival does not require a lot of resources (for example, buildings, decorations), Lee et al. (2008) still pay attention to the landscape festival because it will create a comfortable atmosphere for visitors. In fact, some experts (Baker and Crompton, 2000; Crompton, 1979) have observed that festivals play an important role in the development of many regions and in the implementation of branding strategies. In line with Getz and Page (2016a), Gursoy et al (2004) stated that festivals do not depend on expensive physical development and instead exploit existing infrastructure, besides that, they do not require large capital investments (for example, building a theatre).

In relation to festival quality, the results of the third hypothesis test which explains convenience have a positive and significant effect on destination image. Thus, the Jember Fashion Carnaval festival has paid attention to convenience in conceptualizing and designing when holding events. Because indeed convenience plays an important role in shaping the perceived value of event tourism visitors as explained by García-Fernández et al. (2018).

As also Lee et al (2008) who have introduced festivalscape, convenience is an attribute to establish festival quality. Furthermore, Lee et al (2008) have clarified that festivalscape includes many features, and features that are tangible affect visitor attitudes and behavior. In fact, although the festivalscape is composed of many cues, the importance, relevance, and perception of certain dimensions can vary between spaces (Davis, 2016; Quintal et al., 2015). Consequently, the scene of the festival itself also appears to be context dependent as shown in Vesci and Botti's (2019) research. Investigating a small local festival held by the city that focuses on the history and culture of the city, Anil (2012) concluded that food, festival area (including events in the festival), and convenience are the only three factors that significantly affect tourist / visitor satisfaction. In the context of heritage tourism, research by Remoaldo et al (2014) reveals the perceived attributes of heritage destinations that include historical background and functionality, shopping and entertainment, convenience, and efficiency. However, the festival cape measurement framework proposed in the literature, although adapted to different contexts, was adapted to the characteristics of the festival.

Meanwhile, in relation to destination image, convenience is also an attribute in it in many literatures that discuss destination image (Comas and Moscardo, 2005; Chew and Jahari, 2014; Borges et al., 2020; Li et al., 2018). Destination image is an important factor influencing the choice of tourist destinations through cognitive and affective aspects which form the two main components of destination image (Crompton, 1979). Cognitive image refers to tourists 'beliefs about destination attributes, while affective image refers to tourists' feelings towards a destination that can be influenced by convenience (Li et al., 2018; Loureiro and Jesus, 2019; Davis, 2016; Quintal et al., 2015; Lee et al., 2008).

The results of testing the fourth hypothesis indicate that information quality has no significant effect on destination image. Meanwhile, from the perspective of festival quality attributes that have been described and discussed by Crompton and Love (1995), information becomes a forming attribute. In the next discussion, information becomes a meaningful assessment of the festival quality attributes (Baker and Crompton, 2000). The references developed on these attributes have been used in research that discusses festival quality (Folgado-Fernández et al., 2019; Duarte et al., 2018; Hsu and Scott, 2020; Matic et al., 2020). As a form of providing service communication, information quality is needed to provide information to visitors when traveling, because through this information it becomes knowledge for visitors to decide on destination choices (Quintal et al., 2015). Meanwhile in the current era with advances in information technology via the internet, visitors take advantage and use the power of social media (for example, Instagram, websites, search engines) to find information on tourist destinations (Jeong and Kim, 2019). Therefore, information is very important to provide knowledge to visitors, such as in the context of tourist destinations which are useful in knowing the timing of the implementation and other values being sought (Habibi et al., 2014; Zeng and Gerritsen, 2014). Meanwhile, information can be an important part of avoiding confusion of knowledge and discrepancies in the values shared by the organizers. Lee et al (2008) even emphasized information as an attribute in shaping festivalscape. In addition, it will be related to destination marketing, information quality as a means of promotion to improve the image of a destination (Jeong and Kim, 2019). Furthermore, the communicative scope of the festival can be conceptualized as the adequacy and clarity of the information tools adopted to guide tourists to the proper service realization, thereby depicting the role of tourists and transmitting the desired image intended by festival organizers (Vesci and Botti, 2019). Thus, information is the scope of communication for organizers to share the value created and distributed to tourists (Quintal et al., 2015).

Staff service is an important issue to analyze in terms of its effect on visitor attitudes and behavioral intentions. In accordance with this, the results of testing the fifth hypothesis, namely staff have a positive and significant effect on the destination image. Festivals generally have a low level of professionalism in relation to staff, because they often involve volunteers (Hsu and Scott, 2020). Thus, the success of a festival depends on the enthusiasm and actions of these volunteers, who are involved in various activities, such as services to visitors and their availability in guiding visitors (Anil, 2012; Tsai, 2012). Service staffing forms include the level of politeness and knowledge of service providers, both of which are necessary for successful interaction with visitors (Yoon et al., 2010; Gannon et al., 2019). Quintal et al (2015) found that the staff dimension of the festivalscape was one of the most influential factors in influencing tourist attitudes. Vesci and Botti (2019) also explained in their research that service interactions (relational features of staff) have a positive and significant effect on perceptions of destination images so that visitors will have a good experience and feel satisfied. Good service interactions and adequate staff behavior occupy an important position in determining tourist attitudes towards revisited festivals (Matic et al., 2020). However, the influence of staff and information service interactions has not always been confirmed in the previous literature (Lee et al., 2008; Yoon et al., 2010) reinforcing the assumption that festival types and types of settings can significantly change visitor behavior. The relevance of staff interactions in the context of festivals is likely to be determined by the interactive dimension specifically motivating domestic tourists who are the target of this type of event (Duarte et al., 2018; Matic et al., 2020). Thus, emphasizing the need for festival managers to provide sufficient information that directs people to the festival area, and must ensure the provision of quality service through the availability of polite and knowledgeable staff (Tsai, 2012; Hsu and Scott, 2020). Special attention should be paid to providing staff with adequate training in essential skills as staff service is an important part, such as communication, courtesy and kindness (Folgado-Fernández et al., 2019).

Finally, discussed and implication about influence of destination image on tourist revisit intention has positif and significant impact. Destination as the destination of a tourist trip will consider the destination image (Boo and Busser, 2005). Tourists in deciding to visit again are influenced by visiting experiences where this image has been embedded in their mind (Khan et al., 2019; Li et al., 2018). Given that festival products and services are considered experiential and because experience itself can be an important factor influencing participants' satisfaction and intention to revisit the destination, it is very important to understand the values of festival participants in the visiting experience (Moon and Han, 2019; San Martín and Rodríguez del Bosque, 2008; Song et al., 2017). In addition, assuming that satisfaction is consumers 'overall evaluation of the total consumer experience, understanding of consumers' experiences, and their perceived value from products or services becomes more important than ever in the context of tourism and hospitality (Smith et al., 2015; Tasci et al., 2007). Referring to Holbrook (1994) categorizes experience value into four different groups, consumer return on investment, service excellence, aesthetic and escapism, which are also categorized as activity dimensions, such as active or reactive consumer value. In addition, some researchers focus on consumer reasons as determined by experiential-oriented or goal-oriented cognition in a particular environment (Stylos et al., 2016). Thus, there are strong reasons why festivalscape should be considered by festival organizers as forming visitors' experiences and perceptions of the destination image (Lee et al., 2008; Vesci and Botti, 2019; Quintal et al., 2015). Thus, tourist satisfaction affects the level of perception on the destination image, with this the tourists will decide to visit again. Related to this findings with previous research that had explained (Chang, 2013; Kim et al., 2015; Remoaldo et al., 2014; Foster and Sidhartais, 2019; Kim, 2018; Loureiro and Jesus, 2019; Wong et al., 2019).

CONCLUSION AND LIMITATION

This research is the background of the existence of a local festival that has been moving for a long time and has become an international class festival which has had a big impact on the local community. Interestingly, Jember Fashion Carnaval has become an icon for the host city and has become an attraction for both domestic and foreign tourists. Thus, this research underlies the concept of event management developed by Getz and Page (2016a) which explains how to manage and design the concept of sustainable event tourism. Thus, this study adopts the festival quality construct to assess the existing concepts that are currently being implemented that will affect the destination image and tourist revisit intention. The quantitative approach is used in this study and utilizes PLS-SEM statistical analysis to explain the path analysis. Regarding the results of this study that have been explained and discussed, but there is limitation, so future research may be necessary to add a variable construct of perceived value and tourist knowledge which can be considered as the influence of the decision to revisit intention on tourism events.

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ADAPTIVE STRATEGIES EMPLOYED BY THE MICE SECTOR IN RESPONSE TO COVID-19

Refiloe Julia LEKGAU
University of Johannesburg, School of Tourism & Hospitality, College of Business and Economics, South Africa, e-mail: rlekgau@uj.ac.za

Tembi Maloney TICHAAWA*
University of Johannesburg, School of Tourism & Hospitality, College of Business and Economics, South Africa, e-mail: tembit@uj.ac.za

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Abstract: COVID-19 has brought to the fore drastic and transformative changes to MICE tourism. The current study therefore sought to examine the adaptive responses employed by the MICE sector of South Africa to survive and maintain business continuity during the COVID-19 pandemic. Adopting a qualitative research design, 19 representatives of various subsectors of the MICE industry (including organisers, suppliers, and associations) were interviewed. The data reveals that the immediate strategies implemented by many MICE organisations involved the reevaluation of their operational costs. Moreover, the study found that the sector has readjusted its business models to include virtual events in order to ensure recovery and resilience in light of the pandemic. The study argues the importance of understanding adaptive strategies as broadening theory on tourism and crises (specifically to the MICE sector) as well as understanding the process of sector resilience post-COVID-19.

Key words: MICE tourism, virtual events, COVID-19, resilience theory, South Africa

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INTRODUCTION

The disruption and ensuing economic impact of COVID-19 on the global tourism system has emerged as a prominent theme in the past two years (Dube et al., 2021; Fu, 2020; Korinth and Ranasinhe, 2020; Matei et al., 2021). While travel and tourism activities have been viewed as significant contributors to the spread of the virus (Sigala, 2020), strong proponents of the industry contend that tourism is significant for economic recovery owing to the resilience it has shown in the past to crises and disasters (United Nations World Tourism Organisation [UNWTO], 2020; Cheng and Zhang, 2020). Indeed, prior to the pandemic, tourism had been one of the leading sectors for economic growth and development in the world. Consequently, there have been some investigations into the recovery and resilience of the tourism industry (Fu, 2020; Quang et al., 2020; Mensah and Boakye, 2021; Ntounis et al., 2021; Su et al., 2021; Matei et al., 2021). In fact, the UNWTO (2020) recommended resilience learning as one of the key strategies for future tourism development so as to ensure survivability and sustainability in the sector. Accordingly, the current study adopts the resilience theory as the theoretical basis through which to understand how tourism sectors have adapted and coped with COVID-19. Although originally developed in the field of natural sciences, the theory of resilience has been used to understand the manner in which tourism systems (such as organisations, communities and destinations) respond to exogenous shocks and disasters (Biggs et al., 2012; Espiner et al., 2017; Kato, 2018).

The current study draws focus to the meetings, incentives, conferences (and conventions) and exhibitions sector, widely referred to as MICE tourism. Pre-COVID-19, MICE tourism had been one of the leading contributors to tourism growth, with the Event Safety Council (2020) reporting that the sector contributed US$ 1.5 trillion to the global GDP and supported approximately 25.9 million jobs. In the context of developing regions, such as Sub-Saharan Africa, this form of tourism accounts for approximately 25% of international tourist arrivals (Christie et al., 2013). Despite this however, the sector has been relatively unexplored in tourism literature, especially in the Sub-Saharan African contexts (Rogerson, 2015; Tichaawa, 2017; Marais et al., 2017). Arguably, in light of the emerging studies on tourism and COVID-19, MICE tourism similarly remains a largely unexplored facet of tourism. As such, the current study seeks to address this omission in research by exploring the South African MICE sector, as the country had been one of the leading MICE destinations in Sub-Saharan Africa prior to the pandemic (Marais et al., 2017). Similar to other global events industries, the events sector was one of the first forms of tourism to be regulated and restricted in South Africa upon the arrival of the COVID-19 virus in the country and the subsequent declaration of the state of disaster (in March 2020) which led to the mass cancellation of all major events in the first half of 2020 (Hemmonsbey et al., 2021). Notably, the second half of 2020 saw a shift from event cancellation to event preparations and the strategic planning of hosting events during the pandemic as COVID-19 regulations in the country began to ease. As such, the current study aims to explore the response strategies employed by the MICE sector of South Africa in light of COVID-19. The current study is grounded by the premise that the response strategies determine the ability of the MICE sector to survive, adapt and ensure their resilience post-pandemic. Therefore, the current study provides a preliminary analysis of the MICE sector's resilience to COVID-19. This study concurs with the contention of Alsono et al. (2021) that studies focusing on the adaptation of tourism industries to the unpredictability of COVID-19 are invaluable since the impacts of the pandemic have yet to be fully understood, particularly in the context of MICE tourism.

* Corresponding author

LITERATURE REVIEW

Resilience theory

In light of the current circumstances, resilience theory has emerged as a prominent theme in tourism literature. Ntounis et al. (2021) however underscores that literature tends to lack an agreed upon definition of resilience since the concept has been adopted across various disciplines. Bhamra et al. (2011) avers the various definitions of resilience to include two factors: (i) the systems' robustness (or resistance) to unexpected external shocks and disruptions, and (ii) the ability of these systems to recover, or bounce back. Generally, the resilience theory relates to the capacity of tourism systems to effectively deal with disasters and crises (Jaaron et al., 2021). Within the sustainable tourism development paradigm, resilience thinking has been described to concern maintaining the business operations and capacity of tourism businesses (and destinations) to ensure a return to a desirable state following exogenous shocks (Derissen et al., 2011). One of the core differences between the disciplinary definitions of resilience relates to their different viewpoints on stability, or the state of equilibrium.

The state of equilibrium refers to the ability of systems to maintain operations - i.e. the performance of key functions, during periods of crisis (Clement and Rivera, 2017). One set of resilience definitions view resilience as the capacity of systems to return back to pre-crisis state (i.e. to bounce back), while another set of definitions acknowledge crisis to force systems over a certain threshold of change, consequently forming a new state or form (Knight-Lenihen, 2016; Basurto-Cedeno and Pennington-Gray, 2018; Chowdhury et al., 2019; Kaufmann, 2013). In this latter case, the crises creates a 'new normal' (Basurto-Cedeno and Pennington-Grat, 2018). In the context of the current study, resilience therefore relates to the ability of the MICE sector to adapt to the new normal, as the scale and magnitude of the COVID-19 pandemic had led to long term structural changes in the tourism environment. Accordingly, inasmuch as industries' reports and the government reports often relate recovery to pre-COVID-19 growth statistics, the nature and characteristics of tourism will undoubtably be altered going forward owing to the socio-economic, political and psychological effects of the pandemic. Ntounis et al. (2021) highlight that existing research into resilience has often focused on natural disasters, climate change, economic downturns and/or terrorist attacks, leaving scant application of the theory to health crises, particularly disease outbreaks. As such, the study conforms with the assertion of Lew (2014) on the importance of context when examining resilience. Similarly, Fromhold-Eisebith (2015) adds that the resilience, and dynamics affecting resilience, differs between industry sectors, therefore, when exploring the resilience of the MICE sector, it becomes paramount to unpack the nature and characteristic of the sector, pre-COVID-19, as well as to examine the current COVID-19 measures affecting the sector in late 2021.

MICE tourism

MICE tourism, which is considered one of the oldest forms of travel, owes much of its growth to globalization (Davidson and Cope, 2003; Rogerson, 2015). Indeed, the sector has been noted to be an articulation of the global economy (Buathong and Lai, 2017). Such assertions have been supported by various reasons, including the interconnectedness of industries as well as the growth and expansion of travel and information technology (Marques and Pinho, 2021; Rogerson, 2015; Draper et al., 2018). Notably, business travel has become a core part of many, if not all, sectors of the economy as it relates to knowledge and business expansion. In fact, some authors posit the importance of exploring both the tourism and non-tourism effects of business travel in destinations in order to gain a comprehensive understanding of the sector. It is unfortunate that very few studies have gone on to discuss the importance of MICE tourism from a non-tourism perspective (Davidson, 2019; Rogerson, 2015). Generally, this form of tourism caters to three key markets (corporate, associations and buyers) in order to educate, motivate, network and/or sell to other markets (Draper et al., 2018). Focusing on their fundamental role to the network society and knowledge-based economies, Rogerson (2015) avers MICE tourism to be crucial in meeting the increased need for knowledge transfer, thereby advancing knowledge based societies. Additionally, Jago and Deery (2010) argue that the role of this sector of tourism is for improving business performance by emphasising how it serves to underpin innovation. Expanding on the role of the MICE sector, Bartis et al. (2021) report that these events are important platforms for trade and interactions amongst businesses. In this regard, the authors thus affirm their contribution to the advancement of an economic sector as well as its value chain. Evidently, while tourism is the beneficiary for the operations of the MICE sector, this sector exists to achieve the specific objectives of organisations (Jago and Deery, 2010). Against the backdrop of the reasons outlined above, the MICE sector had long been considered a key area for growth in global tourism industries (Buathong and Lai, 2017; Bartis et al., 2021). This had been realized by the immense infrastructural developments (mostly facilities and transportation) which provide for the sector, thereby making it an important aspect of urban development (Rogerson, 2015; Buathong and Lai, 2017). Other studies have drawn specific attention to this distinctive market, owing to its greater than normal spend (especially compared to leisure tourists), and its limited seasonality in travelling (Bueno et al., 2020; Cassar et al., 2020). Additionally, since MICE tourism facilitates core functions of organisations, Fenich (2008) contends its relative resilience in times of crises. For these reasons, amongst others, MICE tourism has become known to increase the competitiveness of tourism destinations (Cassar et al., 2020; Alananzeh et al., 2019). Affirming such assertions, Nicula and Elena (2014) note that the sector offers opportunities for diversification of the tourism experience, especially from the natural and anthropogenic elements of destinations that have long attracted international tourists.

MICE tourism in South Africa and COVID-19

In the specific case of South Africa, MICE tourism has been described as an important contributor to the country's tourism growth (Donaldson, 2013; Fenich et al., 2012). South Africa is a globally competitive MICE destination, with the country having a long history of hosting several international and major events including the 2002 World Summit on Sustainable Development, the 2006 World Economic Forum, 2011 United Nations Climate Change Conference and the 2018 BRICS Summit (Marais et al., 2017). In addition, the importance of the sector has been further solidified by the country's international ranking as a MICE destination (Marais et al., 2017). Evidently, this is a significant economic sector in the country on which the country had sought to capitalize through several interventions, including the establishment of the national convention bureau in 2012, the development of world-renowned convention and hotel facilities, as well as the improvement of transportation networks (Rogerson, 2015; Donaldson, 2013; Fenich et al., 2012). This consequently confirms the aforementioned views on the link between urban development and MICE tourism (Fenich et al., 2012).

While the sector had been performing impressively before the pandemic, the onset of the COVID-19 (and the subsequent measures taken by the South African government) severely impacted the operations of events in the country (Hemmonsbey et al., 2021). The local safety measures implemented in order to limit the spread of the virus included a national lockdown order, international travel bans (resulting in the grounding of air travel), restrictions on gatherings as well as social distancing measures (Lapointe, 2020; UNWTO, 2020; Kuscer et al., 2021). Ho and Sia (2020) explain that such safety measures implemented by South Africa, as well as by other countries, are a result of confirmation that the main drivers of the spread were population densities as well as the intensity of social contacts. As a result, the events sector was amongst the hardest hit tourism sectors (Dillette and Ponting, 2021; Seraphin, 2021; Ho and Sia, 2020; Steriopoulos and Wrathall, 2021). The national lockdown order within South Africa involved the institution of the National State of Disaster which introduced a varied Alert Level system in order to manage the gradual easing of lockdown restrictions based on the severity of the COVID-19 crisis in the country (Government of South Africa, 2021).

The Alert Level system comprises of 5 Levels in which the fifth level is the most restrictive and the first level means most restrictions on movement, business and social activity are eased. One of the earliest reactions of the tourism industry to the pandemic was the mass cancellation of events, which was sustained throughout most of 2020. Notably however, in South Africa, business travel was one of the first types of travel to be permitted under the COVID-19 regulations (specifically Alert Level 3), and MICE tourism has been identified as one of the key focus areas for recovery in the country (South Africa Travel Trade, 2020; Rogerson and Baum, 2020). Accordingly, this provides a valuable opportunity to explore the adaptive responses of the sector so as to understand the process of recovery for the sector.

METHODOLOGY

The present study utilizes a qualitative research approach to explore the manner in which respondents have adjusted and responded to the impacts of COVID-19 as well as to the effects of the lockdown measures taken by South Africa. Since qualitative research seeks to understand the research phenomenon, as opposed to predicting its outcome (Tomaszewski et al., 2020), it was deemed most applicable to examine the process of the adaptation of the MICE sector to the COVID-19 tourism environment. Further, owing to the unprecedented nature of the pandemic, and that the subsequent impacts (on tourism) are yet to be fully understood, this research design allows for a rigorous exploration into the subject matter.

Data was collected through a series of interviews with numerous representatives of the local MICE sector. To gain a comprehensive understanding on the sector's response, the study gathered insights from various subsectors of the MICE tourism sector, including MICE planners (such as professional conference organisers [PCO], and exhibition and trade show organisers), national (and provincial) convention bureaus, suppliers (venues, audiovisual [AV] and infrastructure) and government representatives. Finally, views of key industry associations were also considered in the study, which includes the Southern African Association of the Conferences Industry (SAACI), the International Congress and Convention Association (ICCA), Association of African Exhibition Organisers (AAXO), Society for Incentive Travel Excellence (SITE) and the Event Safety Council. In total, 19 interviews were conducted. The interviews comprised of open-ended questions so as to allow for further probing and the exploration of emerging themes. Key questions posed to the study sample centred around their business responses to the pandemic, the measures taken to ensure survival and the adaptation (or plans towards adaptation) to the COVID-19 regulations governing the operations of the MICE sector in South Africa. The data collection process took place from February 2021 to June 2021. However, is it important to note that during this period, the country had been moved from Alert Level 3 to Alert Level 1 (from 1 March 2021) to Alert Level 2 (from 31 May 2021) to Alert Level 4 (from 16 June 2021) (South Africa Government, 2021). Primarily, the movement between Alert Levels meant adjustments on the numbers of people allowed in MICE venues. The data gathered from the interviews were recorded, transcribed and uploaded onto Atlas.ti version 9. The qualitative data analysis software enabled the creation of codes and the grouping of codes from the interview transcripts. This led to the development of key themes, as discussed in the following section.

RESULTS AND DISCUSSION

Operational strategies

The initial strategies employed by the MICE sector had been to reexamine their operational costs and implement cuts where necessary. For instance, one respondent, a meetings planner explained that, '*So we were able to implement some immediate strategies to try and cut some overheads and try and just restrict the operating costs*'. This came as a result of the economic losses resulting from both the national and international lockdown regulations (Haywood, 2020; Kuscer et al., 2021; Rogerson, 2021), which not only halted the operations of the MICE sector, but also caused much uncertainty around when this form of tourism would resume. In fact, the national lockdown measures of South Africa had begun with an initial 21 days where only essential services of the country were permitted to operate (Bama and Nyikana, 2021; Hemmonsbey et al., 2021; Nyawo, 2020). This meant that most of the working population had to transition to working from home. In response, some members of the MICE sector took the decision to terminate their office lease agreements. To illustrate, some MICE planners detailed that:

'*We've also had to let go of our office. So everybody's working remotely, so we no longer have offices, which we had in Century City.'*

'We were lucky that we could get out of our contract for our office because we at least didn't have to pay that. So because of that we had offices. So that was quite a chunk of money, that thankfully, the landlord allowed us to get out of there.'

Such delineations indicate that the transition to remote working did provide some opportunities for certain sub-sectors of the MICE industry to cut back on substantial costs, particularly during a period of much economic uncertainty and losses. It is important to note that some stakeholders in MICE could opt out of their leases, whereas the impact of lockdown measures on venue providers resulted in different responses. Some respondents had stated that venues had to take the difficult decision to shut their doors until a period of time when MICE events were once again permitted, which concurs with the literature on the economic impact of COVID-19 on tourism businesses.

Unfortunately, the examination process into the organisations' operational budgets led to significant staff cuts and the various subsectors of the MICE sector agreed that this was a common strategy employed. The following responses were taken from venue and AV suppliers, as well as from a MICE event planner:

'*80% of our staff has been laid off. The staff that we laid off for mostly operational staff, so like guys on the floor who actually run the events, because if there's no events in we don't need those guys to run the events.'*

'And then exhibitions companies, organising companies and supply companies, so they either closed temporarily, they've laid off staff, or they've retrenched staff.'

'So for example, the Century City Conference Centre used to have 120 staff, now they've got 50 staff.'

The above findings affirm with the available writing on the reactions of tourism businesses to COVID-19 (Rogerson et al., 2021; Giddy and Rogerson, 2021; Steriopoulos and Wrathall, 2021; Dillette and Ponting, 2021). This additionally ties into the devastation of the pandemic to livelihoods, as respondents in the current study (alongside others represented in literature) underscored the importance of the sector to job creation and economic development. However, against the current circumstances, some respondents were of the view that these staff cuts, as dire as they had been, had to be made in order to ensure the survival of the MICE organisations. In fact, a few respondents explained that the failure to take these drastic steps resulted in the closure of some MICE businesses. For instance, one respondent, a trade show organizer, stated as follows:

'*As horrible as it is, you need to get rid of staff that are not absolutely critical to the business. And I know of a company that kept the staff on throughout the whole of last year [2020] at full pay, and closed down in January. That is [a] big mistake, because your staffing component is quite often your most costly expense every month. And you know what, that is unfortunately, [but] don't wait, that's the first expense [you] need to get rid o*f.'

Resultantly, the staff retrenchment led to some major changes to the remaining staff in terms of employment structures (and contracts). The study respondents explained that the present nature of the MICE tourism environment meant that much of the remaining staff had to be put on furlough and so their working hours, and subsequently, their salaries, were significantly less. One meeting planner underlined that, '*And then we reduced staff salaries, because obviously we weren't getting any incoming payments*', while another exhibition organiser specified, '*So the biggest thing is that staff that are left are now getting paid 50% [of their] salaries'*. Again, this was a common practice amongst tourism businesses in responding to COVID-19, as there was a sudden decrease (and halt) of income generated from the industry. The adoption of such strategies meant a lack of stability in employment opportunities for the MICE sector, as incoming staff would most likely (for the near future) be placed on temporary contracts. One respondent questioned whether sector recovery would reverse this, suggesting that some MICE organisations may continue with this nature of employment even in the future, contending that, '…*it is also going to change the way people work in terms of contract hours going forward*.'

Finally, many of the respondents noted the importance of flexibility regarding event cancellations. Similar to the reports on the cancellations of sport events, and cultural events (see for instance Hemmonsbey et al., 2021; Seraphin, 2021; Westmattelmann et al., 2021), early to mid-2020 saw massive cancellations of MICE events in South Africa. Resultantly, a respondent affirmed that '*a lot of clients wanted refunds and we had to accommodate where we could'*. In addition, the respondents agreed that the economic crises caused by COVID-19 meant that client organisation could no longer afford to host the events they had planned. One PCO underscored that:

'*So the initial thing we did was we had to be a lot more flexible with contracts. So where we would say there would be a non-refundable deposit, we actually had to be a lot more flexible, because it's all about relationships. You know, we couldn't say to clients, 'sorry, we're keeping your money', but yet they're busy struggling and they're not receiving money from their employer. So flexibility in contracts, that was initially huge*.'

The importance of maintaining business relationships with clients, and suppliers, was subsequently viewed as an important activity for the sector in order to ensure their continuity for when these events would return.

Postponements rather than cancellations

While the initial reaction from the MICE market enforced cancellations, the respondents noted that one of the most important actions taken was to ensure the postponement of events, rather than the cancellation. One manager of a MICE venue expressed the following:

'*Our immediate impact with that guests had a knee jerk reaction. People wanted to postpone immediately, because initially, we had no idea how long this was going to last. So any conferences that were happening in March, last year, April, May, were put off until sort of June and July and so on. And so that was the immediate impact. And then it started rolling after that, because people wanted to postpone [further]*.'

Several months into lockdown, there was a rise of virtual events as a medium to ensure continuity in the sector. Interestingly, some respondents noted that:

'*And where clients are prepared to pivot, because not all clients are prepared to go virtual. A lot of clients feel that they bid for South Africa to win the bid. They want people to come to South Africa, also in industries where they want to leave a legacy where, a lot of the clients bid for conferences to grow the South African and the African footprint*.'

Significantly, the few available writings on COVID-19 and events affirm the major shift to the virtual environment (Dillette and Ponting, 2021; Seraphin, 2021; Westmattelmann et al., 2021). Evidently, the above study illustrates that, in some types of MICE events, there exists the need to have in-person events. The respondents of the study indicated that it was mostly the association market that had decided to wait and postpone in-person events, or turn them into a hybrid model. Accordingly, for this market, it became especially important for the MICE sector of the country to be able to postpone such events, hosting them at a later time. It is important to note that the above responses were from MICE event planners and that key MICE role players, such as the convention bureaus, had similarly mentioned the importance of retaining this business. For instance, a representative from the National Convention Bureau explained:

'*So we a lot of the work went into trying to convince those clients to rather postpone than to cancel. And all those events, we managed to postpone 28, 12 were cancelled, 5 will sit on virtual platforms.*'

It is imperative to consider the implications of the postponement of events, as while such decisions are taken in order to take advantage of the economic, tourism and non-tourism benefits of events, postponing events could also be accompanied by venue challenges in the future. As the respondents affirm that postponement often leads to scheduling challenges for MICE venues. Additionally, the postponing of events had been influenced by the uncertainties around the COVID-19 virus, the emergence of new variants, and periods of rising infections. Moreover, a large share of the respondents did note that the sector had adapted to the virtual environment, which had necessitated a change in business strategy.

Changing business strategy

Current literature on COVID-19 has affirmed that the pandemic has created several long-term changes to the tourism industry (Giddy and Rogerson, 2021; Lapointe, 2020; Ho and Sia, 2020). For the MICE sector, the initial months of the lockdown meant that the sector had to close down, however there was a massive global shift to the virtual space. Many respondents have highlighted the importance of undertaking research into the new MICE environment, prior to the substantial financial investment. In fact, one respondent, an exhibition organizer, stated:

'*I think research is really important because very often, you know, as entrepreneurs, we can have big bad ideas, and we all have these big bright ideas. And we believe that because within our circle, or within our heads, they say, you know, what you see within your circle just gets reinforced and you believe that that is how the whole world thinks. But until you do your research outside your circle, and realise exactly what the true reality is, then only will you be able to find the solutions to deliver on and that's really, really important. So we need to do our research to understand what the needs are because the way forward is going to requires a sustained, a large investment, you know. And if we're going to invest in something, it needs to be able to deliver returns on investment for both our exhibitors, our attendees and us as organisers of the events. So the research is key to that. And then on the research, then you can build in terms of what platforms you need to build, to deliver on those needs.*'

Virtual platforms have been relatively unexplored in the South African MICE sector. The transition to virtual (and later hybrid) events had been a major learning curve for the sector. Accordingly, the respondents note that, in a very short time, MICE planners had to adapt to the new virtual environment, while ensuring that the events executed met stakeholders' expectations and the investment involved. The respondents explained that this required research into the various types of virtual platforms in order to determine which would be most effective in the delivery of event objectives. A PCO expressed the following sentiment:

'*There are so many technology suppliers around and there are different virtual platforms that I've come across. But not every one of them is equal. And only if you do your homework properly, you see the flaws in each system. And you've got to meet them, you've got to explore it, you got to try the back end, you got to trial it and you got to get your team to trial it, you possibly have to even present it to some of your key clients, your key partners, and get them to trail it to see how comfortable they are to be 100%, because it requires quite a large investment to invest in this and it can go horribly, horribly wrong.*'

In line with the importance of research, the respondents indicated that they have had to reevaluate the manner in which they deliver events, owing to the change in mode (i.e. virtual). As such, the study found that the MICE sector focused on understanding the needs of the client organisations, their objectives for their events and how the various virtual platforms can fulfil such needs. For instance:

'*But I want to acquire as much information from the very same people that used to buy to me, [and that] give me as much information in terms of what you want, so that I can go and repackage, repurpose my business to meet you to meet your needs.*'

Similarly, the majority of the respondents affirmed that their strategy had to change in order to account for the COVID-19 pandemic, with one PCO asserting that '*so the whole business model there had to change. We've had to take everything virtually'*. Indeed, another respondent added, '*So when COVID happened, the board very quickly realised, well, we're not going to have an event like we normally had*'. Such results concur with the prominent theme in literature that contends that the pandemic has led to some major structural changes in the tourism industry. Specifically, for the MICE sector, this includes the adoption to and use of virtual events as a means of hosting events going forward. While virtual events have been around for decades, their widespread adoption has been hindered by their limited capacity to engage with attendees and facilitate interaction (Pearlman and Gates, 2010). The COVID-19 pandemic therefore served to fast-track the development of virtual platforms in order to suit the needs of the MICE sector owing to it being the only available means to host such gatherings.

In addition to the changes in business model, the pandemic also necessitated the development of strategies to cope with the change, as well as to recover from the crises as expressed in the following:

'*And then we needed to have a really good commercial strategy, and recovery strategy. And our company, we had that from the beginning and it was clearly communicated, and everyone contributed, because not everything is going to work for every market or every, every hotel, but it was clearly communicated. And they received a lot of feedback from internal teams to be able to carve out what this looks like, and what our recovery road or the road ahead will look like for the next five years.*'

As evident in the above, the development of recovery strategies entailed the involvement of all members in the organisation. Similarly, Nguyen et al., (2021) posit staff knowledge and skills in the developing strategies to inform organizational resilience. This has been confirmed by the current study findings to not only gather unique insights from various members in the organisation but to foster collective drive towards the common goal, being the recovery.

Venue-specific responses

While some venues did close down due to the pandemic, the study found that other venue suppliers (specifically hotels) responded to new market opportunity emerging from the pandemic:

'*But there's also opportunities where it is some niche type of business that has come through so like, you know, a* *hybrid, but also where, you know, we've got bio bubbles. You know, we we've, you know, had customers that say, we want to take over the hotel. As a group, we want to take over the hotel. And we want full exclusivity and no one coming through. It's been a lot around sports groups that we've been getting. And they take over the hotel, and then the team that is there, is tested prior to check in. And then you know, they take over the hotel, maybe for a whole week or something. So we've managed to really position ourselves in in a way that we're able to secure these, keep everyone you know, creating confidence that people will be safe and really managing that business. So and this a business that we didn't have before COVID*.'

Evidently, for venue suppliers, particularly hotels, an opportunity emerged to tap into a new market during COVID-19. Recent literature on the changes in tourism consumption have demonstrated that COVID-19 greatly increased the perceived fear of travelling (Rogerson and Rogerson, 2021; Wang et al., 2020; Agyeiwaah et al., 2021; Matiza and Slabbert, 2021). The manner in which the virus spreads led to more cautious decision making in travel. Consequently, the hotel venue respondents indicated that this resulted in a new market, termed 'bio bubbles' above, which had first started with sport teams. However, the respondents aver that this practice/opportunity could be an option for the MICE sector in the future, with many of the respondents stating that this could be particularly valuable for the MICE market. More specifically, some respondents postulate that this could be an emerging trend in the incentive travel subsector. On the booking out of small hotels for incentive travels, one respondent representing this subsector, stated that '… *that way, they have also got that sense of security. They are not mingling with other people that they don't know where they've been*'. However, it is important to disclose that this could be an expensive endeavor for many organisations, particularly in an economy that has been devastated by the pandemic.

Elsewhere, some of the large-scale MICE venues were transformed into COVID-19 hospitals. Among the most prominent examples was the Cape Town International Convention Centre, which operated as such a hospital during the onset of the pandemic in South Africa:

'*We've been liaising with city of Cape Town and with Western province government. evidence is that we hosted the hospital of hope so, you know, we build the hospital of hope, over the time period, with the support of the Western Cape government's health department*.'

Since venues sell space, they have responded to COVID-19 by diversifying their operations during the pandemic, particularly during a period in which business travel could not occur. Considering that the above example describes a venue that had been purposely built for MICE events, it left very little opportunity to diversify its offering outside of the MICE sector. Accordingly, responses from these venue representatives illustrate that one of the most important steps taken was the implementation of COVID-19 protocols. Encapsulating such views, one respondent expressed the following:

'*We've had to reduce the amount of touch points so that they can be an automatic door as guests walk into, they don't have to actually open a door to get into the hotel, that we able to take snapscan that to be able to people don't necessarily need to sign up. If they do sign up, they keep the pin or they sanitse, you know, all those touch points that are so important. and business travellers are looking for that and they're very, very well very quickly say sorry, I don't* feel comfortable, I'm not going to do that. And if we've actually got to 100% understand that and accommodate accordingly.'

The above concurs with the studies affirming that the hospitality industry quickly adapted to the COVID-19 protocols (Lapointe, 2020; Kuscer et al., 2021; Rogerson et al., 2021). In the specific case of South Africa, the Tourism Business Council of South Africa (TBCSA) and the Event Safety Council developed the COVID-19 safety protocols of the tourism and events industry (TBCSA, 2020) which were adopted by several tourism establishments in the country. As explained by the respondents, their adoption of COVID-19 safety protocols not only ensured their compliance but also built confidence (in their markets) to host MICE tourism in their venues. Indeed, one respondent, a representative of an industry association, affirmed that '*we have been the most compliance, we went over and beyond what was required*'. Also, many of the venues had further adapted to the virtual events environment, by way of digital upgrades to their facilities. For example, one AV supplier described that '…*in partnership with various venues in in Cape Town, Joburg and Durban we actually set up studios and green rooms that would stay there for when lockdown restrictions are eased*.' Indeed, there were a few convention centres and other MICE venue suppliers which developed virtual event catalogues, illustrating their capacity to cater for both virtual and hybrid events.

CONCLUSION

The current study sought to explore the various strategies employed by the MICE sector in response to the COVID-19 pandemic in South Africa. The findings revealed that the adaptive strategies employed by the sector included cutting down on operational costs and ensuring that the planned events are rather postponed than cancelled. Additionally, the results illustrated that responses were mostly geared towards adapting to the virtual events environment, which has gained much prominence due to the restrictions implemented in order to manage COVID-19. Adapting to the virtual environment had preempted various responses from different sectors of the MICE industry, with the most common being the change of business strategy to conform to the new environment in which the sector must operate. While the return to in-person events, in the pre-COVID capacities, is still unknown, it can be ascertained that the virtual and hybrid events model adopted during this period will not disappear should there be a relative state of stability.

Instead, these modes of hosting MICE tourism will likely feature in the post-COVID-19 world, particularly as they had opened up some opportunities for expanding new markets and offered some continuity during periods of uncertainty. In this regard, the resilience theory had been instrumental in grounding the current study, as it enabled the understanding of the change occurring in the sector. As such, the study provides some theoretical contributions to literature, as it broadens the scope of literature on MICE tourism and COVID-19, particularly in the developing nations context. Furthermore, it moves away from examining the impacts of the pandemic to exploring the process of change in MICE tourism, and potentially the process of sector resilience. Notably, the current study is one of the few MICE tourism studies that has adapted the resilience theory thereby extending the applications of the theory.

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CAN SOCIAL MEDIA BE A TOOL FOR INCREASING TOURISTS' ENVIRONMENTALLY RESPONSIBLE BEHAVIOR?

Enamul HAQUE
Burapha University, Faculty of Management and Tourism, Bangsaen, Chonburi-20131, Thailand, e-mail: bpcsagar1346@gmail.com

Tinikan SUNGSUWAN*
Burapha University, Faculty of Management and Tourism, Bangsaen, Chonburi-20131, Thailand, e-mail: look_kook@hotmail.com

Sarunya SANGLIMSUWAN
Burapha University, Faculty of Management and Tourism, Bangsaen, Chonburi-20131, Thailand, e-mail: sarunyas@go.buu.ac.th

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Abstract: For the sustainable development of a tourism destination, environmentally responsible behavior (ERB) is a vital issue. This study developed an implicated model based on the Stimulus-Organism-Response (S-O-R) framework showing the usages of social media by tourists regarded as a stimulus; environmental awareness, and place attachment generated from using social media regarded as an organism; and tourists' ERB thereby bringing behavioral intension regarded as responses. The integrated tourists' ERB model was experimentally tested using survey data from 467 Bangladeshi tourists by SEM-based methodology. The study found that social media has a beneficial effect on environmental awareness and place attachment, negatively impacting ERB. Furthermore, environmental awareness and place attachment has a favorable impact on ERB. This article discusses theoretical discoveries as well as practical consequences.

Key words: social media, environmental awareness, place attachment, ERB, Saint Martin's Island, Bangladesh

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INTRODUCTION

Tourism is often considered an essential mechanism for economic growth and development (Brida and Risso, 2009). The rapid growth of tourism sometimes has adverse environmental effects, such as increasing greenhouse gas emissions from visitors' leisure activities and needs (Dwyer et al., 2010). It has the key contribution to emit CO_2 to the world climate, especially in the low-income country's tourism industry (Haseeb and Azam, 2020) and this industry is accounted for almost one-tenth of the world's carbon emissions (Independent, 2018). Since tourism is highly reliant on a destination's natural and cultural attractions (Kiatkawsin and Han, 2017), adverse tourist effects may severely affect sustainable development (Su et al., 2018). Tourists may cause to environmental damage by disrupting wildlife (Chen, 2011), polluting (Logar, 2010), and overcrowding (Dickinson and Robbins, 2008), even flower picking (Chang, 2010). One of the main concerns of tourism scholars is environmental protection. Tourists behavior is directly involve to degrade the natural environment (Kreag, 2001), caused different type of massive environment pollution (UNEP, 2019). Destination Management Organizations are increasingly faced with severe environmental problems (Cheng and Wu, 2015; Han, 2015) due to visitors' behavior (Chang, 2010). So, it is crucial to understand the primary factors of environmentally responsible behavior (ERB). Various theories were considered to understand the mechanism behind tourists' ERB, such as planned behavior (Chen and Tung, 2014), value-belief-norm theory (Han, 2015), goal-directed behavior (Han and Hwang, 2016), and place attachment theory (Cheng and Wu, 2015). Different studies were held on tourists' ERB to explore tourists' internal drivers (Abdullah et al., 2019; Jahanishakib and Bakhshi, 2020), social and economic factors (Gifford and Nilsson, 2014; Liu and Hao, 2020), traditional education process (Bogner, 1998; Chawla and Cushing, 2007), and so on. Most of the typical studies focused on tourists' traits or social factors to find the ERB, ignoring the human internal learning process by digital platforms such as social media (SM).

We aimed to cover this gap using the well-known S-O-R framework of Mehrabian and Russell (1974). Globally, nearly 3.6 billion (49% people) use social media which will be 4.141 billion by the year 2025 (Statista, 2020). Social media are increasingly important to grow the tourist's attractions (Briciu and Briciu, 2020), impactful for overshadowing all conventional outlets (Jacobsen and Munar, 2012), and a great influencer on tourists' beliefs and behavior (Lebe et al., 2014; Sparks et al., 2013). By focusing this area, we were attempting to explore the factors and their indicators which impacts on tourists' ERB, and then develop the ERB model using SEM. A stimulus may generate an internal state (i.e., gaining awareness of nature) which influence the person's conduct. Tourists may respond to environmental stimuli by developing subjective awareness about their entire tourism experience. The consumer then chooses whether to continue using the service or not (Taha et al., 2021). Tourists are more prone to adopt social media-related habits than visitors who have less integration and knowledge of the environment (Javed et al., 2020).

* Corresponding author

The S-O-R framework helps predict consumer behavior, such as customer loyalty (Mazaheri et al., 2010). Some marketing and tourism academics have used the S-O-R framework to investigate the development of tourist behaviors, such as Su et al. (2014) revealed the importance of emotional experience in different tourism contexts. Others worked on hotel environment, which triggers hotel loyalty through emotions (Jani and Han, 2015), destinations reputation to visitors' behavior (Su et al., 2020), destination's experiences to Virtual Reality and visit intention (Kim et al., 2020).

SM marketing develops the purchasing intention (Oussa et al., 2021), substantial effect on behavioral intention and actual behavior (Javed et al., 2020) to its users. It affects increasing customer satisfaction which turns into re-purchasing (Voramontri and Klieb, 2019) and revisiting (Riera et al., 2015). Having these influences, SM is becoming more significant in the tourism sector (Javed et al., 2020). However, SM can assist speed sustainable development by increasing eco-environmental consciousness (Lively, 2011). Similarly, place attachment (PA) is vital in predicting tourists' future behavior (Cheng et al., 2013). Environmental knowledge, place attachment and sensitivity influence ERB (Cheng and Wu, 2015; Lee and Oh, 2018). Place attachment has two dimensions: identity and dependency. Oh et al. (2012) found that place identity emerged after place dependency. However, environmental awareness (EA) is the driving factor underlying environmental behavior (Mobley et al., 2010). Environmental attitude leads to pro-environmental conduct (Burgess et al., 1998). Given the significance of EA and PA, the current research focused on social media's impact on visitors' ERB. In summary, this research seeks to understand how SM, EA, and PA affect tourist ERB.

The direct contributions of the study are; first, tourists' ERB enters the model to represent response outcomes in the S-O-R framework (Figure 1). Secondly, this article integrates the S-O-R framework with script theory, using PA and EA to link the theories. Thirdly, by incorporating aspects of tourist behavioral psychology, the suggested model may enhance current consumer behavior theory and analytical frameworks. Finally, developing a new theoretical framework and platform for researching tourist's ERB origins, effects, and processes could inspire future scholars. Indirectly, by raising significant awareness to mass tourists on tourism sustainability, policymakers and destination management organizations (DMOs) may create more sustainable tourism. DMOs could build a good image using SM. The result may aid tourists and locals in better understand their environmental responsibilities. This study's S-O-R model may improve existing consumer behavior theory and analytical frameworks by integrating behavioral psychology and study aspects.

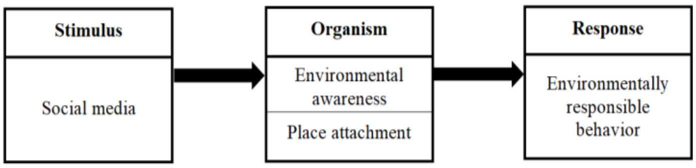

Figure 1. S-O-R model in research formed by researcher

Theoretical foundation

The Stimulus Organism Response (S-O-R) theory (Mehrabian and Russell, 1974) states that a stimulus generates a response based on an organism's internal evaluation. The internal evaluation may be conscious or unconscious. In every scenario, the internal tale drives unconscious or instinctive judgments that generate emotion and response. However, psychologically, it is possible to alter human behavior deliberately or accidentally. Following S-O-R theory, people react to the environment in two ways: approach behavior (desire to explore) or averting behavior (dislike to do anything positive). This approach focuses on the mental or emotional aspects of the environment, called aesthetic incitements (Wohlwill, 1976). Jacoby (2002) proposed an integrated S-O-R framework with cognitive and emotional structure. Kim and Lennon (2013) used the sources (external-internal) of information as stimuli to influence customers' intentions (responses) through cognition and emotions (organism). Following the S-O-R framework, the actual theme park visitors' physical (hedonic and utilitarian values) experiences (Chang et al., 2014), the desire of travel and actual visits of travelers (Rajaguru, 2014) is explored. Recently, the S-O-R model has been applied in the hotel service consuming context (Jani and Han, 2015), on tourist perception to tourist ERB (Su et al., 2020), on tourist's experiences, reaction, and visiting intention (Kim et al., 2020). Following S-O-R framework, this study proposed that using SM (Stimuli) develop EA and empower PA (Organism) which lead tourists' ERB (Response).

LITERATURE REVIEW AND HYPOTHESIS BUILDING

Stimuli: social media (SM) and its usages

Social media are web-based platforms where people may interact, share information, and exchange ideas (Dollarhide, 2020). SM is a set of tools and resources that allow people to generate and share knowledge (Boyd, 2010). Because of the influence of SM in tourism, travel intent and purpose have impacted visitor behavior (Zeng and Gerritsen, 2014). The high use of SM by young tourists (Crowdriff, 2020) profoundly affects them (Chatzigeorgiou, 2017). Using social media/networks, tourists become co-producers, co-marketers, and co-consumers of tourism (Fotis, 2015). Tourism satisfaction (Huang et al., 2017), tourist decision (Chung et al., 2017), tourists motivation (Ho and Gebsombut, 2019) are the impact of SM which is normative (Chung and Han, 2017). Young tourists are captivated by SM channels worldwide (Crowdriff, 2020). SM has now surpassed all other sources of tourism information (Jacobsen and Munar, 2012). Consequently, visitors' attitudes and behavior have changed, and SM's influence in online tourism is growing (Xiang and Gretzel, 2010). SM increase environmental consciousness, which speeds up sustainable development (Lively, 2011). By producing, sharing, and distributing content, SM applications connect individuals to online communities (Jussila et al., 2011). Many environmental campaigns have used social media to inspire people to sign petitions, share news, and raise awareness (Kaur, 2015). Idumange (2012) argues that SM may reach a broad audience and build EA. Previously, tourist information came from recollection, brochures, guides, travel agencies, journals, and friends (Blackwell et al., 2006). But lately, SM has overtaken all other tourist sources (Jacobsen and Munar, 2012).

The significant interaction of interpersonal and media with local communities suggests a specific linkage between SM and PA. It happens firstly; internet platforms let local community connects to interact (Castells, 2011); secondly, the interaction follows Person-Process-Place (personal, psychological, and geographical) paradigm, different from the traditional Man-Land connection (Scannell and Gifford, 2010). Psychological mechanisms mediate social media's vast space. Social networking may enhance PA and local ties by searching information which assists the tourists to plan (Snepenger et al., 1990), minimize confusion, and improve travel quality (Fodness and Murray, 1997). Hollander and Page (2020) found SM to be an effective tool for better understanding PA. SM promote EA, and it helps sustainable development (Lively, 2011). SM modifies the PA-ERB link (Xu and Han, 2019). So, we have reason to speculate:

H_1: SM might positively impact creating EA among tourists.
H_2: The usages of SM would positively and significantly impact PA to the tourists.

Organism: Environmental awareness (EA) & place attachment (PA)

EA is based on two concepts a) a collection of feelings and ideas about the interaction of conduct and environment (Kollmuss and Agyeman, 2002), b) the concept of environment and its problems (Uehara et al., 2016). EA and interpersonal relationships of travelers also decide their perceived consistency, environmental attitude and behaviors. SM connects the users within a virtual community (Zeng and Gerritsen, 2014), the interaction of virtual communal platforms may increase environmental consciousness in many ways (Idumange, 2012). Burgess et al. (1998) assumed that environmental knowledge leads to an environmental attitude, resulting in pro-environmental behavior. Thus, EA is a multi-dimensional construct, which consists of affective (e.g., concern or attitude), cognitive (e.g., knowledge), and conative (e.g., behavioral intention) factors, as Kollmuss and Agyeman (2002) proposed. Individual's attachments to a place are named PA (Yuksel et al., 2010). PA is a multi-dimensional description of a person's cognitive process and location (Scannell and Gifford, 2010). Leisure tourism researchers evaluated place identity and place dependency for PA (Kyle, et al., 2003). Though, place identification and place dependency influence the dependent variable differently (Budruk et al., 2009). For example, Kyle et al. (2004) discovered that the Appalachian Trail's circumstances were more problematic than location dependency. Place identity probably weighs more than place dependency the connection between people and place (Payton et al., 2005). However, PA can describe by place identity & dependence (Oh et al., 2012).

Arı and Yılmaz (2017) found that EA is related to people's motivation and behavioral intention to be pro-environmental. Chan (2001) predicted that environmental knowledge encourages eco-friendly behavior. For example, Ellen et al. (1991) found that environmental concerns influence diverse ERB, including composting and sustainable green consumption. Furthermore, studies believed that PA predicts ERB (Pietilä and Fagerholm, 2016). PA is also important in tourist forecasting and natural resource management (Warzecha and Lime, 2001). Many research focused on people's environmental actions in their former homes. Individuals develop a sense of place and engage in ERB and PA (Hines et al., 1987). Gosling and Williams (2010) argued that people connected to a place should voice their environmental concerns and become more aware of environmental problems. This concept leads to the following hypothesis.

H_3: The EA might have a significant direct effect on tourists' ERB.
H_4: The PA might significantly affect tourists' ERB.

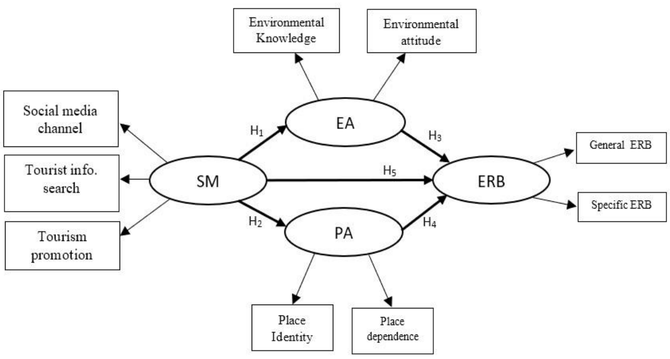

Figure 2. Research framework

Response: Environmentally responsible behavior of tourists

Environmentally Responsible Behavior (ERB) is a particular expression representing "any activity, person or community, aimed at environmental problems/problems" (Sivek and Hungerford, 1990). Tourists who participate in ERB will mitigate their impact on the environment (Kollmuss and Agyeman, 2002) and take environmental measures (Steg and Vlek, 2009). ERB is also deemed a crucial driver for good eco-tourism and sustainable growth (Lee et al., 2015). The measures of environmental behaviors are classified into six categories by Smith-Sebasto and D'Costa (1995): civic action, educational action, financial action, legal action, physical action, and persuasive action. Researchers (Cottrell, 2003; Vaske and Kobrin, 2001) have divided ERB into two sub-categories that is general ERB (encouraging family and friends to practice ERB) and specific ERB (recycling, buying green goods; using alternative types of transportation). Tourists show ERB through showing environmental activism and environmentally aware activities in their private life (Stern, 2000). Javed et al. (2020) founded direct and indirect impacts of tourists' ERB by SM. SM have modified visitor recycling behavior (Sujata et al., 2019), reconstructed consciousness (Nalewajek and Macik, 2013), and developed ERB (Robelia et al., 2011). Previously, visitor information channels tended to look into previous memories, brochures, guides, travel agencies, journals and relatives and family (Blackwell et al., 2006). Moreover, SM also overshadowed all conventional outlets as a medium for tourist information queries (Ho and Liu, 2005; Jacobsen and Munar, 2012). SM users are optimistic towards online interactions to produce mutual information rather than receiving messages passively from websites (Hvass and Munar, 2012). The information created by social media users will persuade people to influence their beliefs and behavior, eventually (Lebe et al., 2014). In this way, it may rightly be assumed that:

H_5: SM might significantly affect to the ERB of tourists.

MATERIALS AND METHODS

In this section, we provided the items defining survey constructs. Next, we provided our data collecting method from the tourists of St. Martin’s Island, a well-known tourism destination in Bangladesh. Subsequently, we express our data analysis approach.

1. Questionnaire design

After research modeling, we developed a questionnaire for a pilot study that included all of the original questions from the different sources. Thirty-five participants were asked to give feedback on the draft survey's question items. We also checked each scale's reliability (e.g., Cronbach's alpha and item-total statistics). Statistical analysis revealed excellent reliability (.91) and internally consistent validity (Cronbach's alpha values between 0.28 and 0.68). The question pools were condensed based on the pilot study's exploratory data analysis (to avoid likely respondent fatigue and incompleteness). Before participating in the pilot test, all respondents were pre-screened for recent tourist experiences and social media usage. We then described the source of survey question items. Three observed variables were used to measure SM; each observed variable had three items adapted from the study of Javed et al. (2020). Based on the study of (Kollmuss and Agyeman, 2002), EA is categorized by two observed variables named environmental knowledge and environmental attitudes. These two variables were measured by eight items which were taken from the study of (Cheng and Wu, 2015), (Severo et al., 2019), and (Lee and Jan, 2015). PA had two observed namely; Place identity and place dependence, taken from Budruk et al. (2009); Payton et al. (2005). The eight items of PA are cited from the study of Cheng and Wu (2015); Zhou et al. (2020) and (Lee, 2011). For the ERB scale, depending on Smith-Sebasto (1992) and Lee et al. (2013), two observed variables were founded: General behavior and specific behavior. Eleven items are taken from the study of (Cheng and Wu, 2015); (Su et al., 2020); (Lee, 2011); (Zgolli and Zaiem, 2018); (Lee et al., 2013); (Li et al., 2020), and (He et al., 2018) for measuring ERB. The scales ranged from "Extremely disagree" (1) to "Extremely agree" (5).

2. Sample design and data collection

The research conducted an online survey to get data from tourists who used SM and had visited St. Martin's Island, a renowned natural and environmentally diverse sensitive destination in Bangladesh's largest tourist metropolis (Cox's Bazar). The island's biodiversity includes 234 fish species, 187 mollusk species, 66 coral species, two seagrass species, 133 seaweed species, three mangrove species, 130 coastal and land birds, four marine turtle species, five sea snake species, nine marine mammals, and many terrestrial animals and plants (Ahammed et al., 2016). Four volunteered research assistants (university students) were trained and informed on the study's objectives, backgrounds, and data collecting procedure of research. Each data collector was allocated to a specific online SM travel group to ask the respondents to participate in the online survey politely. Notably, the research assistants ensured the respondents about the questionnaire's anonymity and personal information disclosures. The respondents were also assured that the survey data would only be handled for academic research and not for commercial purposes. After agreeing, the researcher assistant sends the Google form URL of the questionnaire to respondents. We formed the questionnaire in English; however, we provided a local language version for better understanding. After two weeks of delivering the questionnaire, the researcher followed up progress. The individuals who did not respond within three weeks were removed from the sample list. The online survey was conducted from May to June 2021. The research assistants were dutiful to clarify questions and were not influenced by respondents. Once filled out, the questionnaire was sent to the researcher's server. The sample size for analyzing the data using SEM, 250 to 500 indicates good (Schumacker and Lomax, 2016). Following this suggestion researchers targeted at least 450 respondents and sent the 500 surveys to the four largest online travel groups in Facebook as mostly used social media in Bangladesh namely: Travelers of Bangladesh-ToB (1.1 million members), Tour Group BD (811,000 members), Travellers of Bangladesh (411,000 members), and Bitto Travel and Tourism (50,000 members). Within 500 respondents, 482 respondents replied where 467 were suitable (93.4% valid response) for analyzation. In the research, we applied a purposive sampling technique using screening questions asking the respondents about using social media in their daily life and the traveling experience to visit the island. After getting the positive answer, the google link was sent to the respondents to participate in the online survey.

3. Data analysis

After completing the data collection, the researcher focused on data processing and analysis using SPSS. First, we examined the descriptive data, then tested normality. After that appeared the correlation between variables. A measurement model was then performed to measure the model's quality. The SEM method was used to evaluate the fit of data and theoretical model then the model's hypotheses were tested.

RESULTS AND DISCUSSION

The general features of the respondents related to demographic characteristics was described in this section. After that, the construct reliability and validity were checked along with confirmatory factor analysis to measure the model.

1. Sample analysis

Table 1 shows the demographics of the research sample. Among participants mainly are young (45.40 %) with males

(79.44%) and females (20.56%). Principally are educated with higher secondary school certificate (38.80%), and master degree (35.10%). A rambling income distribution revealed that the majority of individuals had no income (52.46%) or less income (19.71%). Mostly use Facebook (84.80%) as SM by smartphone (93.58%) for a long time (>5 years-65.95%). Most participants (83.75%) have notable travel experience.

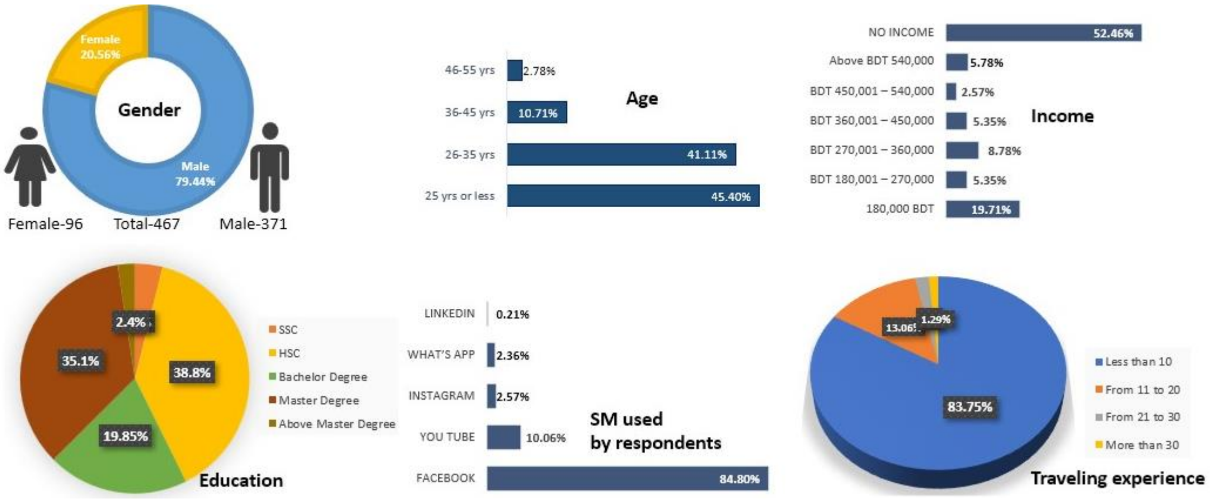

Figure 3. Samples in graphs & charts

Table 1. Demographic data of participants

variables		n	%	variables		n	%
Gender	Female	96	20.56	Type of using SM	Facebook	396	84.80
	Male	371	79.44		You Tube	47	10.06
Age	25 Years or less	212	45.40		Instagram	12	2.57
	26 – 35 Years	192	41.11		What's app	11	2.36
	36 – 45 Years	50	10.71		LinkedIn	1	0.21
	46 – 55 Years	13	2.78	Years of using SM	Less than 1 years	24	5.14
Education	Secondary School Certificate (SSC)	18	3.85		1 – 3 years	49	10.49
	Higher Secondary School Certificate (HSC)	181	38.80		3 – 5 years	86	18.42
	Bachelor Degree	93	19.85		More than 5 years	308	65.95
	Master Degree	164	35.10	Devices for using SM	Smartphone	437	93.58
	Above Master Degree	11	2.40		Desktop/Laptop	27	5.78
Income	≤ BDT 180,000	92	19.71		Tablet	1	0.21
	BDT 180001- 270,000	25	5.35		Others	2	0.43
	BDT 270,001- 360,000	41	8.78	Travelling Experience	Less than 10 destinations	391	83.75
	BDT 360,001- 450,000	25	5.35		11 – 20 destinations	61	13.06
	BDT 450,001- 540,000	12	2.57		21 – 30 destinations	9	1.93
	Above BDT 540,001	27	5.78		More than 30 destinations	6	1.29
	No income	245	52.46				

2. Measuring the model

2.1. Confirmatory factor analysis (CFA)

A descriptive statistical analysis of all indicators should be run before evaluating data for CFA and SEM (Hair, 2009). The coefficients of variation (17.39 to 33.76), Skewness (±2.15), and Kurtosis (±5.22) were all significant at the .01 level. After ensuring the data was normal, CFA was used to assess the inter-item correlation of structural components and dimensions of the structure. CFA model fit indices showed how well it matched the data. χ^2, NFI, CFI, RMSEA, and CMIN/DF values were considered to assess goodness-of-fit (Abubakar and Ilkan, 2016).

A measurement model's acceptable χ^2/df value is ≤ 3 (Johnson et al., 1995). The χ^2/df score was 1.078; RMSEA= 0.013<0.05, GFI=0.95, NFI=0.96, CFI=0.99, TLI=0.99, and AGFI=0.92 which is acceptable by Schumacker and Lomax (2016). As a consequence, the measurement model fits the data well.

2.2. Construct reliability and validity

Construct reliability and validity were tested to demonstrate inter-item consistency and connections of the model's latent variables. Composite reliability measures the internal consistency of observable variables or items (Netemeyer et al., 2003). It's a metric of the observed variables' shared variance used to find a latent construct (Fornell and Larcker, 1981). Tseng et al. (2006) suggest a criterion of 0.60 or up for composite reliability. Cronbach's alpha and composite construct reliability were used to evaluate measuring reliability. The Cronbach's alpha of constructs varies from 0.87 to 0.92 (Table 2). Composite reliability spans from 0.75 to 0.89, which is higher than cutoff 0.60. For each construct, it ensures appropriate internal consistency by Tseng et al. (2006). Convergent and discriminant validity are two aspects of construct validity. Convergent refers to the measurements of how closely it correlates with other variables. Discriminant validity, on the other hand, is a measure of how remotely linked constructs are. The cutoff of convergent validity is

>.50, or if the AVE is higher than the squired correlations between any two constructs, it is satisfied (Fornell and Larcker, 1981). It was determined that all item factor loadings were more than or equal to 0.52 with a significance level of 0.01, indicating satisfied convergent validity (Anderson and Gerbing, 1988). The AVE was 0.57-0.79 (cutoff 0.50), which explained that constructs are significant in the variables (Fornell and Larcker, 1981). All of this shows measure convergent validity. Discriminant validity is substantial if the AVE squire root between two constructs is higher than the correlation (Fornell and Larcker, 1981). There are no correlation coefficients more than 0.74 and no squire roots of AVEs less than 0.75 (Table 3), suggesting that the scales in this research are discriminately valid. So, the measurement model consists of 4 latent variables consequently SM (3 observed variables with 9 items), EA (2 observed variables with 8 items), PA (2 observed variables with 8 items), and ERB (2 observed variables with 11 items) (Table 2).

Table 2. Empirical results of the measurement model

Construct	Observed	Observed Items	Mean	SD	F. loading	C. Reliability	AVE	√ AVE	Alpha
SM	Social media channel	Actively users of social media channels	3.49	0.94	0.74	0.92	0.57	0.75	0.87
		Actively upload contents in social media	3.73	0.88	0.84				
		Impacts of social media while travelling	3.14	1.06	0.61				
	Tourism promotion	Promoting/advertising tourism activities	3.92	0.77	0.78				
		Assessment of social media to led promoting tourism	4.06	0.81	0.76				
		Environment protection by the announcement in SM	4.01	0.78	0.75				
	Tourist information search	Importance of SM for searching information and making decision	4.10	0.80	0.81				
		SM helps searching authentic and reliable information	3.81	0.82	0.79				
		Searching external information for new destination	3.84	0.80	0.68				
EA	Env. knowledge	Knowledgeable to the maintenance of ecological balance	4.02	0.81	0.76	0.89	0.71	0.84	0.89
		Natural resources of islands should protect for future	4.42	0.85	0.72				
		The impact of activities on the natural environments	3.92	0.88	0.71				
	Env. attitude	Usual activities on environmental issues	3.91	0.78	0.70				
		Feelings of motivation for adopting improved env. attitudes	4.06	0.73	0.82				
		Raising environmental protection awareness	4.37	0.76	0.69				
		Humans interfere to nature produces disastrous consequences	4.21	0.85	0.59				
		Humans will eventually learn about how nature works	4.32	0.82	0.72				
PA	Place Identity	Feelings of touring in the destination	4.05	0.84	0.75	0.93	0.79	0.89	0.91
		Feelings to learn about the destination by revisiting	4.15	0.83	0.83				
		Sense of belonging concerning the island	3.79	0.86	0.78				
		Personal feeling about the island	3.75	0.91	0.70				
	Place dependence	Intend to spend more time in the destination	3.72	0.89	0.75				
		Enjoyment in traveling to island more than other destinations	3.75	0.90	0.89				
		Satisfaction of visiting island than another place	3.73	0.85	0.91				
		Finding substitute of this destination	3.47	0.95	0.75				
ERB	General behavior	Willingness to solve the environmental problems of the island	3.87	0.82	0.82	0.93	0.73	0.86	0.92
		Reading about the environments of the island	3.57	0.83	0.67				
		Status of convincing the travel companions to the island	3.84	0.80	0.76				
		Buying environmentally sound product	3.91	0.79	0.73				
		Intentions to learn more about the local environment	3.91	0.76	0.81				
	Specific behavior	Efforts to learn more about culture of island	3.82	0.78	0.81				
		Activities to reduce the interference the nature of island	3.85	0.81	0.80				
		Following the legal ways for stopping the destruction of island	3.81	0.81	0.74				
		Garbage related action while visiting the island	3.81	0.87	0.70				
		Willingness to lessen/stop visiting the island if it is needed	3.75	0.88	0.52				
		Measuring the environmental damaging activity while travelling	4.18	0.83	0.72				
Goodness-of-fit indices	χ^2 =427.26, *df* =397, χ^2/*df*=1.078, *p* =.142, *GFI* =.952, *AGFI*=.92, *RMSEA* =.013, NFI=0.96, TLI=0.99, CFI=0.99								

2.3. Structural model analysis

2.3.1 Correlation coefficient of variables

The correlation of all variables in SEM was significant at the statistical level p<.01. According to Schober et al. (2018), the correlation of <0.1 indicate negligible where >0.9 indicate very strong correlation. The lowest correlation was between SM and PA (.58) and the highest correlation was between EA and ERB (.74) (Table 3). These correlation coefficients indicated that the data are good enough for analyzing with the structural equation modeling.

Table 3. The correlation and AVEs of variables

Variable	SM	EA	PA	ERB
SM	**.75**			
EA	.71**	**.84**		
PA	.58**	.61**	**.89**	
ERB	.62**	.74**	.73**	**.86**

**p< .01; (Bold numbers refer to the squire root of AVE)

Table 4. The model fit indices of the ERB model

Criteria Index	Model fit criteria	Scores	Results
Chi-Square (χ2)	*p >.05*	$\chi 2$ =22.84 (*p*=.08)	Passed
χ2/df	<2	1.43	Passed
RMSEA	<.05	.03	Passed
SRMR	<.05	.01	Passed
GFI	>.95	.98	Passed
CFI	>.95	.99	Passed
NFI	>.95	.99	Passed

2.3.2 Goodness-of-fit indices

The value of $\chi 2$, GFI, NFI, CFI, RMSEA, SRMR, CMIN/DF (χ^2/df) values are considered to evaluate the goodness-of-fit indices (Abubakar and Ilkan, 2016). The acceptable χ^2/df value of a measurement model is ≤ 3 (Johnson et al., 1995). The value of Chi-Square equal to 22.84, *df*=16, χ^2/df=1.43, RMSEA=.03, CFI=.99, GFI= 0.98, SRMR=0.01, NFI=0.99 (Table 4). According to the suggestion of model fit criteria of Schumacker and Lomax (2016), the proposed model perfectly fits (Table 4).

2.4 Hypothesis testing

Table 5 shows structural path model result proposed in this study. The effect of SM on EA (β=0.92, p<.01); SM on PA (β=0.70, p < .01); EA on tourists' ERB (β=0.84, p < .01), and place attachment's effect on tourists' ERB (β=0.58, p<.01), which suggested that H1, H2, H3, and H4 were supported. Therefore, the direct effects of SM on tourists' ERB at β = -*.43* (indirect effects β = 1.17, total effects β = .75) at value p<.01, which also support the H5, though it has significant negative effects but still positive in total and indirect effects to ERB.

Table 5. Hypothesis testing result (**p*< .01)

SL	Hypothesis	Path	Std. Path loading	Conclusion
H_1	Social media → Environmental awareness	β	0.92*	Supported
H_2	Social media → Place attachment	β	0.70*	Supported
H_3	Environmental awareness → ERB	β	0.84*	Supported
H_4	Place attachment → ERB	β	0.58*	Supported
H_5	Social media → ERB	β	-0.43*	Supported

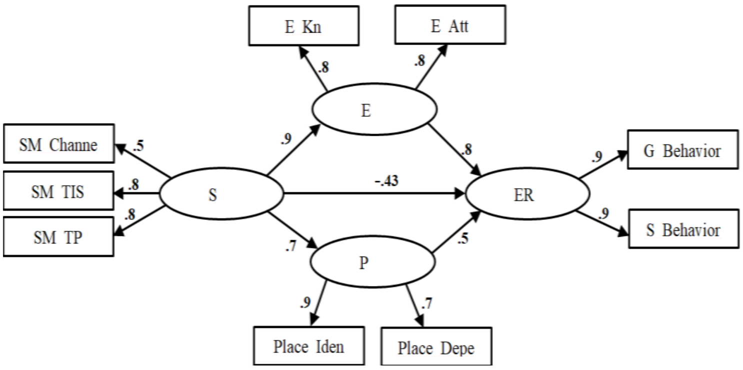

Figure 4. Result of path analysis

2.5 Analysis of model

It is worthy to note that the current study also examined the model that includes the three key components in the typical S-O-R framework and the ERB variables (from the proposed theory). The value of $\chi 2$/df was 1.43 (cutoff less than 3.00); RMSEA= 0.03<0.05; SRMR=0.01<.05; GFI=0.98, NFI=0.99, TLI=0.99, CFI=0.99 all of which were greater than the 0.95 cutoff suggested by Schumacker and Lomax (2016). As Fig. 4 shows, the effect of SM on EA (β=0.92, p<.01); SM on PA (β=0.70, p < .01); EA on ERB (β=0.84, p < .01), PA's effect on tourists' ERB (β=0.58, p<.01), and SM to ERB (β= -0.43, p < .01). The model explained 90%, 84%, 49%, and 84% of SM, EA, PA, and ERB variance, respectively. This competing model appears to be reasonable to predict tourist ERB based on the fit indices and path coefficient.

CONCLUSION

1. Discussion

Prior research established the statistical significance of the research results. The ERB model of SM users showed high goodness of fit (Schumacker and Lomax, 2016). The study found that SM widespread pressing EA and PA may cause ERB in tourists. Jussila et al. (2011) and Lee and Ma (2012) showed that users might share, communicate, and collaborate their ideas and experiences by creating and distributing material (media and text). Idumange (2012) recommended using popular SM channels like blogs, Facebook, Twitter, and YouTube to increase EA. According to this study's structural path analysis, EA generated by SM may understand tourists' ERB. We had found the evidence (Idumange, 2012; Kaur, 2015) to support the conclusions. SM is also important since it affects place attachment and, therefore, tourist ERB. Travelers who use SM properly are more likely to develop positive opinions and help to develop the positive images to destinations to others and themself. The findings of this study make pervious research more concrete. The research looked at the effects of SM on place attachment. Xu and Han (2019) discovered that SM alters the relationship between place attachment and pro-environmental behavior. Hollander and Page (2020) showed emotional analysis to comprehend better PA perspectives utilizing SM. This research found an association between environmental awareness and tourist ERB. The results show that EA generated from using SM has a significant effect on ERB. According to Arı and Yılmaz (2017), EA increases people's motivation and behavioral intention to be pro-environmental. Song et al. (2019) discovered that EA influences behaviors like purchasing green products. Cheng and Wu (2015) discovered that environmental awareness influences behaviors like purchasing green products. Other researchers found similar to this work including He et al. (2018); (Lee and Oh, 2018); Su et al. (2020). This study's results quantitatively support the significant effect of environmental awareness on ERB.

The study also explores that the place attachment raised from SM affects tourists' ERB, which upholds the previous research. According to Lee (2011), people attached to a place express environmental problems and become more conscious. The quantitative research of Pietilä and Fagerholm (2016) showed that place attachment is an ERB predictor. Cheng et al. (2013) founded visitors attached to islands are more inclined to show ERB.

This study's model shows the benefit of integrating EA and PA via social media to understand tourist ERB. It also backed up the integrated tourist behavior model based on S-O-R theory. DMOs are increasingly faced with severe environmental problems (Cheng and Wu, 2015; Han, 2015) due to visitors' behavior (Chang, 2010). Contents of SM affects tourist motivation and behavior (Javed et al., 2020), recycling behavior (Sujata et al., 2019), consumer awareness (Nalewajek and Macik, 2013), and developed ERB (Robelia et al., 2011). The research found that social media has substantially effects on tourists' ERB, which merged Javed et al. (2020) findings. Su et al. (2020) revealed that visitors' gathered experiences influence tourists' ERB. However, this study found that SM has significant direct and indirect impact on tourists' ERB which strengthen the findings of Javed et al. (2020). Though the direct impact is negatively and indirect impact is positively significant. Goh et al. (2013) founded that marketer-generated content has less influence on consumer behavior than user-generated content. Some researcher for example, Abbas et al. (2019) found the negative impact of using social media of student learning behavior. Taha et al. (2021) showed a significant difference in use of SM during the first wave of the COVID-19 pandemic which may impact on consumer behavior. However, the study showed that social media has significant influence on raising EA and generating PA to mass tourists' which significantly impact to tourists' ERB.

2. Implication

1. Theoretical contribution

The results supported the researcher's paradigm, which may be very fruitful for the tourism industry of Bangladesh and any other country with a similar context. Following the S-O-R theory, this research found some dimensions linked to SM and its influence on EA and PA, which impact tourists' behavioral intention and actual behavior. SM has unavoidable importance as a source of destination information and environmental attitudes among visitors when purchasing tourism goods. Furthermore, this research found that SM-generated EA and PA may significantly contribute to tourists' ERB. Our study suggested that the S-O-R framework may be defined by tourists' consumption, prompted by SM and results in EA and PA, with the visitors' ERB as the output. The findings provide a significant contribution to the understanding of consumer behavior in different nations, in other contexts, particularly in Bangladesh. As a result, the suggested approach may be applied to various developing-country contexts or destinations.

2. Application contribution

This study's sample was highly representative of visitors using the random sampling method. As a result, the study's findings may be used to enhance marketing campaigns and standardize mass tourism's environmental responsibilities via SM. Domestic travel in Bangladesh is dominated by young people, particularly those under 35. The research found that Bangladeshi visitors use SM to exchange travel experiences and destination information. For developing SM, tourists are more informed and skilled in travel planning, exchanging experiences, and searching for attractions everywhere and anytime (Jin et al., 2014). Based on this finding, DMOs should utilize digital channels like SM to promote destinations, share information, increase EA, and attached to new places for all tourists, especially young people. The tourism marketers can focus on their targeted consumers specifically to young tourists to extend their market using SM platforms by sharing attractive and educative contents. Both DMOs and tourism policymakers should be aware of the findings of this study. To enhance the sustainability of tourism destinations and the tourism sector, DMOs and business managers should closely be careful with social media channels. Because of SM's importance, it is necessary to remain updated in providing relevant information and be available on such tourist information searches to the potential tourists. Notably, tourism promotion significantly affects visitor behavior, whereas SM has become essential for attracting tourists. In a competitive business context, DMOs and tourism policymakers should develop an appropriate marketing plan.

DMOs should develop policies and procedures (e.g., promoting eco-friendly practices and activities, exploring eco-logical complexity of the destination through social media) for environmentally sensitive destinations to raise EA and build good relationships with mass tourists. Social media is an excellent medium for linking mass visitors to a set of eco-friendly conservation activities. Destination eco-friendly marketing through SM may assist DMOs to create an effective strategy to nurture and increase visitors' ERB. DMOs should regularly post environmental awareness, ecological imbalance, visitor duties on the destination's website, and other social media verified sites. This activity will assist in increasing environmental awareness among mass tourists about recycling and eco-friendly tourism. The site can retain its competitive advantage by attracting (e.g., to social media travel communities) and reassuring visitors about the location's environmental problems. Tourists would have been wary of purported ecological initiatives. These activities will show the significance of environmental issues for the destination as well as the tourist industry. And finally, the goal of sustainable, eco-friendly development will be enriched both offline and online by tourists themselves. DMOs should Involve visitors in the early stages of functional attachment and encourage them to become emotionally attached to locations. Giving people good memories of a place may enhance their emotional connection (Ujang and Zakariya, 2015). Improving beach quality, recreational activities, and civic participation may attract mass visitors. It may also enhance tourist emotional connection. Lokocz et al. (2011) described PA as social and personal engagement to the destination. Including visitors in the maintenance of a destination's environment may assist create sustainable tourism plans. Tourists with a feel of location will take part in ERB, which will energize DMOs and policymakers. Environmentally aware tourists are more likely to join local conservation initiatives. Hearing from communities can help to create more effective environmental and tourism development plans (Shandas and Messer, 2008). DMOs shall also present signboards, interpretive programs, guided tours, environmental education activities, and printed and online information to preserve natural and cultural resources.

3. Limitations and directions for future research

In general, no studies are without limitation. This study contains some shortcomings. First, the ERB question items in this study may have overlooked some key elements that future research may explore. A more general ERB paradigm may categorize ERB components. Second, contrary to the results of this research, it seems that using social media to ERB has a direct positive connection. We think further study should delve into this. Third, examining moderating effects connected with sociodemographic characteristics may help strengthen the argument presented in this article and better understand the model variables' impact, which may be found by further research. Fourth, the sample is not representative of all site visitors. Moreover, visitor profiles may change time by time as individuals expect to see multiple activities. Consistency testing is complex with this convenience sample. Having some limitations of respondents (e.g., young aged, no income, somewhat educated, domestic tourists), the study's generalizability might be limited. The study's research methodology should be verified, such as semi-structured method, across cultures, tourism destinations, and settings (e.g., highly or moderate-income tourist, domestic tourist vs foreign tourist, including tourism-related scholars and people in business). Fifth, future studies may collect long-term data to examine the integrated model's other factors' effects on social media and ERB. Longitudinal data would enable future researchers to see how time impacts people's use of social media and their ERB and if the advantages of eco-tourism are long-lasting. Sixth, ERB may be measured before and after an experiment to see how visitors react to eco-friendly sites. Future researchers may utilize this kind of data to improve the model's causality argument. We encourage tourism scholars to look at these study options to broaden the scope of sustainable and eco-friendly tourism research. Finally, in the future, the researchers should include some more variables such as destination ecological reputations, psychological factors, tourists' perceptions and attitudes toward sustainable tourism development, and support for sustainable tourism development should be studied to determine ERB's causality.

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THE STRATEGIC CHOICES IN ACHIEVING TOURISM'S COMPETITIVENESS AND PERFORMANCE AMONG HOTELS IN INDONESIA

Alim SYARIATI*
State Islamic University of Alauddin Makassar, Department of Management, Indonesia e-mail: alim.syariati@uin-alauddin.ac.id

Muhammad Yunus AMAR
Hasanuddin University, Department of Management, Indonesia e-mail: myunmar@unhas.ac.id

Namla Elfa SYARIATI
State Islamic University of Alauddin Makassar, Department of Accounting, Indonesia e-mail: namla.elfa@uin-alauddin.ac.id

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Abstract: The current debate between external strategy and a resource-based approach as a driver of competitiveness is rarely investigated in a developing region. This study investigates whether an external focus or a resource-based strategy is better for leveraging the hotel industry's competitiveness and performance in a developing area in Indonesia. The authors obtained saturated responses from 204 managers and analyzed them with PLS-SEM's two-stage and repeated indicator approach while interviewing some of them. This study developed a formative model in PLS-SEM as a better method for investigating an organization's performance than a reflective approach. Quantitative analysis revealed the resource-based view as a better basis for supporting hotels' competitiveness and performance; however, the interview revealed considerable concerns over arising externalities. This paper suggests that hotel managers improve their internal core competence instead of wasting resources and worrying about external issues.

Key words: porter's forces, resource-based strategy, competitiveness, performance, hotel, developing region, Indonesia

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INTRODUCTION

The debates over strategic management center on two concepts, or the inward-outward "pendulum swing" (Hoskisson et al., 1999). The first was Michael Porter advocating the importance of external focus, advancing the industrial-organization view (I/O), with five forces and generic strategy (Lewis, 1981; Porter, 1979). The second was the Birger Wernerfelt resource-based view (RBV), promoting internal excellence (Grant, 1991; Wernerfelt, 1984). This study extends the discussions of both streams in the hospitality business context.

Several studies conduct this debate in service terms, e.g. (Rodríguez-Victoria et al., 2017; Tsai et al., 2009). However, their proposed models mostly attribute resource advantages to competitive or destination factors but do not test these factors independently of one another. Thus, this study extends their papers by comparing these prominent strategic theories to establish whether either set of circumstances can leverage hotels' competitive advantages and performance. This paper also contributes to the discussion of this topic from its locus of assessment (Kalnins, 2016).

Most studies testing the empirical evidence of the two schools of thought take place in economically advanced areas. Rarely have researchers taken the experience of a recently growing region in the context of tourism activities of the hospitality business. Hence, this study aims to investigate the topic through the experience of Makassar, South Sulawesi, and for specific reasons. It is geographically located in Indonesia's centre and has experienced growing popularity as the hub of East and West Indonesia. Old hotels were having a hard time fighting the newcomers, equipped with new facility offers and innovation (Campo et al., 2014). This study extended previous studies with the added factors of service quality and infrastructure as the foundation of hotel competitiveness (Chang and Sokol, 2020; Ray et al., 2004; Sánchez-Pérez et al., 2020). We also contributed by designing a formative measurement to reflect the ideal presentation of the proposed relationships, an element inadequately addressed in past studies (Becker et al., 2012; Sarstedt et al., 2019). This paper also presents hotel managers' perceptions in a simple interview to provide extra arguments for this research's statistical findings.

STRATEGIC SERVICE COMPETITIVENESS

This study raises the issue of performance measurement through services management in the hospitality business. Hotels as a service business need a measurement system that considers a service business's nature instead of using efficiency scales developed for manufacturing companies. Grönroos (1994) argues that service management is a concept involving various interactions, and the use of scientific management in its assessment is insufficient to dissect the breadth of dimensions of this topic. Another reason is that service companies face competition in the service sector; hence, it is

* Corresponding author

critical to understand and manage service elements in relationships with customers to achieve competitive advantage (Mody et al., 2019; Salguero et al., 2019). Service business knowledge differs from manufacturing companies (Martinez-Martinez et al., 2019; Sayangbatti, 2021), so measuring hotel competitiveness needs to be fine-tuned to appreciate the sector's core nature and competence. Debates over the concept of competitiveness are very diverse in the academic realm. Factors deemed as sources of strategic advantage are resources (Grant, 1991; Wernerfelt, 1984), organizational structures (Peters, 2011), competitive environment (Lewis, 1981; Porter, 1979), the balance of systems (Mintzberg and Waters, 1990), suitability of the internal structure and its environment (Powell, 1992a), system intelligence (Ghoshal and Kim, 1987), and added value (Kogut, 1985). These different criteria provide a glimpse of perceptions about how different goal settings and types of organizations yield different assumptions about competitiveness. One of the hotel industry faces its customer service; thus, the quality of customer service would be the crucial factor in service offerings (Hanzaee and Mirvaisi, 2011; Kashif et al., 2018). Differentiation also emerged in the ways good hotels serve their customers and how factors proposed as tangible – e.g., room and front desk, food and recreation, or security (Chu and Choi, 2000; Lee, 2015) – can please the eyes. This study then posits service quality and infrastructure as essential elements to make a hotel stand out from the competition. Hotel competitiveness would ultimately become the foundation to achieve better corporate performance (Campo et al., 2014; Mashika et al., 2021; Rodríguez-Victoria et al., 2017; Tavitiyaman et al., 2011), and thus:

H1: Service competitiveness significantly boosts the performance of hotels.

External Forces

Taking its lead from structure-conduct-performance (SCP) Broude and Bain (1957) and Mason (1939), the external focus approach was the first to put the spotlight on strategic management (Hoskisson et al., 1999). This thought was led by Michael E. Porter's seminal article, in which he conceptualizes five vital forces in competitive firms, namely: (1) threat of newcomers; (2) customer bargaining power; (3) distributors' bargaining power; (4) the threat of substitutive products; and (5) rivalry between existing companies (Porter, 1980:4). He believed that the organization that possessed the most exceptional ability to control its external environment would be the one that potentially emerged victorious over the competition. Critiques of this concept came from at least two streams: *firstly*, the challenge from internal-excellence proponent theories (Grant, 1991; Wernerfelt, 1984); *secondly*, the advancement of digitalization, globalization, and deregulation has granted more convenient channels to establish customer bases by cheaper means. This access development is contrary to (Lewis, 1981) notion that suppliers' and customers' bargaining powers were challenging to manage. As the access to technology opened up, customers were more informed about what they wanted, and they became better able to express their preferences. This more efficient information led to a more stable selection of brands and decreased customer bargaining; being more knowledgeable made them more ready to make decisions. Customers bargain more when they want to negotiate further, but the increased supply of digitalised information contributed to minimising this constraint. Globalisation and digitalisation have also provided more accessible ways to obtain resources from around the globe. It has been getting easier to shift from one supplier to another, or even to open factories abroad. Outsourcing jobs overseas has also potentially reduced demand from domestic suppliers (Garetto, 2013). These situations have further reduced the bargaining power of suppliers, as access to resources has been significantly reconfigured.

Porter originally designed the five forces in the context of manufacturing firms; however, the hotel industry context requires adjustment. External forces in the hospitality business include the competition phenomenon. Intense competition among hotels, threats of new hotel establishments, or the capability of hotel customers to bargain for services offered are considered to affect the competition factor for hotels significantly. This study eliminated two of Porter's forces due to their minimum – or less significant – effect on the hotel industry: substitution threats and distributor bargains. The hotel does not have a substitute offering a similar service, and the nature of the hotel industry reduces the need for suppliers, unlike among its manufacturing counterparts (Tavitiyaman et al., 2011). These considerations led to an adjustment in Porter's five forces, as used in external factor measurement. Several studies have explored these issues in their investigations. A study by (Schmalensee, 1985) was the first to empirically assess and support the impact of external factors on a firm's performance (Wernerfelt and Montgomery, 1988). Rumelt (1991) was an early contender to Schamalansee's work by comparing his results to those based on firm-specific elements. He found the industry effect to be positively associated with profitability, but the result was relatively small compared to internal factors. Further studies discovered varied results in support of both theories (Hawawini et al., 2005; Tavitiyaman et al., 2011) and thus:

H2: Hotels with substantial control over their external forces would improve competitiveness.
H3: Hotels able to administer their external forces would achieve higher corporate performance.
H4: The relationship between external forces, competitiveness, and hotels' performance would follow indirectly.

Service-Based Resources

The resource-based view theory (RBV), the seminal work of Wernerfelt (1984), was first introduced as the contender to Porter's external focus. Initially, the inspiration came from Chester Barnard in 1983, Philip Selznick in 1959, or Edith Penrose in 1959 (Hoskisson et al., 1999). This theory focused on the effort to possess strategic resources to create a hard-to-get advantage over competitors (1984). The possession of hard-to-imitate human resources, skills, or marketing would present as the key to achieving distinctive competencies, leading to competitiveness (Bolívar-Ramos et al., 2012; Martín-Rojas et al., 2017; Palacios-Marqués et al., 2019). The service-based resource was a construct developed to represent RBV but in the hospitality business. Given the different natures of service and manufacturing, the need to rearrange the investigation in the industrial context must not be compromised. The proposal of RBV also lay in the product development conversation; thus, the service realm required a different approach. Barney (1991; 2001) divided excellent resources into a range of characteristics, such as valuable, rare, inimitable, and non-substitutable (Barney, 1991; Barney, 2001). In the context of the hotel business, the potential of excellent resources is visible in terms of room cleanliness or the professional appearance of employees (Nieves et al., 2014; Silva et al., 2017). This study follows the contextualization of excellent service, as measured by how hotels create a continuous climate for providing exceptional service (He et al., 2011) and investment to enrich their customer service offerings (Ray et al., 2004). It is expected that these two dimensions could lead to competitiveness and corporate performance (Mashika et al., 2021). The resource-based view has become a leading approach to discussing the competitiveness of companies. The argument is based on the empirical evidence proving its effectiveness as a more reliable source of competitive advantage and excellent performance than the external focus approach in hotel competition (Leonidou et al., 2013; Molina-Azorín et al., 2015). Thus, we proposed these hypotheses:

H5: Hotels possessing excellent resources would be positively related to hotel competitiveness
H6: Excellent service-related resources would be positively associated with hotel performance
H7: A hotel's excellent resources would lead to hotel performance indirectly through hotel competitiveness

MATERIALS AND METHODS

Sample

This study used a quantitative method to answer research questions to accept or reject the proposed hypotheses. To obtain strategic perception, the respondents had to be managers. Thus, we arranged to request letters from the faculty to confirm the study's legitimacy and avoid suspicion from the firms. This measure was imperative in meeting the firms' need for formality and the perception that firms' strategies were highly classified. By this means, this study managed to record responses from 204 hotel managers in Makassar from 62 out of 71 hotels. This sample size was slightly smaller than the indicator rule (Hair et al., 2010), but large enough, given that the responses were more extensive than the 200 cut-off point for structural-equation-modeling analysis to obtain generalization (Boomsma, 1985; Kline, 1998). No data went missing, as this study used Google Forms to ensure precision. The description of the samples is set out in Table 1.

Measures

This study employs the two-stage approach of partial-least-square structural equation modeling (PLS-SEM). This non-parametric tool aims to analyze the data and achieve a parsimonious model by repeating the indicators' use in the dimensions to obtain the latent variable score (Sarstedt et al., 2019). The latent variable became the single factor data in the final analysis. The structural model uses higher-order components (HOC) comprising ten dimensions containing 22 indicators on a six-point Likert scale. This study also utilizes the formative-reflective HOC model. Specifically, the high-order construct of strategic entrepreneurship is reflective, while the other variables are formative (Figure 1).

This study follows previous research to construct the items and translate them into Indonesian to assure readability. The variable of external forces follows Porter's five forces (1979) but deletes the dimensions of distributor bargaining power and the threat of substitutes because both have little effect on the hotel industry. These deletions leave rivalry, customer bargaining, and new entrants as the external forces (Tavitiyaman et al., 2011).

The following construct is service-based resources. It follows the resource-based-view approach (Barney, 1991; Grant, 1991; Wernerfelt, 1984) modified to appreciate the different nature of the service industry compared to the manufacturing sector. Misspecification of measurements between manufacturing and service could lead to what Shostack (1977) calls a "myopic" response. Thus, some critical dimensions of service firms' resources are the service climate, investment in customer service, and technical support for customer service (He et al., 2011; Ray et al., 2004).

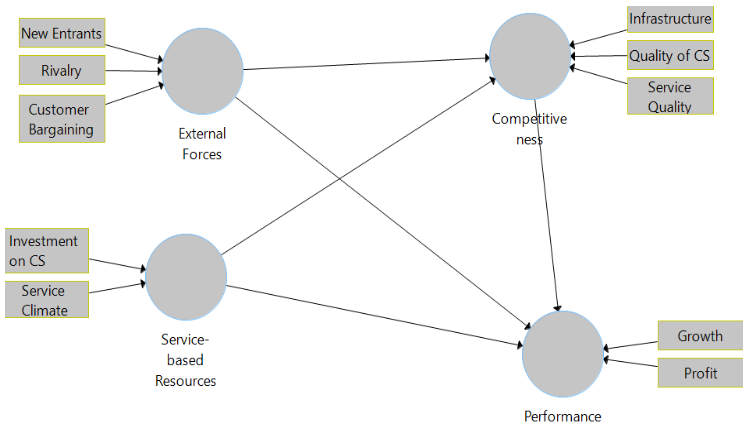

Figure 1. Conceptual Framework

Table 1. Descriptive Backgrounds

Descriptions	n	%	Descriptions	n	%
Sex			**Positions**		
Male	112	54.9	GM	24	11.8
Female	92	45.09	Accounting	27	13.2
Age			HRD	32	15.7
18-30	49	24.01	Marketing	25	12.3
31-45	123	60.02	Division Manager	38	18.6
46-60	32	15.6	Supervisor	49	24
60>			other	9	4.400
Education			**Tenure**		
High school	32	15.6	1-3 years	41	20.1
D1	10	4.9	3-6 years	37	18.1
D3	42	20.5	7-10 years	37	18.1
Bachelor	120	58.8	> 10 years	89	43.6

To measure competitiveness, we still follow the work of (Ray et al., 2004) in employing the quality of customer service as one of its essential factors. However, that work investigated the insurance sector, while this study is on the hotel industry. Therefore, it was decided to add dimensions to leverage the measurement. As hotels' profitability is the function of their services, they must provide excellent service in every part of their business to add value to their parent companies (Kim and Oh, 2004). Hence, this study adds service quality as another competitiveness factor (Choi and Chu, 2001). Competitive firms have to be dynamic enough to assimilate significant changes. By that reasoning, this study also employs the dynamic capabilities in its measurements (Teece et al., 1997). Finally, this paper adds another critical factor in hotels' competitiveness, i.e., their infrastructure or a hotel's ambiance (Choi and Chu, 2001). A study using big data also supports infrastructure in the measurements (Xiang et al., 2015). Measuring the hotels' performance was slightly tricky. Most hotels were self-owned and reluctant to share financial or strategic data with the authors, so the study collected performance data from the perspective of hotel managers. This paper assesses how managers perceive their efficiency, growth, and profit to measure performance (Li et al., 2009), and compiled in the conceptual framework in Figure 1.

RESULTS AND DISCUSSION

This study approached 71 hotels in Makassar and obtained 204 good return questionnaires. These managers vary in their positions, with the descriptive information in Table 1. This study uses combinations of formative and reflective variables and dimensions, as shown in Figure 1. Most of them are formative, meaning the arrows of relationships point towards the variables and do not covary or correlate, as is usually accepted in covariance-based structural equation modeling (CB-SEM) like AMOS or Lisrel. Thus, this study employs SEM-PLS, as this technique allows the combination of formative and reflective measurements (Lowry and Gaskin, 2014). All items, dimensions, and constructs in this study are formative types, as their forms cause the variables' presence.

In the analysis, this study constructs higher-order components (HOC) in the model. Hair defines this process as summarising the lower-order indicators into a single multidimensional higher-order construct (Sarstedt et al., 2019). The first variable, external forces, follows Porter's five forces but is slightly modified to employ only rivalry, new entrants, and customer bargaining. This paper does not use distributor bargaining or substitutes, as the hotel industry lacks minimum exposure to those forces (Tavitiyaman et al., 2011). Thirdly, resource-based service is a construct developed by (Ray et al., 2004) to capture potential strategic resources in a service setting, such as service climate, investment in customer service, and technological support for customer service. There are two endogenous variables, competitiveness, and performance. Competitiveness takes the role as a mediating variable between the previous three exogenous variables and hotel performance. This study recognizes competitiveness in terms of several conditions, particularly the quality of customer service – following the Harvard Business School survey that places customer service at the top of pushing firms' success (Garrad and Chamorro-Premuzic, 2016). Secondly, service quality is necessary for every service firm, as it becomes the fundamental factor in every operation (Parasuraman et al., 1985). The next is an infrastructure that ensures service firms provide appropriate tangible offerings to customers (Choi and Chu, 2001). Finally, this study proposes dynamic capabilities as an essential competitive factor that enables a company to incorporate internal competencies and external conditions into strategic decision-making (Hodgkinson and Healey, 2011; Teece, 2019; Teece et al., 1997). Finally, this study follows (Li et al., 2009) to measure service firms' performance through managers' perceptions of profitability and growth. In the analysis, we conduct lower and higher measurement models separately, aware of the consequences of employing the two-stage and repeated-indicator approach (Sarstedt et al., 2019). The results of the lower model assessment are in Table 2.

Table 2. Measurement Specifications of Lower-Order Components

Formative LOC	indicators	rho_A	VIF	loading /weight	t-value
Customer bargaining	CB1	1.000	1.066	0.882/0.761	8.234
	CB2		1.066	0.675/0.486	4.255
New Entrants	NE1	1.000	1.161	0.885/0.697	5.738
	NE2		1.161	0.762/0.502	3.375
Rivalry	RI1	1.000	1.101	0.616/0.493	2.684
	RI2		1.109	0.873/0.797	6.114
Service climate	SC1	1.000	1.080	0.851/0.703	12.129
	SC2		1.080	0.737/0.545	7.720
Investment in Cust. Service	ICS1	1.000	1.005	0.815/0.456	4.589
	ICS2		1.005	0.922/0.681	7.661
Quality of Cust. Service	QCS1	1.000	2.685	0.953/0.622	7.459
	QCS2		2.435	0.907/0.449	5.240
Service Quality	SQ1	1.000	2.056	0.883/0.444	5.711
	2Q2		2.343	0.946/0.643	8.996
Infrastructure	INF1	1.000	1.381	0.797/0.638	9.415
	INF2		1.356	0.787/0.625	8.852
Profit	PR1	1.000	2.302	0.846/0.314	7.146
	PR2		2.773	0.834/0.310	6.840
	PR3	1.000	2.037	0.887/0.316	7.562
	PR4		1.544	0.742/0.263	6.496
Growth	GT1	1.000	1.387	0.809/0.513	6.543
	GT2		1.503	0.889/0.658	8.983

Table 3. Measurement Specifications of High Order Components

HOC Constructs	LOC	rho_A	VIF	loading	Weight	T Statistics
External Forces	Customer Bargaining	1000	1.366	0.801	0.438	3.206
	New Entrants		1.266	0.823	0.552	4.579
	Rivalry		1.143	0.600	0.324	2.526
Service-based Resources	Investment in CS.	1000	1.737	0.789	0.262	1.955
	Service Climate		1.737	0.980	0.809	7.468
Competi-tiveness	Quality of CS.t	1000	2.147	0.885	0.389	4.445
	Service Quality		1.882	0.852	0.379	4.657
	Infrastructure		1.712	0.842	0.395	5.571
Perfor-mance	Growth	1000	1.519	0.829	0.689	7.244
	Profit		1.519	0.938	0.426	3.839

Table 4. The Summary of Significance and Relevance Tests

Relationship	T Statistics	P Values	Effect Size
Competitiveness -> Hotel Performance (H1)	6.828	0.000	0.571
External Forces -> Competitiveness (H2)	8.427	0.000	0.382
External Forces -> Hotel Performance (H3)	1.559	0.119	0.102
External Forces -> Competitiveness -> Hotel Performance (H4)	4.982	0.000	0.218
Resource-based Services -> Competitiveness (H5)	11.421	0.000	0.531
Resource-Based Service -> Hotel Performance (H6)	0.826	0.409	0.061
Resource-Based Service -> Competitiveness -> Hotel Performance (H7)	5.644	0.000	0.304
Adjusted R^2 to Competitiveness: 0.526; Adjusted R^2 to Performance: 0.439			

This study anticipates potential common method bias by observing all items' variance inflation factors (VIF) (Podsakoff et al., 2003). The calculation finds no presence of such a problem, as all scales are lower than 3 in the VIF (Kock, 2015, 2017). As this study uses several dimensions, comprising indicators in each variable, higher-order constructs (HOC) in SEM-PLS are the selected statistical assessment in this article. HOC allows the generalization of lower and complex indicators into single dimensions and increases theoretical parsimony (Hair et al., 2019). This study employs formative constructs in all of its higher- and lower-order components. Thus, the model specification has to report the convergent validity, collinearity, and significance and relevance of the outer weights (Sarstedt et al., 2019). The statistical analysis in Table 2 demonstrates that the model meets all requirements. The data is valid convergent with ρA 1, indicating perfect composite reliability. The VIF is above 0.2 and lower than 3, implying no multicollinearity. The loading, weight, and t-value are very substantially above the threshold. This discovery supports the use of LOC and could proceed to the HOC model specification. Running the HOC model in this study requires two approaches. Firstly, this study runs the repeated indicator approach, where we reassign all low-order indicators to their HOC. For instance, the external forces' variable comes from three lower-order constructs: customer bargaining, rivalry, and new entrants. These three dimensions contain six items from six formative indicators. These six items are then formed as the data in its HOC of external forces. The process is the initial step in obtaining the latent scores of all LOC. This single-item score represents all LOC. Secondly, the two-stage approach uses that single factor in the path analysis. The analysis of HOC in PLS-SEM has the exact requirements as its LOC counterpart, i.e., convergent validity, collinearity, weight, and the significance and relevance of the model (Sarstedt et al., 2019). The specifications of high-order components are visible in Table 3.

Table 3 reveals that our model is valid convergent, as seen from its ρA of 1, indicating perfect composite reliability. The collinearity is higher than 0.2 and lesser than 3 to support the absence of multicollinearity. The loading factors are also higher than 0.6, with substantial weight as well as a t-value. Only investments in customer service are slightly lower than the cut-off value of 1.96; however, its loading is above 0.7, where retainment in the model is advisable (Hair et al., 2019). All these results confirm the model's usability so that it can proceed to the structural model evaluation. The Smartpls software also provides a tool of the goodness of fit in its results, despite using a variance instead of covariance-based structural equation modelling (CB-SEM) in AMOS or Lisrel. Thus, we also report the standardized root mean square (SRMR) of 0.046, lower than 0.05, and the normed fit index (NFI) of 0.928, higher than the expected threshold of 0.90. The quality of all statistical outer model requirements provides confidence in the model fit. Despite Henseler and Sarstedt (2013) stating that the goodness of fit function in PLS-SEM only explains the different data set as all pre-tests meet the requirements, the analysis shifts to the path coefficients and the bootstrapping results. The summary of statistical tests are in Table 4.

The competition in providing excellent service to customers is essential to every hospitality business, even more so in the hotel industry. A developing region's experience provides a framework for understanding the reality of strategy debates from another perspective. This study finds that the competitiveness of hotels in service quality, the quality of that, and infrastructure are the most critical drivers of hotel performance. This result confirms Hypothesis 1 that the competitiveness of hotels is the most pivotal driver of performance. This finding aligns with previous studies highlighting the importance of identifying firms' competitive advantage (Chi, 2018; Pradana et al., 2020). The very reason is that competitive advantage lies in adding value to a customer's experience (Vo and Chovancová, 2019; Wang et al., 2020). The impact of strong customer perception leads to substantial financial performance in the long run, despite obscured outcomes in the short term (Bernhardt et al., 2000). This finding supports the use of different competitiveness constructs to appreciate the service industry.

This study confirms the second hypothesis on the effect of external focus strategy in achieving competitiveness. This finding corresponds with Schmalensee's (1985) seminal empirical research and other studies, which examined the industry's impact on the creation of corporate competitiveness (Molina-Azorín et al., 2015). Further study in SMEs and the hotel industry supports this competitive strategy (Wang et al., 2012). Hotels that manage to control their superior bargaining power against customers while adaptable to their rivals and newcomers will yield a better position in the competition. It is clear that customer demands are costly; the ability to negotiate them while not compromising the service offered would be a strong basis of external adaptability. Readjusting the position against rivals or newcomers is also crucial in saving fortunes (González-Rodríguez et al., 2018). New hotel establishments and competition among old competitors demonstrate the pressures of the external environment. Old hotels find themselves having a hard time landing a business contract for meetings, incentives, conventions, and exhibitions (MICE), despite the considerable market potentiality of Makassar as an essential hub at the center of Indonesia. These findings are in line with the concerns of some managers of old hotels who state:

"The hardest thing in the hotel business today is the competition between hotels in the region. All hotels have provided equal services because the service procedures are standardized and alike. We are lucky to be located near a shopping center. It is even worse with the hotel association ruled by big hotels designing the rules to their benefits in the establishment of new hotels" (general manager of three-star hotel A).

"The hotel association does not play a positive role. New hotels with high star categories but applying rates nearly equivalent to small hotels are eroding our revenue streams. The hotel association that was supposed to tackle this issue was ambiguous because the head of the association also widened its market share by establishing a new big hotel with a rate equivalent to our small hotel" (general manager of three-star hotel B).

These two managers concurred on the current competition that has grown into a price war. The classifications of starred hotels in terms of their rates are vague, with five-star hotels at the price of three-star hotels. Porter (1979) argues that this kind of rivalry is not a stroke of bad luck but suggests it as a way for businesses to find the best point to safeguard their position in the competition. The opinions of hotel managers reinforce Porter's concepts and support the findings of this study around Hypothesis 2. The third hypothesis, concerning the direct relationship of external forces to hotel performance, is not endorsed by its critical value. Several studies highlight the mediation mechanism of other variables towards implementation and provide reasons for rejecting the third hypothesis (O'Cass and Ngo, 2012; Ray et al., 2004; Tavitiyaman et al., 2011). Despite being significant, the relevance of external forces is still below the focus on internal excellence. This study finds support for the fifth hypothesis. Internal excellence in the form of service-based resources significantly increases hotels' competitiveness. However, the sixth hypothesis, regarding its direct relationship with performance, is not supported. These findings indicate that the exact mechanism of external and internal strategies signifies a mediation channel. The output of PLS-SEM reveals significant indirect relationships between predictors and predicts variables as in Hypotheses four and seven. Internal factors are also the most relevant factors in achieving good performance through competitiveness rather than external forces.

Despite the managerial concerns over external competition, statistical testing provides evidence of the superiority of internal excellence. Starting from Rumelt (1991), many empirical works support the critical role of possessing valuable, rare, and unique resources (Grant, 1991; Martín-Rojas et al., 2017). This study's statistical tests follow these predecessors in establishing that internal excellence is the best strategy among the rapidly growing competition. Firms must allocate their resources wisely to strengthen their core competence (Dudney, 1997), to obtain distinctive competencies (Hitt and Ireland, 1985; Smart and Conant, 2011). The appreciation of the nature of service must be the strategic priority instead of using manufacturing efficiency measurements to secure future performance (Dogru and Sirakaya-Turk, 2016; Kurniansyah et al., 2021). Shostack (1977) argued that wrong measures of the service industry could lead to a "myopic" view of its true nature. The service-dominant logic that followed this proposition suggests a different treatment between service and ethical selling by identifying core competencies and potential customers, enhancing specific relationships with those customers, and evaluating performance feedback (Alwi et al., 2021; Grönroos, 2006). Strengthening the service logic based on competitive resources would ultimately lead to human resources' critical value, acting as a distinctive variation (Palacios-Marqués et al., 2019; Smart and Conant, 2011). The study follows the propositions by measuring service-based resources based on service climate and customer service investment. Firms with a healthy and positive service climate require a specific human-resource investment to enhance their service offers (Ehrhart et al., 2011). These behaviors appear as innovation, risk-taking, and employees' proactive attitude toward providing excellent service (Alwi et al., 2021; Jawabreh, 2020; Pourfakhimi et al., 2020). They ultimately lead to a better response to customer attitude, service quality, and other competitiveness (Biswas et al., 2020). As a developing region, Makassar supports the resource-based approach to obtain competitiveness in the service industry. In addition to their statistical importance, the interviews reveal a different perspective towards focusing on internal excellence strategy:

"As a chain hotel, we always create a traditional ambiance in the hotel atmosphere. Another thing, I always carried a razor to inspect my employees. Those with long beards would get a cut. Eventually, they would follow the service standards in the hotel, and thus creating service quality. These rules and images have supported our hotel to secure higher than 80% of occupancy rate" (female assistant of the human resources manager on a three-star hotel C).

The focus on internal excellence has the upper hand in securing the occupancy rate of the old hotel, as what the female supervisor implies. This continuous effort to standardize the service offers provides support for the internal excellence strategy. An organization will achieve its targets if it can satisfy its customers to maximize efficiency and effectiveness compared to competitors (Kurata and Nam, 2010). Appreciating the nature of the service industry in the specific manners outlined above would provide a better narrative to foster knowledge enrichment. This study strongly advises service firms to focus on developing their internal excellence rather than excessively scrutinizing their external focus (Fadli et al., 2021; Wahab et al., 2020). Furthermore, this essential strategy would release more capital towards increasing service firms' capacity for inner excellence (Mahmoud et al., 2021). Another implication is that service firms developing both the region and a competitive environment must stay true to their core excellence and sustainable internal resource (Hemmonsbey and Tichaawa, 2019; Nair and Choudhary, 2016). Either directly or indirectly, all strategies lead to organizational performance or financial performance with different side effects.

Limitations and Recommendation for Further Studies

This study came with certain limitations. Firstly, the data set was only in one developing region, so generalization must be addressed carefully. Thus, future studies could gain further insight through increasing the area under observation. Secondly, this study encountered issues of collecting more extensive data, as the number of managers is limited. Future studies could gain more information by engaging in a comparison between developing and developed regions. Service competitiveness is a loose term; hence, upcoming articles could further suggest other definitions and measurements of this construct, specific within particular service or hospitality businesses. These explorations will positively enhance the discussion of strategic, more progressive interaction in the hospitality business.

CONCLUSION

This study indicated that competition in a developing region creates confusion among managers. They exhibit a vital concern over externalities, although internal excellence has been inherently proved to be the crucial factor. This study's findings imply a recommendation for managers to focus more on shaping the core strengths inside their firms, as the statistical findings support this strategic choice. Increasing competitiveness in the quality of service on offer is more crucial than compromising income streams to monitor or anticipate rivals' strategic moves actively. The state tourism agency is also recommended to provide a clear differentiation of hotels' fees relative to their grades as an over-competitive price war may jeopardize the future of the business and the workforce.

This article contributes to the debates in the strategic management views by applying it to one of tourism's crucial actors, the hotel industry. This study designs a formative model to measure the managerial responses, bringing further improvement, as previous studies mostly employ reflective measurement.

The second-order measurements applied in the statistical formulation enhance the discussions and add the comparative importance of each dimension to light. The statistical and interview findings reveal a potentiality of confusion of the managers in dealing with competition. This issue may be leveraged in further studies ahead.

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SUSTAINABLE TOURISM PRACTICES: A PERCEPTION OF BACKWATER TOURISM DESTINATIONS IN SOUTH KERALA, INDIA

Emilda K. JOSEPH*
University of the People, Pasadena, California, USA, e-mail: Emilda.Joseph@uopeople.edu

Bindi VARGHESE
School of Business and Management, CHRIST (Deemed to be University),
Bengaluru, Karnataka, India, e-mail: bindi.varghese@christuniversity.in

Tomy K. KALLARAKAL
School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University),
Bengaluru, Karnataka, India, e-mail: tomy.kk@christuniversity.in

Jose K. ANTONY
University of the People, Pasadena, California, USA, e-mail: Jose.Antony@uopeople.edu

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Abstract: The Tourism Industry in South Kerala focuses more on Houseboat Tourism and Backwater Tourism. The unique, natural features set this destination apart from nearby places, as backwater destinations are rich in numerous natural resources. The sustainable development of these resources will highly enhance the livelihood of the communities in the backwater regions. They will be able to attract tourists seeking unique backwater experiences. Therefore, this article intends to comprehend the stakeholders' perceptions on Sustainable Tourism Development in the backwater destinations of South Kerala in India. A total of 277 respondents participated in the research and the study adopted a quantitative research design, while considering the influence of various factors on the Economic, Social and Environmental Sustainability. The data gathered from the study illustrated that the perception of stakeholders about Sustainable Tourism Development varied across different groups. Hence, all the stakeholders in the Tourism Industry need to work together, as this coordination will help to strengthen future development plans, in order to minimize the negative impacts of tourism in the backwater destinations of South Kerala. The study has also identified key turning points that will help to reshape the Sustainable Development of backwater tourism destinations of South Kerala.

Key words: sustainable tourism development, sustainable development, backwater tourism, houseboat tourism, stakeholder perception, economic sustainability, social sustainability, environmental sustainability, sustainable tourism practices

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INTRODUCTION

The Tourism Industry lays increased attention to the principles of Sustainable Tourism and this has evolved into an important concept in modern times, in relation to tourism planning and development. With the growth of the Tourism Industry, sustainable tourism products are becoming increasingly relevant for all stakeholders (Hussain et al., 2015) and they have been found to have both positive as well as negative impacts on the community, economy, and the environment. According to Hunter (1997), there are mainly two approaches to Sustainable Tourism - Light Green and Dark Green approaches. The Light Green approach to Sustainable Tourism concentrates on the benefits, expansion and maintenance of tourism activities in the destination, market needs of the products, environmental action and stakeholders' involvement. The Dark Green approach focuses on the economic base, natural resources, environmental impact and training of stakeholders. Many studies have in recent times focused on sustainability as an effective instrument for achieving the highest position that any tourism destination can achieve, by focusing on the three most significant components of Sustainable Tourism, namely the environment, economy and the community (Kimbu and Tichaawa, 2018).

Therefore, if a tourism destination remains unplanned and underdeveloped, it would destroy the economic, environmental, and social aspects of the dependent community (Brokaj, 2014). Hence stakeholder participation in the entire tourism development process and cycle is necessary in order to implement the right values of Sustainable Tourism and achieve sound Sustainable Tourism Development initiatives (Turker et al., 2016). Without the active engagement and commitment of all stakeholders, it will be difficult for local government organizations to develop open and transparent institutional frameworks and share the costs and benefits among all stakeholders in an equal and equitable manner (Li and Hunter, 2015). It is also noted that the expertise and experience of all the stakeholders in tourism

* Corresponding author

management, their participation in the tourism planning and development processes, and their long-term involvement play a significant role in the sustainable management of the tourism destinations. All stakeholders have different expectations and goals regarding the anticipated effects of Sustainable Tourism Development and its efficiency. It is also clear that the performance assessments used in Sustainable Tourism Development should be carried out and investigated from a multi-stakeholder perspective, so as to try, match, coordinate and maintain the views of all the stakeholders on the predicted Sustainable Tourism Development practices (Sigala, 2014). Therefore, Sustainable Tourism Development cannot be accomplished without considering the interests of all the stakeholders (Moral-Cuadra et al., 2019).

According to UNWTO (1998), a stakeholder refers to “a national or local government with specific competence in tourism matters, tourism establishments and tourism enterprises, including their associations; tourism employees, tourism professionals, and tourism consultants; tourism education and training centres; travellers, including business travellers and visitors to tourism destinations, sites and attractions; and local population and host communities at the tourism destinations through their representatives. Therefore, any group or person who may be affected by the accomplishments of the goals at the tourism destinations can be termed as a stakeholder. Moreover, other interest groups and individuals, especially the residents and the indigenous population, also need adequate recognition as stakeholders.

Stakeholders’ interests in their surroundings can affect their preparedness to promote tourism (Gursoy et al., 2002). Understanding stakeholders’ perceptions during the various stages of the decision-making processes are seen as an essential strategy for achieving Sustainable Tourism Development. But there is often a lack of involvement of local stakeholders in decision-making, mainly because of very strict legislations and restrictions. Hence stakeholders’ perceptions can be considered as an important indicator for measuring Sustainable Tourism Development, as it can be an aid and a significant factor in the growth of any tourism destination. More optimistic perceptions can develop when people have more close and frequent interactions with visitors and when they share more information about tourism (Janusz et al., 2017).

The study therefore concentrates on the perceptions of various stakeholders on Sustainable Tourism Development in the backwater tourism destinations of South Kerala, as they encompass some of the most popular tourism attractions, having won numerous national and international awards. The region offers a wide variety of opportunities to attract tourists, both national and international, because of its extraordinary geographical features. To incorporate Sustainable Tourism into the backwater destinations of South Kerala, an integrated approach to stakeholder participation is necessary. However, the polluted backwaters and the challenges of waste management have become inevitable issues in the region. Today backwater destinations are more than ever before, calling out for an urgent need for Sustainable Tourism Development, in order to minimize the negative impacts of human activities on the destinations.

LITERATURE REVIEWS ON STAKEHOLDER’S PERCEPTIONS ON SUSTAINABLE TOURISM DEVELOPMENT

Perception can be referred to as the local stakeholders’ attitudes towards opinions and reactions. It is commonly known as the relationship between individuals and their surrounding environment (Indrianti, 2016). Perception can influence individuals to act favorably or unfavorably towards their environment (Aref et al., 2009). The factors that most commonly influence the perceptions of costs and benefits of tourism include the level of local community participation, use of local resources, and the involvement in various tourism activities (Tolvanen et al., 2005). The intensity of these factors can vary depending on the local communities’ perceptions about their involvement with the destination and the subsequent impact, whether positive or negative (Núñez-Tabales et al., 2016). Stakeholders are key players in Sustainable Tourism Development and their perceptions are necessary to preserve and sustain tourism products (Manuel et al., 2018). They must also actively participate in solving problems in the destination, by modifying their perceptions and attitude for the successful execution of Sustainable Tourism Development Practices (Reddy, 2020).

Stakeholders’ perceptions can to a great extent affect the destination’s values, beliefs, and success in terms of Sustainable Tourism Development (Kumar and Nandini, 2013). Stakeholders must focus on their destinations in order to create a more strategic edge, so as to construct a thriving and prosperous tourism industry (Amoako et al., 2021). Their attachment to the destination, tourism experiences, proximity to the tourism centers, personal dependency on tourism, level of involvement in leisure activities, demographic variables such as marital status, age, gender, language, seasonality, tourism taxes, the community's perceived future and the growth stage that the tourism industry is in, will all influence the stakeholders’ views on tourism (Brida et al., 2011). All these factors will also play a significant role in decision-making during the planning and policy-making processes (Lee and Hsieh, 2016). Taking into consideration the stakeholders’ views will also allow the tourism managers and administrators to adopt more holistic responsive mechanisms towards Sustainable Development. They can be used as important indicators to measure sustainability issues (Eshliki and Kaboudi, 2012) and they can also act as strong guidelines to improve Sustainable Tourism in the destinations.

Indrianti (2016) believes that if a destination completely depends on the Tourism Industry to sustain itself, the local communities in that place will have a major role to play in conserving the area’s sustainability through their attitude, perception, support, and involvement, all of which will need to be continuously assessed. But many a time, a very low degree of cooperation exists among the various stakeholders because they have different views of Sustainable Tourism. Local stakeholders do not seem to share the same boundary nor do they seem to be working towards a shared goal, thus undermining the long-term viability of Sustainable Tourism (Bregoli et al., 2016). It has also been found that stakeholders are reluctant to offer their services and financial support to government organizations that are concerned with the sustainability issues (Strydom and Mangope, 2019). Therefore, understanding the stakeholders’ perceptions on Sustainable Tourism is very important while trying to relate their support and involvement in various tourism activities.

THE STUDY AREAS

The region for the study covers the three major backwater tourism destinations (Figure 1) in South Kerala, namely:

Kottayam: Kumarakom is the widest and the most popular region for Backwater Tourism in the district of Kottayam. It is a vast network of *kayals* or lakes crisscrossing each other that empty into the largest freshwater lake in South Asia, the Vembanad Lake. This backwater destination offers tourists umpteen experiences of house boats, fishing, and sightseeing.

Alappuzha: This backwater destination is also known as the ‘Venice of the East’. Alappuzha is the venue of the world-renowned Nehru Trophy Snake Boat Races organized in August every year. This exotic destination attracts a large number of tourists through its waterways.

Kollam: The district is one of the major gateways to the majestic backwaters of Kerala. This backwater destination is nestled on the banks of the magnificent Ashtamudi Lake, so-called because of its eight water channels. The lake is the second-largest in Kerala, after Vembanad Lake, and the exotic boat trip between Kollam and Alappuzha is the longest backwater cruise in Kerala connecting these two major lakes.

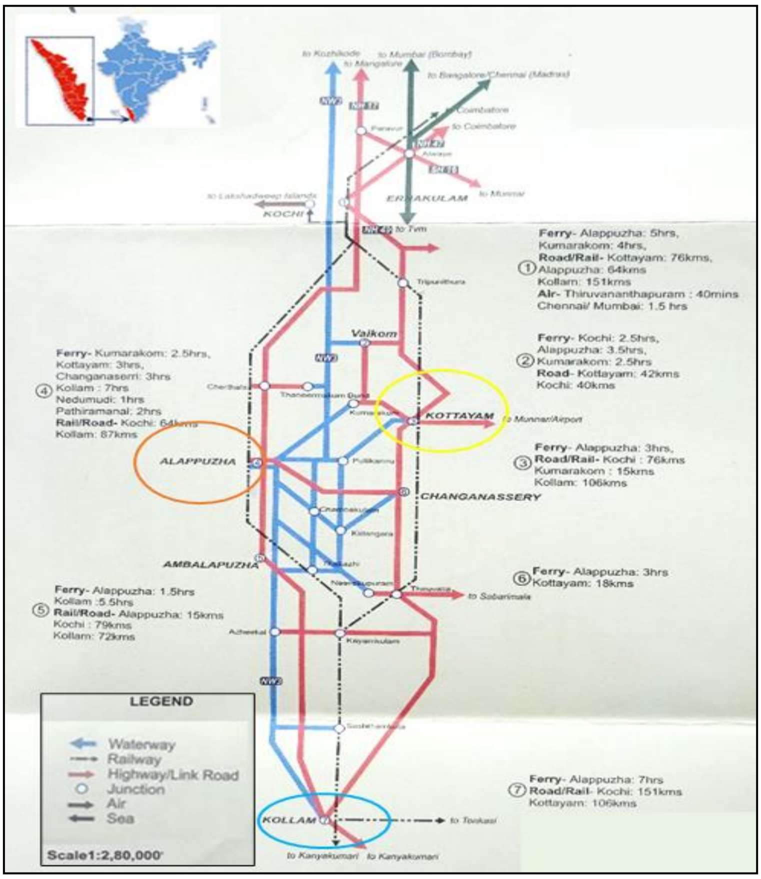

Figure 1. Map of Backwater Tourism Destinations (Source: Authors)

RESEARCH METHODOLOGY

The first stage of the study involved intense literature surveys, through which the three major destinations within the backwater region of South Kerala were identified. These destinations, namely Kottayam, Alappuzha and Kollam that are involved in Backwater Tourism were stratified, and the study then clustered all the stakeholders in these destinations into public and private players, and they involved the houseboat officials, officials of hotels and resorts, local community members, and government officials. The sample size for each cluster was determined through a Census Survey and Convenience Sampling method. In the second stage, based on thorough reviews of literature, the research gaps were identified. The items that measured the stakeholders’ perceptions towards Sustainable Tourism Development were extracted for the preparation of the questionnaire, which used a 5-Point Likert Scale. The reliability of the tool was assessed by examining the Cronbach’s Alpha Score. Findings from the reliability test revealed that most of the constructs displayed a score that was higher than the required reliability score, with a Cronbach’s Alpha of 0.805. Once the questionnaire was finalized, a pilot study was conducted before the actual collection of data. By the end of the data collection exercise, a total of 277 samples were collected. In the third stage of the research, the items that measured the stakeholders’ perceptions towards Sustainable Tourism Development were input into the analysis tool and software. Descriptive Analysis was used to understand the basic characteristics and responses of the participants. The perception of the stakeholders towards Sustainable Tourism Development at the destinations was analyzed using ANOVA and Tukey Post Hoc Test.

FINDINGS AND DISCUSSIONS FROM THE STUDY

Profile of the Respondents

The participants in the survey comprised of 59.9% males and 40.1% females. Majority of the respondents were officials who worked in the houseboats (35.7%) followed by members of the local community (35.4%), employers and employees of resorts and hotels (24.5%) and government officials (4.3%). Focusing on the regions of the respondents, 36.1% of the respondents belonged to the Kottayam Backwater Region, followed by 33.6% from the Alappuzha Backwater Region and 30.3% from the Kollam Backwater Region. Members of the local community, who live close to the destination, can have a profound influence on Sustainable Tourism Development in that destination (Aref et al., 2009). Hence all the stakeholders from the backwater tourism destinations directly influence Sustainable Tourism Development in the destinations.

Table 1 displays the perceptions of stakeholders on Sustainable Tourism Practices based on the environmental, social and economic constructs in the backwater regions of Kerala.

A good number of the participants in the survey viewed the Environmentally Sustainable Tourism Practices from a positive perspective. The respondents agreed that the conservation of biodiversity and the maximum use of eco-friendly products were the most important Sustainable Tourism Practices employed in the backwater regions. They also ensured that tourism could create a large number of job opportunities through these venues. Furthermore, the respondents agreed that the 'implementation of solid waste management plans', 'national legislations and regulations' and 'sustainable constructions' were imperative in order to ensure long-term sustainability management in the backwater destinations. For Socially Sustainable Tourism Practices, majority of the participants agreed that it was necessary to set up clear and mandatory guidelines for socio-cultural sites at destinations and to implement a proper code of conduct for both the members of the local community as well as the guests. Majority of the respondents also agreed that community support is the most important factor in the backwater regions, as it is beneficial and highly critical in developing Socially Sustainable Tourism Practices in the destinations. At the same time, majority of the participants in the survey supported the reduced use of non-disposable goods, as this would help to make the environment cleaner and would certainly attract more tourists to backwater destinations. The most notable contribution of Economically Sustainable Tourism Practices is related to entrepreneurship, especially the encouragement received by local entrepreneurs through more employment opportunities and training. This is true due to the increased economic benefits from houseboat operations and other tourism-related businesses in the backwater regions. Table 2 displays the results of the ANOVA test. ANOVA is used in the study to assess the meaningful differences in the perceptions of different stakeholders about Sustainable Tourism Practices in the backwater destinations of Kerala. It can be inferred from the table that the p values for the Economically Sustainable Tourism Practices and Socially Sustainable Tourism Practices (p = 0.000 and p = 0.002 respectively) are both below 0.05, which means that there is a statistically significant difference in the perception of various stakeholders on the Economically and Socially Sustainable Tourism Practices. However, no significant difference was observed among the stakeholders on the Environmentally Sustainable Tourism Practices (p = 0.620). Being residents of the backwater destinations, all the stakeholders agreed on the Environmentally Sustainable Tourism Practices in the backwater destinations, as they continued to derive maximum personal benefits from tourism.

Table 1. Descriptive analysis on perceptions of stakeholders on sustainable tourism development

Variables	Sustainable Tourism Practices	Mean	Std. Deviation
Environmentally Sustainable Tourism Practices	Long Term Sustainability	3.56	1.143
	Legislation	3.95	0.952
	Sustainable Construction	3.57	1.103
	Maximizing Eco-friendly Goods	4.26	0.727
	Solid Waste Management	4.01	1.139
	Harmful Substances	3.78	1.184
	Biodiversity Conservation	4.49	0.735
Socially Sustainable Tourism Practices	Organizational Support	4.51	0.617
	Code of Conduct	3.34	1.274
	Guidelines to Guests and Employees	3.97	0.831
Economically Sustainable Tourism Practices	Employment and Training	4.31	0.651
	Encourage Entrepreneurs	4.32	0.933
	Reduce Non-Disposable Goods	4.30	0.743

Table 2. Results of ANOVA

Variables		Sum of Squares	df	Mean Square	F	Sig.
Economic Sustainability	Between Groups	45.518	3	15.173	22.430	0.000
	Within Groups	184.670	273	0.676		
	Total	230.189	276			
Social Sustainability	Between Groups	4.755	3	1.585	5.070	0.002
	Within Groups	85.333	273	0.313		
	Total	90.087	276			
Environmental Sustainability	Between Groups	0.732	3	0.244	0.594	0.620
	Within Groups	112.282	273	0.411		
	Total	113.014	276			

Though it is evident that there is a significant difference in the perceptions of different stakeholders about the Economically and Socially Sustainable Tourism Practices, it is not clear which of their perceptions are different. This can be further understood through a Post Hoc Analysis as shown in Table 3.

Table 3.Tukey Post Hoc Test

Dependent Variable	(I) Type of Respondents	(J) Type of Respondents	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Economic Sustainability	Government Officials	Resort/Hotel Officials	0.06046	0.25752	0.995	-0.7261	0.6052
		House Boat Officials	0.11869	0.2514	0.965	-0.5312	0.7685
		Local Community	0.87812*	0.25154	0.003	0.2279	1.5283
	Resort/Hotel Officials	House Boat Officials	0.17914	0.12954	0.511	-0.1557	0.514
		Local Community	0.93858*	0.12981	0.000	0.603	1.2741
	House Boat Officials	Local Community	0.75943*	0.1172	0.000	0.4565	1.0624
Social Sustainability	Government Officials	Resort/Hotel Officials	0.3219	0.01750	0.257	-0.1306	0.7744
		House Boat Officials	0.08249	0.1709	0.963	-0.3593	0.5242
		Local Community	0.34921	0.17099	0.175	-0.0928	0.7912
	Resort/Hotel Officials	House Boat Officials	-0.23940*	0.08806	0.035	-0.467	-0.0118
		Local Community	0.02731	0.08824	0.99	-0.2008	0.2554
	House Boat Officials	Local Community	0.26671*	0.07967	0.005	0.0608	0.4726
Environmental Sustainability	Government Officials	Resort/Hotel Officials	0.0674	0.2008	0.987	-0.4517	0.5865
		House Boat Officials	-0.06566	0.19603	0.987	-0.5724	0.4411
		Local Community	-0.02721	0.19614	0.999	-0.5342	0.4798
	Resort/Hotel Officials	House Boat Officials	-0.13306	0.10101	0.553	-0.3942	0.128
		Local Community	-0.09461	0.10122	0.786	-0.3563	0.167
	House Boat Officials	Local Community	0.03845	0.09139	0.975	-0.1978	0.2747

Post Hoc using Tukey HSD (Honest Significant Difference) Analysis reveals that there is a statistically significant difference in the perceptions on Economically Sustainable Tourism Practices between the government officials and the local community members (p = 0.003), the resort officials and the local community members (p = 0.000), and the houseboat officials and the local community members (p = 0.000). This could be possibly attributed to the increased economic benefits derived from the tourism industry by the government officials, resort officials and the houseboat officials, compared to the members of the local community (Joseph et al., 2020). Similarly, with regard to the Socially Sustainable Tourism Practices, it is found that there is a statistically significant difference in the perceptions between the houseboat officials and the resort officials (p = 0.035), which could be because of the possible benefits derived from the tourism industry. There is also a statistically significant difference between the perceptions of the houseboat officials and the local community members (p = 0.005), the possible reason for this being that the residents of the destination exhibit more interest and involvement in Socially Sustainable Tourism Practices (Sumarmi et al., 2020).

IMPLICATIONS OF THE STUDY

The backwater regions of South Kerala continue to face innumerable challenges with the growth of the Tourism Industry. Few of these challenges include the serious problems of improper waste management, pollution, reduction in native fish population, rampant environmental degradation, increase in the number of unregistered houseboats plying in the waters, the lethargic attitude of the local residents and insufficient supply of trained and experienced manpower. The study addressed two such challenges relating to the backwater tourism destinations.

Firstly, it utilized firsthand information from tourism stakeholders in the backwater regions to understand their perception of Sustainable Tourism Development. According to Nadalipour et al. (2019), not seriously considering the stakeholders' perceptions on what the tourism destinations can deliver would inevitably damage the reputation of the destinations and as a result, could downgrade the competitiveness of the destinations, making them unsustainable and easily perishable. Therefore, it is very important to understand the stakeholders' perceptions on Sustainable Tourism Development, so as to increase the benefits of tourism development (Kimbu and Tichaawa, 2018). Findings from the study show that the stakeholders' perceptions on Sustainable Tourism Development remain positive. Stakeholders perceive that sound Sustainable Tourism Practices reduce the use of non-disposable goods, encourage local entrepreneurship, provide more employment opportunities and training, and bring better economic benefits to the region.

Secondly, the study shed light on the conflicting differences in the perceptions of various stakeholders on the social, economic and environmental aspects of sustainability (Table 3). The study identified differences in the perceptions of various stakeholders on the Economically and Socially Sustainable Tourism Practices. The main reasons for the differences could be factors revolving around perceived benefits and costs. Higher involvement of stakeholders through community participation and more number of participative programmes could result in reduced perceived costs and increased perceived benefits (Gursoy et al., 2002). The higher the perceived benefits and lesser the perceived costs, the more enhanced would Sustainable Tourism Development be in the destinations. The study also observed that no significant difference was found among the stakeholders regarding the Environmentally Sustainable Tourism Practices.

Table 3. Conflicting Differences in the Perceptions on Sustainable Tourism Practices in the Backwater Tourism Destinations

Conflicting Differences in the Perception	**Stakeholders**	**Government Officials**	**Local Community Members**	**Hotel Officials**	**House Boat Officials**
Economic Sustainability Practices	Government Officials	-	Yes	No	No
	Local Community Members	Yes	-	Yes	Yes
	Hotel Officials	No	Yes	-	No
	House Boat Officials	No	Yes	No	-
Social Sustainability Practices	Government Officials	-	No	No	No
	Local Community Members	No	-	No	Yes
	Hotel Officials	No	No	-	Yes
	House Boat Officials	-	Yes	Yes	-
Environmental Sustainability Practices	Government Officials	-	No	No	No
	Local Community Members	No	-	No	No
	Hotel Officials	No	No	-	No
	House Boat Officials	No	No	No	-

Yes: Differences in the Perception of Stakeholders; No: No difference in the Perception of Stakeholders

The study also has significant practical implications. The findings from the study clearly iterated that there are differences in the perceptions of various stakeholders on the Economically and Socially Sustainable Tourism Practices. Therefore, tourism experts and policymakers can develop sound strategies using this information in order to improve the economic and social sustainability in the destinations. They need to build a distinctive competitive edge to stay successful. One way through which this could be achieved is by encouraging community involvement and community support (Eshliki and Kaboudi, 2012). To connect with and promote such strategies, they could also use different and more contemporary digital and online channels in order to reach out to the younger and more educated population in the region (Amoako et al, 2021). This would also encourage a healthy shift from a top-down to a more participatory approach, and more number of local tourism stakeholders, especially the local community members would get involved in the tourism planning processes (Nguyen et al., 2020). As there is no significant difference in the perceptions among the stakeholders concerning the Environmentally Sustainable Tourism Practices, the tourism policy makers need to encourage more environmentally sustainable tourism products, in order to sustain the market profitability and maintain the biodiversity of the regions, especially during the existing challenging time of COVID-19 (Amoako et al., 2021). The above discussions can be summarized through Table 3, which displays the conflicting differences in the perceptions towards Sustainable Tourism Practices in the backwater destinations.

However, this study does have few limitations. The study focused only on the three major backwater tourism destinations in South Kerala. To overcome this drawback, future studies can be carried out on similar research across other backwater destinations. The data for the study was collected only from tourism stakeholders. Considering the perceptions of other stakeholders on Sustainable Tourism Practices is also important. It is a generally accepted theory that the success or failure of tourism growth in any destination depends primarily on the views of the host community (Rasoolimanesh and Seyfi, 2020). Therefore, future studies in the area may include the non-tourism stakeholders as well.

CONCLUSION

To a great extend the sustainability of tourism growth depends on the degree of support earned from the members of the local community, which in itself is a feature of how these stakeholders view the effects of tourism on their communities (Latip et al., 2018). Therefore, understanding the perceptions of stakeholders have profound importance for the tourism experts and policy makers (Torres-Bagur et al., 2016). The study analyzed the stakeholders' perceptions on Sustainable Tourism Development in the backwater destinations of South Kerala. It concludes that the perceptions of various stakeholders on Sustainable Tourism Development are positive and varied across groups. Majority of the stakeholders are clearly aware that Sustainable Tourism Development creates numerous positive impacts on the local environment, such as the reduced use of non-disposable goods and increased use of eco-friendly products. According to Aref et al. (2009), this positive awareness that is exhibited shows the strong desire of the stakeholders to reduce the negative impacts on tourism destinations. Many stakeholders are of the opinion that this positive awareness could also make the environment cleaner and this would certainly attract more tourists to the backwater destinations, thereby enhancing the tourism-related businesses and economic benefits in the backwater destinations.

Latip et al. (2018) has emphasized that the growth of tourism can provide more monetary incentives for communities in order to maintain their traditional arts and crafts, hotels and other tourism facilities. Local community members should be allowed to engage, involve and promote Sustainable Tourism Development programmes in their regions. In addition to involving the members of the local communities in such programmes, stringent guidelines at the socio-cultural sites should also be enforced and strict codes of conduct must be developed for both the local community members and guests at backwater destinations. Such initiatives could probably encourage more support and involvement from members of the local communities in the tourism development activities. Implementing sound solid waste management plans, introducing national legislations and regulations, and suggesting sustainable ways of construction are imperative to ensure long-term sustainability management practices in the backwater destinations. These could even be considered to be the most effective tools for promoting Sustainable Tourism Development.

Therefore, all the stakeholders in the destination need to engage together, so as to promote and maintain Sustainable Tourism Development (Le, 2018). Facilitation of collaborative practices is one of the central goals of Sustainable Tourism Development, while the lack of satisfaction among stakeholders, with the success of these collaborative practices, could also result in the failure of the Sustainable Tourism Development programmes (Sigala, 2014). Moreover, being residents of the destinations, the local community members need to exhibit keen interest and involvement in the Sustainable Development Practices in their destinations (Akpan and Obang, 2012). Emphasis should be on the economic, social, and environmental benefits by focusing more on tourism-related businesses in the backwater destinations for Sustainable Tourism Development (Basiru et al., 2017). All these initiatives could serve as useful tools in future development plans, so as to reduce the negative impacts on backwater tourism destinations and maximize the benefits of Sustainable Tourism Development initiatives (Nikčević, 2019).

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SOCIAL CAPITAL OF THE PUJON KIDUL TOURISM VILLAGE COMMUNITY IN FACING THE COVID-19 PANDEMIC

Pradnya PARAMITHA DEWI
Brawijaya University, Engineering Faculty, Urban and Regional Planning Department, Malang, Indonesia, e-mail: paramitha_ta@student.ub.ac.id

Gunawan PRAYITNO*
Brawijaya University, Engineering Faculty, Urban and Regional Planning Department, Malang, Indonesia, e-mail: gunawan_p@ub.ac.id

Dian DINANTI
Brawijaya University, Malang, Engineering Faculty, Urban and Regional Planning Department, Indonesia, e-mail: dinanti@ub.ac.id

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Abstract: The purpose of this study is to analyze the factors and variables that have the most influence on the formation of social capital, analyze the relationship between variables, and describe the condition of community social capital in the face of the Covid-19 pandemic. There are three social capital variables used, including trust, social norms, and social networks. Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), and a literature review were used in this study. The CFA results show that community social capital is formed from 9 factors, where the most influential variable is the trust variable with a value of 0.81 or 66.3%. The results of the SEM analysis show that the relationship of social capital is described through the trust variable, which directly influences social networks and social norms, which will then also affect social networks. Based on the community's social capital and its willingness to collaborate in the fight against the Covid-19 pandemic, we can conclude that the programs developed by the community and the government to combat the Covid-19 outbreak will go off without a hitch.

Key words: social capital, trust, social network, norm, covid-19 pandemic

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INTRODUCTION

The tourism village is one of the tourism developments that focus on the community approach. The community approach taken means that tourism development stands firmly for local communities actively involved in every form of development carried out (Supriadi and Roedjinandari, 2017). High community involvement is generally inseparable from the bonds of social capital owned by the community (Trisnanto et al., 2017). According to Putnam (2001), social capital is a social life in which some participants take collective action effectively to achieve common goals. Social capital has a role as a force in responding to situations in the surrounding environment. The response is then transformed into a joint action to utilize the available resources to achieve common goals (Kusumastuti, 2015). Conceptually, social capital can increase cooperation between communities (Nugraha et al., 2021) in building and developing tourist villages in their area, which can then have a positive impact on the community (Tiyasmono et al., 2019). This has been proven by Prayitno et al. (2020), which shows that the existence of social capital can increase community involvement to join Community Base Organizations (CBO) that can provide mutual benefits. In addition, high social capital is considered to have a relationship with community participation which is able to increase village progress (Irawati et al., 2021). One of the tourist villages that has succeeded in utilizing its social capital to build and develop the potential of its village is Pujon Kidul Tourism Village, which is located in Pujon District, Malang Regency. Pujon Kidul Tourism Village is a village that has considerable agricultural potential. However, the existing agricultural potential still does not have an optimal impact on the community's economy. This makes the community begin to explore the existing potential to integrate it with tourism activities.

Tourism activities in Pujon Kidul Tourism Village began to develop in 2012. This activity was pioneered by the village government and some people members of the Tourism Awareness Group (Pokdarwis), consisting of less than 20 people (Primary Survey Results, 2021). Over time, people directly or indirectly involved in village tourism activities have experienced a tremendous increase, which is approximately 45% of the population (Ira and Muhamad, 2020). This involvement is manifested in mutual assistance to provide attractions, amenities, accessibility, accommodation, and marketing of village tourism activities. The significant community involvement makes the village's leading economy now in the agricultural sector and the tourism sector. The combination of the two sectors also impacts Village Original Income in 2019, which has reached Rp. 2.03 billion, an increase of 65% from the previous year (SIE Pujon Kidul, 2020). In 2020, the agricultural and tourism sectors of Pujon Kidul Tourism Village were being affected by the Covid-19 pandemic. The existence of the pandemic had to make around 726 tourism workers have to lose their jobs temporarily, and agricultural products become unsold in the market, and selling prices fell by 40%. The impact is also still felt by the community even though tourism activities reopened on August

* Corresponding author

15, 2020, including around 250 tourism workers having to be laid off, tourists' purchasing power has decreased, and sales of agricultural products have decreased by around 75% (Primary Survey Results, 2021). According to Matei et al, (2021), human interaction plays an important role in the tourism sector. The existence of a pandemic can reduce tourist capacity and have an impact on tourism income. In addition, social problems felt by the community include social disorganization due to restrictions on social activities recommended by the government and low public awareness in complying with the Covid-19 health protocol (Primary Survey Results, 2021). Efforts are needed now to overcome the socio-economic problems caused by the Covid-19 pandemic. The Pujon Kidul Tourism Village people had good social capital before the Covid-19 pandemic, and they recognized their potential in building and developing their village. Mutiara et al. (2020), contend that owned social capital and social values should significantly benefit when the situation calls for it. The concept of social capital is perceived to foster strong social cohesion and facilitate collective action (Jacobs and Hofman, 2020). This collaborative action can undoubtedly be used to improve the community's socio-economic conditions. As a result, an in-depth study of the social capital of the Pujon Kidul Tourism Village community in dealing with the Covid-19 pandemic is required.

LITERATURE REVIEW

At first, the concept of social capital emerged because there was a thought that it was impossible for society to solve problems individually, togetherness and good cooperation were needed to overcome these problems (Syahra, 2003). Social capital according to Bourdieu (1986), is a form of quality relationship among community members that can be a potential source of mutual benefit. Meanwhile, according to Putnam (2001), social capital is a picture of social life in which some participants take collective action effectively to achieve common goals. Thus, social capital refers more to the relationships between individuals that form social networks, norms, and trust. The results of other studies that describe the relationship between elements of social capital include research by Farisa et al. (2019), which shows that social norms and trust are described as having a direct influence on social networks, which will affect the level of community participation. Leliana's research (2017), shows that trust has a direct influence on network formation and norms, which also influence network formation. Zamroni's, research (2018) shows that social networks and social norms directly influence trust, which will also affect community participation. Based on the results of previous studies, it can be seen that trust, social norms, and social networks are the three elements of social capital that have a relationship with each other. Where the three elements have the following explanation:

- Trust is a person's belief that another person is good-natured and hopes that person can do something as expected (Putnam and Goss, 2002). If trust is misused, there will be negative consequences for individuals who are willing to take risks (Kwantes and Kuo, 2021). The higher the level of mutual trust in a community, the higher the possibility for cooperation (Putnam, 2001). According to Huraerah (2008), collective action based on a sense of trust will generally increase community participation, especially in supporting joint progress that can contribute to increasing social capital.
- Social norms are a collection of rules that must be obeyed by the community in a specific area (Suaib, 2017). The most crucial characteristic in a norm is that there is a reciprocal process that will shape social interactions and later help solve joint action problems (Hauberer, 2011). Prayitno et al. (2019) found that norms in the community could increase the social form to reduce poverty.
- Social networks are inter-node ties between individuals or groups that are bound by trust and maintained by norms. Where, within the network, there is also a formed collaboration (Suaib, 2017). The denser the network in a community, the more likely it is to cooperate and achieve common goals (Hauberer, 2011). In addition, the higher the density of social networks can also form a more productive composition of social capital structure (Leon, 2020).

MATERIALS AND METHODS

Research Variables

In this study, four objectives are to be achieved, including: (1-2) analyzing the factors and variables that have the most influence on the formation of social capital (Table 1), (3) analyzing the relationship between social capital variables (Table 2), and (4) describing the condition of social capital in the face of the Covid-19 pandemic (Table 3). Therefore, the following are the variables used to obtain all objectives in this study.

Table 1. Variables for the First and Second Goals

Goals	Variables	Indicator	Source
It analyzes the factors and variables that most influence the social capital formation of the Pujon Kidul Tourism Village community	Trust (K)	Level of trust in a fellow community (K1)	(Sidu, 2006); (Farisa et al., 2019)
		Level of trust in people with different cultural backgrounds (K2)	(Farisa et al., 2019)
		Level of trust in village government (K3)	(Sidu, 2006); (Farisa et al., 2019)
		Level of trust in local community leaders (K4)	(Sidu, 2006), (Farisa et al., 2019)
		Level of trust in local religious leaders (K5)	(Farisa et al., 2019; Prayitno et al., 2021)
		Level of trust in village institutions (K6)	(Sidu, 2006)
		Level of trust in information related to the development program to be implemented (K7)	(Farisa et al., 2019)
	Social Norms (N)	Level of adherence to prevailing customary norms (N1)	(Sidu, 2006); (Farisa et al., 2019)
		Attendance level in participating in traditional activities or events (N2)	(Farisa et al., 2019)
	Social Network (J)	Level of willingness to build cooperation to achieve mutual success (J1)	(Sidu, 2006); (Farisa et al., 2019)
		Level of participation in religious activities (J2)	(Farisa et al., 2019)
		Level of participation in community social activities (J3)	(Farisa et al., 2019)
		Level of activity in giving opinions (J4)	(Farisa et al., 2019)
		Level of communication with others (J5)	(Farisa et al., 2019)
		Level of participation in a group or community (J6)	(Farisa et al., 2019)

Table 2. Variables for the Third Goal

Goals	Variables	Indicator	Source
We are analyzing the relationship between each social capital variable of the Pujon Kidul Tourism Village community.	• Trust (K) • Social Norms (N) • Social Network (J)	CFA analysis results	(Putnam, 2001)

Table 3. Variables for the Fourth Goal

Goals	Variables	Indicator
The article discusses the state of the community's social capital in the face of the Covid-19 pandemic	• Collective action	• (Ostrom and Ahn, 2007)
	• Community response	• (Pitas and Ehmer, 2020)
	• Community's awareness	• (Mutiara et al., 2020)
	• Strategies and programs	• (Kustiningsih and Nurhadi, 2020)

METHOD OF COLLECTING DATA

Table 4. Number of Respondents in Each Hamlet

Hamlets	Number of Family Heads	Percentage (%)	Number of Respondents
Krajan	856	70	193
Maron	244	20	55
Tulungrejo	122	10	27
Total	**1222**	**100**	**275**

This study's data collection methods are divided into two types, namely primary data collection and secondary data collection. Secondary data collection was carried out in two ways, namely through, literature studies and agency studies. Meanwhile, primary data collection is done through questionnaire data from previous studies, interviews, and observations. The use of this previous research data comes from a thesis study entitled "Social Capital of the Community to Decisions in Collective Actions for the Development of Pujon Kidul Village." The research is research data belonging to Fauzan Roziqin in 2019. The use of the previous questionnaire research data is due to the limitations of researchers to conduct field surveys due to the Covid-19 pandemic who recommends doing social distancing and limiting meetings with other people. Thus, researchers use raw data previously collected to be reprocessed to answer research related to social capital in the face of the Covid-19 pandemic. The use of this raw data is also based on the assumption that the social capital in Pujon Kidul Tourism Village has not changed, considering the time difference is only one year from the previous research. Determination of the number of samples in this study is based on the determination that has been made by previous researchers, namely using Isaac and Michael's table with an error rate of 5%. The population used is the entire Pujon Kidul Tourism Village community with a total of 1.222 families because the entire community is considered to have participated directly or indirectly to deal with the Covid-19 pandemic. So, based on Isaac and Michael's table, the minimum number of samples used is 275 households (Table 4). The number of samples was further divided into three hamlets, namely Krajan Hamlet, Maron Hamlet, and Tulungrejo Hamlet, by considering the proportion of the number of households in each hamlet.

ANALYSIS METHOD

There are three analyses used in community social capital research in dealing with the Covid-19 pandemic in the Pujon Kidul Tourism Village. The three analyzes include Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), and literature review. The following is an explanation of the three analyzes used (Figure 1).

• Confirmatory Factor Analysis, or CFA, is an analytical tool used to test the relationship between indicators and constructs and determine whether or not the indicator strongly influences a construct (Santoso, 2014). In this study, CFA is used to analyze the factors and variables that most influence the social capital formation of the Pujon Kidul Tourism Village community. CFA calculations were carried out using the Amos software version 24.

• Structural Equation Modeling, or SEM, is a statistical method that examines the relationship between many variables simultaneously (Collier, 2020). SEM aims to analyze the relationship between social capital variables consisting of trust, social norms, and social networks. This SEM analysis is a follow-up analysis of the results of the CFA fit model. In addition, in this study, SEM analysis was carried out in an exploratory way to find the most suitable model.

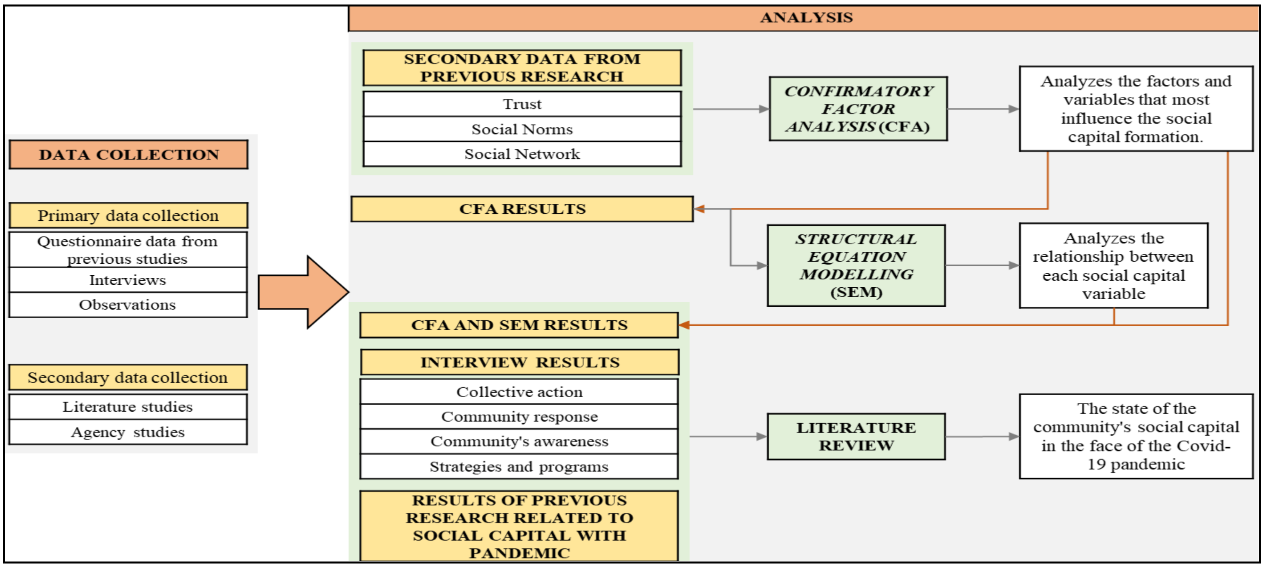

Figure 1. Research Methodology

• The literature review is an analysis to synthesize information centered on research findings and summarize to conclude the contents of the literature (Setyosari, 2016). In this study, the literature review is used to narratively correlate the relationship of social capital with the Covid-19 pandemic.

RESULTS AND DISCUSSION

Overview of study area

Pujon Kidul Tourism Village is one of the villages in Pujon District, Malang Regency, located at a position of 7°21'-7°31' south latitude and 110°10'-111°40' east longitude. Administratively, Pujon Kidul Tourism Village has the following regional boundaries (Pujon Kidul Village Profile, 2019):

North side: Ngroto Village, Pujon Lor Village; East: Pandesari Village, Pujon Lor Village

South side: Forest Area; West: Sukomulyo. Village

Pujon Kidul Tourism Village consists of 3 hamlets: Krajan Hamlet, Maron Hamlet, and Tulungrejo Hamlet. The three hamlets then consisted of 9 RW and 20 RT. This village has 330 Ha with the largest land use classification being on undeveloped land use, namely upland and fields by 67% (Profile of Pujon Kidul Village, 2019).

CHARACTERISTICS OF RESPONDENTS

The characteristics of respondents in this study consisted of characteristics of respondents based on age, education level, type of work, and total income. The results that have been obtained based on questionnaire activities can be seen in Table 5.

Based on Table 5, most of the respondents are of productive age with an age range of 21-65 years or 88%. This indicates that most of the respondents are at the ideal age to work and can be directly involved in any village development program. Meanwhile, based on the characteristics of the education level, it can be seen that most of the respondents, on average, have a basic education level, namely elementary school or equivalent, with a total of 221 respondents or 80% of respondents. This shows that the respondents in this study still have a low level of education due to the limited economic condition of the community. The low level of existing education can affect the work and income of the community. The higher the respondent's education level, the higher the possibility of getting a decent job and income. Therefore, it can be seen that this low level of education also impacts 42% of respondents working as farmers with an average income ranging from Rp. 1.500.001 – Rp. 2,000,000. The amount of income is considered small when compared to the Malang Regency Minimum Wage, which is Rp. 3,068,275.36.

Table 5. Characteristics of Respondents (Source: Roziqin, 2019)

Characteristics	Category	Total	Percentage
Age	< 26	3	1%
	26 – 35	24	9%
	36 – 45	88	32%
	46 – 55	74	27%
	56 – 65	54	20%
	> 65	32	12%
	Total	**275**	**100%**
Level of Education	No Formal Education	4	1%
	Primary School	221	80%
	Junior High School	26	9%
	Senior High School	16	6%
	College	8	3%
	Total	**275**	**100%**
Type of Work	Unemployed	19	7%
	Farm Workers	68	25%
	Farmer	115	42%
	Employees	50	18%
	Entrepreneur	23	8%
	Total	**275**	**100%**
Total Income	≤ Rp. 500.000	17	7%
	Rp. 500.001 – Rp. 1.000.000	66	21%
	Rp. 1.000.001 – Rp.1.500.000	115	18%
	Rp. 1.500.001 – Rp. 2.000.000	51	27%
	> Rp. 2.000.001	26	27%
	Total	**275**	**100%**

Table 6. Results of Response Frequency Distribution (Source: Roziqin, 2019)

Variables	Indicator	STS	TS	B	S	SS	Mode
(K)	K1	0%	1%	14%	21%	64%	5
	K2	0%	1%	9%	23%	67%	5
	K3	0%	3%	14%	27%	56%	5
	K4	0%	1%	8%	38%	53%	5
	K5	0%	1%	10%	39%	50%	5
	K6	0%	5%	12%	38%	45%	5
	K7	0%	3%	16%	40%	42%	5
(N)	N1	0%	3%	12%	27%	58%	5
	N2	0%	6%	11%	30%	53%	5
(J)	J1	0%	0%	12%	36%	51%	5
	J2	0%	1%	7%	35%	57%	5
	J3	0%	1%	7%	40%	51%	5
	J4	0%	1%	8%	46%	45%	4
	J5	1%	0%	7%	42%	50%	5
	J6	0%	1%	8%	46%	45%	4

Table 7. The goodness of Fit CFA Source: Analysis result, 2021

No	*The goodness of Fit Index*	*Cut off Value*	Result	Note
1.	*Chi-Square*	< α. df (α = 0,005)	< 45,56 (df = 24) 29,228	*Good Fit*
2.	*Probability*	> 0,05	0,212	*Good Fit*
3.	CMIN/DF	< 2	1,218	*Good Fit*
4.	GFI	≥ 0,90	0,977	*Good Fit*
5.	AGFI	≥ 0,90	0,957	*Good Fit*
6.	CFI	≥ 0,90	0,982	*Good Fit*
7.	TLI	≥ 0,90	0,988	*Good Fit*
8.	RMSEA	≤ 0,08	0,028	*Good Fit*

DESCRIPTIVE STATISTICS OF SOCIAL CAPITAL

The descriptive statistics of social capital in this study aim to describe the respondents' statements on each of the indicators contained in the dimensions of the construct of social capital. There are three dimensions of social capital, including trust (K), social norms (N), and social networks (J). The results of respondents' answers to each indicator are shown in Table 6. Based on Table 6 it can be seen that most of the respondents answered Strongly Agree (SS) on the indicator statements given at the time of the questionnaire. 13 indicators have a mode value of 5 or Strongly Agree (SS) on the given statement. Meanwhile, the other two indicators have a four or Agree (S) mode value on the given statement.

CONFIRMATORY FACTOR ANALYSIS (CFA)

CFA is an analytical tool used to analyze the relationship between indicators (manifest variables) and constructs (latent variables). In this study, the CFA used is a second-order variable (Second Order Variable). The reason for conducting this second-level CFA analysis is that social capital is the first latent variable. In contrast, trust (K), social norms (N), and social network (J) are the second latent variables (dimensions) that contribute to the first latent variable. The three dimensions of the social capital construct are dimensions that cannot be measured directly, requiring several indicators. In this study, there are 15 indicators to measure each dimension of the social capital construct. The final result of the run model that has been carried out through the Amos software version 24 is shown in the Figure 2. Based on Figure 2 it can be seen that the model has met the requirements. The remaining nine indicators have significant values with C.R. 1.967 and p-value 0.05 and have been declared valid with a loading factor value of 0.50. The nine indicators declared effective and valid mean that these indicators have measured the dimensions of the constructs they have appropriately formed. Therefore, no indicators need to be discarded and can then carry out a model feasibility test or commonly referred to as goodness of fit (Gofi).

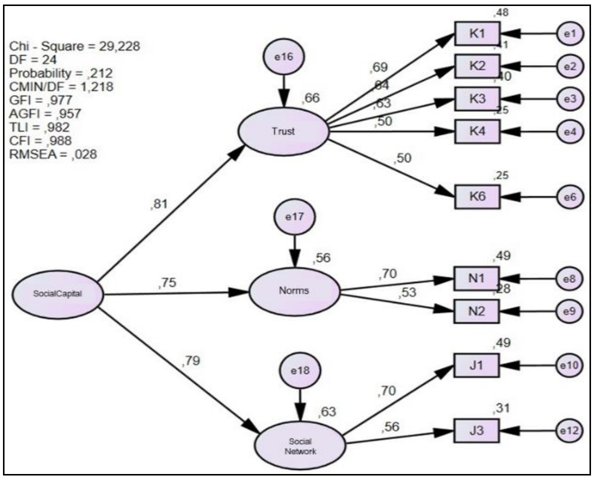

Figure 2. Results of the CFA Final Model

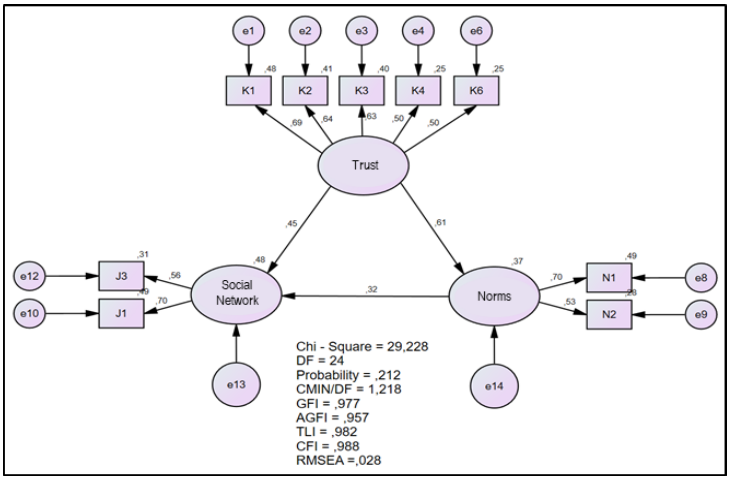

Figure 3. Model Fit SEM

Based on Table 7 It can be seen that the model is fit because it already has a GOFI value that is following the specified limit value. Therefore, this model can be studied and used for the following analysis, namely SEM analysis. Based on Figure 2 it can be seen that nine indicators are forming the dimensions of the social capital construct of the Pujon Kidul Tourism Village community. Therefore, the nine indicators can be described as a measurement model equation as follows:

K1 = 0.69 Trust + e1; K2 = 0.64 Trust + e2; K3 = 0.63 Trust + e3; K4 = 0.50 Trust + e4; K6 = 0.50 Trust + e6;

N1 = 0.70 Norm + e8; N2 = 0.53 Norm + e9; J1 = 0.70 Social Network + e10; J3 = 0.56 Social Networks + e12

As can be seen from the measurement equation above, the dimension of trust is composed of five components: trust in others (K1) with a value of 0.69, trust in people from diverse cultural backgrounds (K2) with a value of 0.64, trust in the village government (K3) with a value of 0.63, and trust in community leaders (K4) with a value of 0.50. The trust in fellow community members (K1) has the highest value, with a loading factor of 0.69. This is consistent with the findings of community interviews, which revealed a strong belief in their neighbors in their immediate environment. A strong sense of trust enables people to look after one another and carry out all activities collaboratively.

Next are the factors that form social norms in the Pujon Kidul Tourism Village community. Based on the measurement model, it can be seen that the social norms of society are formed from two factors, namely the level of obedience to the prevailing norms (N1) with a value of 0.70 and the level of attendance in participating in traditional activities or events (N2) with a value of 0.53. Thus, it can be seen that the indicator value at the level of community compliance with applicable norms (N1) in Pujon Tourism Village has the most significant value with a loading factor value of 0.70. This is following the living conditions of the people of Pujon Kidul Tourism Village, who still hold tightly to the traditions of their ancestors, thus making the community still highly uphold the applicable norms.

In the last dimension, namely social networks, it can be seen that two factors are forming social networks in the Pujon Kidul Tourism Village community. The two factors include the level of willingness to work together to achieve mutual success (J1) with a value of 0.70 and the level of participation in community social activities (J3) with a value of 0.56. So based on these results, it can be seen that the social network in the community is formed due to the willingness of each individual to work together and the high community participation in social activities. Social activities in the Pujon Kidul Tourism Village include social gathering activities, sports, arts, and village rehearsals. Existing social activities make it a place for the community to stay in touch and form stronger relationships between communities. Apart from identifying the factors contributing to the dimensions of the social capital construct, this CFA analysis can also determine the magnitude of each dimension's influence on the formation of social capital constructs, including trust, social norms, and social networks. The magnitude of this influence can be determined by the Squared Multiple Correlation coefficient (R^2). The greater the R^2 value, the more certain it is that these dimensions can accurately measure social capital. To illustrate the value of R^2, the dimension with the most significant influence on the formation of social capital is the trust variable, which has a value of 0.81 or 66.3 percent. While social norms have a 55.5 percent influence, and social networks have a 62.9 percent influence.

STRUCTURAL EQUATION MODELING (SEM)

Structural Equation Modeling (SEM) analysis aims to analyze the relationship between the dimensions of the social capital construct of the Pujon Kidul Tourism Village community, which consists of trust, social norms, and social networks. This analysis is a follow-up analysis of the results of the previous CFA fit model. In this study, SEM analysis was carried out in an exploratory way to find the most suitable model in describing the relationship between the dimensions of the social capital construct of society. The relationship that will be described serves to determine the causal relationship that occurs and the magnitude of the strength of the direct or indirect relationship between variables. Three possible fit models can be generated to describe this relationship, including:

1. The first model is described through the belief pathway coefficient (exogenous variable), which directly influences social networks and social norms (endogenous variable). Meanwhile, the path coefficient for social norms is also described as directly influencing social networks.
2. In the second model, it is described that the social network Path coefficient (exogenous variable) has a direct influence on beliefs and social norms (endogenous variable). Meanwhile, the path coefficient for trust is also described as having a direct influence on social norms.
3. In the third model, it is described that the path coefficient of social norms (exogenous variables) has a direct influence on social networks and trust (endogenous variables). Meanwhile, the path coefficient for social networks is also described as having a direct influence on trust.

The three models were then tested for significance and model feasibility tests through Goodness of Fit to determine the most suitable model. The comparison of the test results of the three models that have been carried out can be seen in the Table 8. As illustrated in Table 8, the three models are acceptable for describing the relationship between the dimensions of the Pujon Kidul Tourism Village community's social capital construct. The most suitable and fit model was then chosen from the three models. Models with a C.R. of 1.96 or greater are considered to be significant. Similarly, if the p-value in the model is 0.05 or if more path coefficients have a *** sign, the model is more significant. Thus, based on this explanation, the first model is the most significant model for describing the relationship between society's social capital construct dimensions. Based on Figure 3 it can be seen that the first model is a fit model, which is indicated by the chi-square, probability, and CMIN/DF values that have met the requirements. The model can be declared fit in this first model if it has a small chi-square value, which is less than 36.42, a probability value > 0.05, and a CMIN/DF value < 2. Meanwhile, the chi-square value in this model is 29, 23, the probability value is 0.21, and the CMIN/DF value is 1.22.

Table 8. Comparison of Model Significance Test Results (Source: Analysis result, 2021)

No	Connection	C.R.	P	*Loading Factor*	Note
Model 1	Trust → Social Network	3,345	***	0,454	Significant
	Trust → Norms	5,948	***	0,607	Significant
	Norms → Social Network	2,073	0,038	0,316	Significant
Model 2	Social Network → Trust	5,016	***	0,646	Significant
	Social Network → Norm	2,095	0,036	0,342	Significant
	Trust → Norm	2,655	0,008	0,386	Significant
Model 3	Norm → Trust	2,372	0,018	0,346	Significant
	Norm → Social Network	4,291	***	0,591	Significant
	Social Network → Trust	2,940	0,003	0,441	Significant

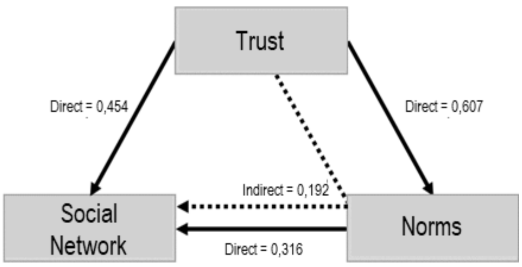

Figure 4. Relationship Between Social Capital Variables (Source: Analysis result, 2021)

According to the first model, trust directly affects two variables, namely social networks and social norms, and social norms variables also directly affect social networks. Therefore, the direct, indirect, and total effects of a variable on other variables must be analyzed to determine the magnitude of its influence on other variables, which can be done using one of the AMOS program's outputs, the Standardized Total Effect. The following figure illustrates the magnitude of the influence of variables on each path coefficient. Based on Figure 4 it can be seen that the dimensions of the social capital construct consisting of trust, social norms, and social networks have direct and indirect relationships and influences. This relationship is illustrated through the trust variable, which directly influences the formation of social networks and adherence to social norms, which will then also affect the formation of social networks. The following is an explanation of the relationship formed:

1. Trust has a positive and significant effect on social networks that are formed directly or indirectly through intermediary variables of social norms with a total influence value of 0.646. The greater the sense of trust that is owned, the more comprehensive the social network that will be formed, and the greater the community's obedience to applicable norms, which will also affect the formation of social networks.
2. Trust has a positive and significant effect on social norms in the Pujon Kidul Tourism Village community with an influence value of 0.607. The greater the sense of trust held by the community, the greater the obedience to comply with applicable norms.
3. Social norms positively and significantly affect the social network formed in the Pujon Kidul Tourism Village community with an influence value of 0.316. The higher the community's adherence to applicable norms, the wider the social network formed.

Pujon Kidul Tourism Village is one of the villages affected by the Covid-19 pandemic. Based on the results of the primary survey, the Covid-19 pandemic had an impact on the socio-economic activities of rural communities. The impact from an economic perspective is that in 2020 the village must experience a decrease in turnover by 45% or Rp. 7.88 billion from the previous year, the purchasing power of tourist visitors decreases, causing people who have businesses to experience a decrease in income by 45-50% every month, sales of agricultural products decreased by about 75%. As a result, as many as 355 or around 250 tourism workers had to be laid off (Primary survey results, 2021). Meanwhile, the social impact is that the community is experiencing social disorganization due to the implementation of social distancing, which affects the community's socio-cultural activities such as nyandran, village cleaning, and ruwatan, which must be temporarily suspended (Primary survey results, 2021). The impact of the Covid-19 pandemic, particularly in the economic field, has compelled the village government and community to take action to combat the Covid-19 pandemic. Therefore, social capital and social values must be a firm grip (Mutiara et al., 2020). Social capital is a social life in which some participants take effective collective action to achieve common goals (Putnam, 2001). Currently, the condition of social capital owned by the Pujon Kidul Tourism Village people is considered to have become a firm grip for the community and the government to deal with the Covid-19 pandemic. This is shown through the results of the SEM analysis, which shows that social capital variables based on trust, social norms, and social networks have been able to have a positive and significant influence on each variable relationship (SEM Analysis Results, 2021). In addition, trust has a significant influence on the formation of community social capital (CFA Analysis Results, 2021).

Communities with a strong social capital level have a faster response in the short term to recover from a disaster or pandemic (Pitas and Ehmer, 2020). In addition, according to Jacobs and Hofman (2020), the existence of social capital in society is also seen as capable of forming a strong social cohesion and can encourage collective action. This is in response to the community's and village government's extraordinary response to the handling of Covid-19 in their village, which is manifested in the form of collective action. One form of collective action that comes from community initiatives is through social activities such as opening a free market during Large-Scale Social Restrictions (PSBB). Free market activities have a concept where people who have more income can put goods in necessities or other household needs in the market and can be taken freely for people in need. This free market activity is considered to help the community, especially for tourism activists who have to lose their jobs temporarily and for farmers who experience losses. Meanwhile, collective actions originating from the government in dealing with the Covid-19 pandemic include the following (Primary survey results, 2021).

• They are conducting routine socialization to comply with the Covid-19 health protocol.

• It was growing new creative economic activities that are realized through village-level programs, including training on planting organic systems to farmers, Training on making handicrafts, etc.

• Build a souvenirs center to market superior products produced from each RT (village neihbors) in the Pujon Kidul Tourism Village

The Pujon Kidul Tourism Village government's response to the Covid-19 pandemic in the form of joint action must, of course, be supported by the community. Based on the results of previous studies, it is stated that the condition of social capital is considered to have a significant impact on the success of disaster and pandemic management. Therefore, each party must work together as a form of disclosure of social capital (Regus, 2020). In addition, trust in the village government can significantly support the programs that have been created to deal with this pandemic. This trust is considered to contribute to the success of crisis handling and the sustainability of community preparedness in the future (Kustiningsih and Nurhadi, 2020). The Pujon Kidul Tourism Village community already has a high level of willingness to cooperate and a high level of trust in the village government (CFA Analysis Results, 2021). Therefore, if it is related to the research results of Regus (2020) and Kustiningsih and Nurhadi (2020), it can be seen that the Pujon Kidul Tourism Village government programs that have been created to handle the impact of the Covid-19 pandemic are assumed to be successful and goes well.

CONCLUSION

Conclusions from research studies related to "Social Capital of The Pujon Kidul Tourism Village Community in Facing the Covid-19 Pandemic" include the following:

1. The Pujon Kidul Tourism Village community's social capital comprises three variables: trust, social norms, and social networks. The trust variable is composed of five factors: trust in others (K1) with a value of 0.69, trust in people from different cultural backgrounds (K2) with a value of 0.64, trust in the village government (K3) with a value of 0.63, trust in community leaders (K4) with a value of 0.50, and trust in village institutions (K6) with a value of 0.50. The social norm variable is formed from two factors, namely the level of obedience to the prevailing norms (N1) with a value of 0.70 and the level of attendance in participating in traditional activities or events (N2) 0.53. Meanwhile, the social network variable is formed by the willingness to work together to achieve mutual success (J1) with a value of 0.70 and the level of participation in community social activities (J3) with a value of 0.56.
2. The most influential variable on the social capital formation of the Pujon Kidul Tourism Village community is the trust variable, with a value of 0.81 or 66.3%. While social norms influence 55.5% and social networks influence 62.9%.
3. Each social capital variable consisting of trust, social norms, and social networks has direct and indirect relationships and influences. This relationship is illustrated through the trust variable, which directly influences the formation of social networks and adherence to social norms, which will then also affect the formation of social networks.
4. The social capital of the Pujon Kidul Tourism village community is considered capable of being a solid grip for the community and the government in dealing with the Covid-19 pandemic. Strong social capital makes the community and the government have a response in the form of faster collective action. Several collective actions have been taken, including free markets, socialization, and programs to grow new creative economic activities. This action must be carried out with the cooperation of both parties, namely the government and the community. Based on the analysis results, the people of Pujon Kidul Tourism Village already have a high level of willingness to cooperate and have a high level of trust in the village government. So, when connected with the results of previous research, it can be assumed that the Pujon Kidul Tourism Village government programs that have been created to deal with the Covid-19 pandemic can be successful and run well.

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DESTINATION ATTRACTIVENESS FROM THE VIEW OF TOURISTS – A CASE ANALYSIS ON THE TEMPLE CITY, BHUBANESWAR, INDIA

Shruti MOHANTY*
Siksha o' Anusandhan, Faculty of Tourism and Hospitality Management, Bhubaneswar, Odisha, India, e-mail-shruti.mifa@gmail.com

Sitikantha MISHRA
Siksha o' Anusandhan, Faculty of Tourism and Hospitality Management, Bhubaneswar, Odisha India, e-mail-dean.shm@soa.ac.in

Sasmita MOHANTY
Siksha o' Anusandhan, Faculty of Tourism and Hospitality Management, Bhubaneswar, Odisha India, e-mail-smohanty@soa.ac.in

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Abstract: The history of Bhubaneswar in the state of Odisha can be dated back to 3rd century B.C. It is the largest city in the state, popularly known as the 'Temple Town' or 'Temple City' which receives thousands of tourists every year for its attractions. The principle aim of this paper is to find out the factors influencing the destination attractiveness with the help of the perception of tourists in the temple city of Bhubaneswar through their level of satisfaction. Apart from that, the study analyzed that how the key elements of a destination can contribute to its attractiveness which further enhances the destination's image. The method advised in the paper was questionnaire method where the responses were taken on a five-point Likert scale. A sample of 100 tourists was taken to find out their perception regarding destination attractiveness. The data was analyzed through descriptive statistics, factor analysis and correlation. From the study it was found out that the core determinants of the attractiveness are the facilities provided in the destination and its support services while the secondary determinants consist of people-related factors. It was also found out that the people related factors and the support services and facilities are complementary to each other when it comes to destination attractiveness.

Key words: destination image, destination enhancement, destination attractiveness, tourism, factors

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INTRODUCTION

Odisha, which was formerly known as Orissa is located in the north eastern part of India, famous for its historical places and natural resources is surrounded by the states of Jharkhand, Chhattisgarh, West Bengal and Andhra Pradesh. It lies on the eastern coast of the great Indian subcontinent. The geographical coordinates for the state of Odisha are located between 17.49' N and 22.34' N north latitude and 81.27' E and 87.29' E east longitude. The state attracts tourists from worldwide because of its rich and variety of cultures and languages. The state's capital is Bhubaneswar which is found in the vicinity of historic temples located in the east-central coastal plains. As the industry of tourism is an amalgamation of many industries like hotels, retails, restaurants, transport and other ancillary services, it offers jobs to millions of people. "The tourism sector holds significance in terms of economic and other impacts, as the World Travel and Tourism council (WTTC) reports, that the tourism sector contributed $8.8 trillion or 10.4% to the world GDP" (World Travel and Tourism Council Report, 2019-20). The scenario in India in terms of tourism contribution is $234 billion which is 10.3 % of India's GDP according to the WTTC report 2019- 20. The state of Odisha has 30 districts with attractive tourists' destination that is yet to be explored. Figure 1 depicts the different districts of Odisha through its district boundary, national highway, district headquarters, major roadways and railways. The temple city of Bhubaneswar is located in the district of Khordha and is the most visited destination and it is the gateway to other tourists' spots in Odisha.In Table 1 below it is depicted that the tourists' arrival in the state of Odisha has a significant growth from the year 2014 to 2019 at 8.90 % due to the various attractions found in Odisha. Figure 2 depicts the percentage growth of tourists in the state of Odisha for the years 2014- 2019. Bhubaneswar's rich and cultural heritage have been one of the major destination attractions but along with that there has to be other facilities and services to uplift the image of the destination. In the present study those factors that contribute to the destination attractiveness in the context of the temple city of Bhubaneswar have been studied.

Table 1. Tourists' arrival in the state of Odisha for the last five years Source- Annual Report of Tourism of Odisha (2018-2019) Department of Tourism, Government of Odisha, India (https://dot.odishatourism.gov.in/sites/default/files/Annual%20Activities%20Report%202018-19_1.pdf)

Year	From Odisha Domestic tourists	Outside Odisha Domestic tourists	Total	% Growth	Foreign Tourists	% Growth	Grand Total	% Growth
2014-15	66,30,499	44,20,852	1,10,51,351	9.81	72,215	7.14	1,11,23,566	9.79
2015-16	72,40,304	48,27,391	1,20,67,695	9.20	67,364	6.72	1,21,35,059	9.09
2016-17	78,67,321	52,45,407	1,31,12,720	8.66	77,496	15.04	1,31,90,224	8.69
2017-18	85,56,603	57,04,943	1,42,61,546	8.76	1,02,995	32.90	1,43,64,541	8.90
2018-19	93,05,282	62,04,247	1,55,09,529	8.75	1,13,721	10.41	1,56,23,250	8.76

* Corresponding author

Bhubaneswar – A backdrop

Bhubaneswar, the capital city, is the largest city in the state of Odisha. It is the hub for cultural and economic activities. The history of Bhubaneswar can be dated back to 3rd century B.C., but the modern city of Bhubaneswar was established in the year 1948. Bhubaneswar is the convergence of three religions, Buddhism, Hinduism and Jainism and is surrounded with the finest Kalingan temples. It is one of the destinations that has emerged as the center for information technology and education. It is also regarded as one of the country's fastest developing cities in the country. The oldest part of the city is known as the old town of Bhubaneswar and is sometimes referred as the, "Temple Town". The famous temples located in Bhubaneswar are the Lingaraj, Mukteswar, Parsurameswar, Sidheswar, Rajarani, Ananta Vasudev, Chausathi Yogini and many others. The Dhauli, Shanti Stupa and the Khandagiri Udayagiri caves leaves a tourist spellbound with its magnificence view. Bhubaneswar is referred to as the 'Temple City of India' as it is said to have around thousand temples in and around the city. The culture of Odisha can be well seen in the form of handicrafts, sculpturing and artistry and the famous Odissi Classical dance form.

Fairs and Festivals of Bhubaneswar

Ashokashatami is a very famous festival that is celebrated in the city mostly in the month of March or April were the idol of Lord Shiva and other deities are taken in a procession to the Mausimaa temple which is otherwise known as Rameshwar temple. The deities stay there for four days. In this festival the chariot of the Lord, known as 'Rukuna Rath' is pulled by hundreds of devotees. In the grand Ekamra Festival, it houses so many sub-festivals like Rajarani Music Festival famous for Indian Classical music, Kalinga Mahotsav famous for traditional martial arts, Mukteshwar Dance Festival famous for Indian Classical dance forms especially Odissi and Dhauli- Kalinga Mahotsav famous for Indian classical dance forms. Besides this, the Adivasi Mela (The Tribal Fair) is held every year in the month of January that showcases the culture and traditions of the tribal inhabitants of Odisha along with their arts and handicrafts. The other famous fair includes Khandagiri Utsav and Toshali National Crafts Mela.

Figure 1. District map of Odisha (Source- https://www.mapsofindia.com/maps/orissa/)

Cuisine of Bhubaneswar

The cuisine of Bhubaneswar consists of typical Odia Cuisine that includes the famous Rasagola, Chhena Gaja, Rasabali, Chhena Poda and Chhena Jhili. It is also famous for its seafood that is brought from Chillika lake like lobsters, crabs and prawns. The Ananta Vasudev temple and the Lingaraj Temple is famous for serving 'Abadha' to many devotees which includes Arna (Rice), Dalma (delicacy made out of vegetables and lentils and other spices), Besara, Sakara, Khiri and Khata. 'Pitha' is famous in every nook and corner of the city made out of jaggery, coconut pieces, rice etc. is the principal delicacy cooked especially during festivals.

Research Objectives

1. To find out the key elements of Bhubaneswar that attracts the tourists;

2. To analyze how the key elements of destination attractiveness enhances a destination;
3. To apply the key elements of destination attractiveness in the temple city of Bhubaneswar in order to enhance the image of the destination.

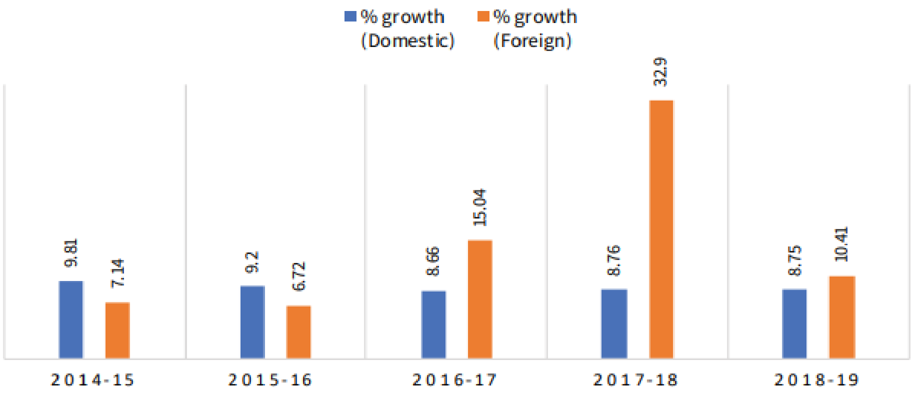

Figure 2. Percentage Growth of Tourists Visits (Source: Annual Report of Tourism of Odisha (2018-19) Department of Tourism, Government of Odisha https://dot.odishatourism.gov.in/sites/ default/files/Annual%20Activities%20Report%202018-19_1.pdf)

LITERATURE REVIEW

The concept behind the attractiveness of tourism is it is not specific rather it is abstract in nature and the measurement of its attractiveness helps the measurement of its attractiveness helps the managers of the destination to compare their competitiveness with the other destination (Naser and Chaudhary, 2021). "Attractiveness is perceived by tourist when they intend and involve themselves in tourism activities" (Stankova et al., 2017: 142-155).

The attractions of a tourist destination can be described as manifestations of physical and mental image of destination attractiveness that is perceived by the tourists on the availability of natural attractions in a destination (Klufova, 2016). The destination attractiveness is often measured by the views of the tourists about the "destinations perceived ability to satisfy their needs". In order to encourage the people to travel to a destination it is necessary to study the elements of necessary to study the elements of destination attractiveness (Formica, 2001). In order to take decisions for strategic marketing of tourism destinations it is crucial to determine the destination image. According to Christina and Qu (2008) the destination loyalty is mostly linked to the destination image and tourist satisfaction. "The major value of destination attractiveness has on the tourists" (Kim et al., 2003). Destination attractiveness can be defined as, "the relative importance of individual benefits and the perceived ability of the destination to deliver these individual benefits" as described by Mayo and Jarvis (1981: 281).

Gunn (1988) opined that there would be no tourism without tourism attractions. To this Lew (1987) added that the vice versa of the statement that without tourism there would be no tourism attractions. The center of tourist experiences is the tourist's attractions, and for proper destination management it is important to correctly market and to present destination attractions adequately as suggested by Gartner (1986). According to the model of Ritchie and Crouch (2005: 137), tourism attraction is the key element in destination attractiveness as well as it is the major factor for destination interest that actuate the tourists to visit a particular place. The tourist's attractions are the main element of the destination that appeals the tourists so also the destination competitiveness puts the tourism attractions in central position.

One of the major motivations for the tourists are the attractions of a particular destination. In order to take decisions for strategic marketing of tourism destinations it is crucial to determine the destination image. According to Christina and Qu, 2008, destination loyalty is mostly linked to the destination image and tourist satisfaction. The main advantage of destination attractiveness is the fascination of attracting tourists towards the destination. "The major value of destination attractiveness is the pulling effect of attractiveness has on the tourists" (Kim et al., 2003). "On one hand, visitor satisfaction is an important factor for the commercial success of the tourism industry, on the other hand, maintaining a high level of tourist satisfaction and ensuring a meaningful experience to the tourists is an important indicator of sustainable tourism" (Patuelli et al., 2014: 10). However, the success of tourism industry depends on the tourist's satisfaction. Providing tourist, a life time experience by meeting their expectations will contribute to sustainable tourism.

Classification of Destination Attractiveness

Various researchers have identified the features of attractiveness of a destination and have segmented into primary and secondary features. The primary features of attractiveness consist of culture, nature and traditional architecture while the secondary features consist of transport, tourism facilities and services and accommodation (Thiele et al., 2013). The attractions of a tourist destination are crucial as it plays a major role for the success of a tourist site as they serve to be the key motivators for frequent visits and so also, they act as resources for the local communities (Leask, 2003). To consolidate numerous tourism attractions into fewer categories, it is important to classify them. According to the classification proposed by UNWTO Annual Report (1993): 109, destination attractiveness have classified into the following categories: "i) Natural tourists' resources; ii) Cultural and historical heritage in tourism; iii) Climate conditions; iv) Infrastructure; v) Tourists' services and facilities". Though the above classification is widely accepted, but is insufficiently detailed. The classification proposed by Ritchie and Crouch (2000):140 is one of the recent classifications which is widely accepted by the scholars. They are classified into seven categories: "i) Physiography and history; ii) Culture and history; iii) Mix of activities; iv) Special events; v) Entertainment; vi) Superstructure; vii) Market ties".

According to many authors, the culture and history of a place are a set of destination attributes that have the quality to satisfy the urge for intellectual needs of the tourists like the custom, way of living, their haute cuisine, architecture, their lingo to name a few have the potentiality of providing an extraordinary experience. “These elements include tradition and life style of destination residents, gastronomy of the destination, architectural characteristics and language spoken by residents as well as many other destinations features that have the ability to provide a unique and non-routine experience” (Damir and Darko, 2011:72). For the overall level of destination attractiveness, the climate and physiography are the main characteristic to attract the tourists. During the stay in a particular destination the tourists are becoming more active in the present-day scenario for the destination attractiveness consisting of mix of activities is gaining more popularity, moreover, the destination managers have full control over this. In order to attract visitors and to establish uniqueness in the tourism market special events are influential that refers to a wide variety of events that a destination has to offer. These events can either be mega events of international importance or small events of local significance. Tourists also look for entertaining activities which includes going to concerts, theatres, or interesting night life. The superstructure of a tourism destination are the facilities offered to the tourists like accommodation, services, entertainment, and support services etc. While, the market ties, could be described as the relationship between that exists between the generating markets and the tourism destination which could be the source for a strong motivator and so also a principal contributor in order to make it an appealing destination. Other factors contributing to destination attractiveness planning and development, destination policy, supporting factors and resources destination management etc.

Destination competitiveness and destination attractiveness are two separate things. Formica (2001), advocate that the destination attractiveness is the relationship between the availability of the attractions in a destination and the perceived importance of such attractions. While Ritchie and Crouch (2000), opined that, the competitiveness of a destination depends upon its resource availability and its effective mutilation for long term tourist attraction. In other words, the competitiveness of a destination can be defined as the ability of a destination to use the resources of its own to attract tourists over long time to come. According to Gearing (1974), the tourists consider transport network, facilities and prices of venues as destination attributes. Gartner (1986) suggests that there can be other attributes of destination which includes outdoor life, night life and natural environment. In the global demand for tourism cultural attributes is the most important attribute. Kim et al. (2003) highlights on several attributes like cleanliness, quality of accommodation facilities, accessibility, safety, entertainment, peaceful environment, reputation and recreational activities.

Tourist Satisfaction through Destination Attractiveness

Kozak and Rimmington (2000) suggest that the tourist perception and their satisfaction is one of the prime variables to attain competitiveness in the tourism business as it directly affects consumption of products and services and the choice of destination. Tse and Wilton (1988: 206) describe tourist satisfaction as, the difference of opinion on the customer perception on a product before and after its consumption. The actual performance of the product can be only perceived after its consumption and the best example can be the tourist’s response for its evaluation after visiting the destination. Oliver (1999; 44) defined satisfaction as, “the consumer’s fulfillment response, as it is a judgement that a product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels or under or over fulfillment”. According to Baker and Crompton (2000: 20) satisfaction is something, “as a person’s feelings of pleasure or disappointment that results from comparing a product from perceived performance in relation to his or her expectations”. Kim et al. (2003: 23), has described the tourist satisfaction as the customer post purchase attitude towards perception & expectation of product and services. In other words, the satisfaction of the tourists can be judged through a mental comparison of the quality of the service and the product that a consumer purchases which forms a post-purchase attitude. The characteristics of a destination like perceived quality, perceived attractions, perceived value and perceived risk are often used to measure the satisfaction of the tourists (Chi et al., 2008). Girish and Prayag (2008) suggest that the characteristics of a tourist destination like safety, cultural attractions, infrastructure comfort facilities, accessibility, ambience, shopping and other tourists’ attraction greatly affects the satisfaction of the tourists. They also suggest that the overall destination image, that consists of destination attractions like accessibility, accommodation, activities, amenities, shopping and the host population have an influential impact on the satisfaction of the tourists (Girish and Prayag, 2008). Cohen (2012: 76), advocates that the, tourist attractions, basic amenities, cultural attractions, touristy infrastructure and accessibility, natural surroundings, various economical activities determine tourist satisfaction. A destination’s cultural resources is more attractive for the tourists as suggested by Patuelli, et al. (2014: 105). The literature review has disclosed that there is a relationship between the tourism attraction and tourists’ satisfaction. The experience of the tourist with the tourist attractions at the tourist destination have a great impact on the satisfaction of the tourists. This would further determine frequent and repeated visits of the prospective tourists.

Hypotheses: H1- Factors contributing to destination attractiveness enhances the destination image
H2- The tourists’ perception helps in determining the factors of destination attractiveness

METHODOLOGY

The data was collected through the questionnaire method. The questionnaire method encourages the survey participants to respond or answer to text-based statements “by either marking a page, writing a number of checking box on paper or through online medium” (Johnstone, 2015:5). According to Fife (2006) the method of questionnaire remains the most commonly used tool for research in the field of social sciences. The questionnaire was a self-devised questionnaire based on the previous literature. The responses were taken on a five-point Likert scale, that ranged from 1 to 5, 1 meant Excellent, 2 meant Good, 3 meant neither good or bad, 4 meant could improve and 5 meant unsatisfactory. The questionnaire consisted of 29 questions which were based on different tourist attractions of the destination and its related services. The responses from 100 tourists were mapped across different tourists’ sites in Bhubaneswar. The data was processed through descriptive statistics, factor analysis and correlation.

Table 2. Descriptive Statistics

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Perception regarding heritage tourism	100	1	100	50.50	29.011
Opinion regarding the natural landscapes	100	1	4	1.96	.920
Opinion regarding the tourist's facilities	100	1	5	2.58	1.130
Monuments and historical buildings	100	1	5	2.01	1.124
Culture, history and art	100	1	3	1.95	.730
Customs and religious activities	100	1	2	1.38	.488
Behaviour of the host population	100	1	4	2.06	1.023
Value for money	100	1	5	2.27	1.205
Civic sense of people	100	1	4	2.69	1.169
Standard of Transportation	100	2	5	4.20	.921
Quality of infrastructure	100	2	5	3.17	1.006
Climatic condition	100	1	5	1.86	1.164
Political stability	100	2	5	2.48	.858
Unique tourists' attractions	100	1	3	2.11	.549
Quality of local food and cuisine	100	1	2	1.65	.479
Availability of special events and fairs	100	1	2	1.37	.485
Availability of local items, handicrafts and souvenirs	100	1	4	2.15	.947
Safety and security of tourists	100	1	5	2.59	1.102
Availability of lavatories	100	1	4	1.91	.740
Availability of guide services	100	2	5	3.58	.831
Availability of Urban Sight-seeing	100	1	3	1.64	.612
Cleanliness in the tourist sites	100	1	3	1.68	.649
Availability of various transportation options	99	1	4	1.86	.845
Procedure of customs and immigration in airports	100	2	5	4.04	.737
Quality of sound and light show	100	1	3	1.67	.652
Availability of entertainment activities	100	1	5	3.47	1.096
Availability of signs and signages	100	1	3	1.65	.716
Availability of Tourism information centres	100	1	3	1.77	.664
Availability of accommodation facilities	100	1	5	3.65	1.226
Valid N (listwise)	100	1	3	1.63	.614
	99				

Data Interpretation

The responses given by the tourists are mapped in the following manner. The descriptive statistics gives the information about the average score, mean and standard deviation for each of the factors. Table 2 represents the descriptive statistics of the tourists' response with respect to the questionnaire. There were a lot of deviations in the responses of the tourist, in spite of that they have agreed in certain factors related to destination attractiveness, they are the natural landscapes in Bhubaneswar, tourists' facilities offered in Bhubaneswar, customs and religious activities in Bhubaneswar, behavior of the host population, value for money, standard of transportation facilities, availability of local items, handcrafts and souvenirs, quality of sound and light show, and availability of tourism information centers. The above factors mean score are above three in five-point Likert scale, which also indicates they are crucial in terms of developing destination attractiveness. The factors like perception regarding heritage tourism in Bhubaneswar, civic sense of people in Bhubaneswar, Climatic condition in Bhubaneswar, availability of special events and fairs in Bhubaneswar and cleanliness in the tourist's sites have a moderate impact on the tourist's sites, have a moderate impact on the tourists from which it can be derived that they contribute to destination attractiveness.

Overall Reliability of Co-efficient

"Reliability is a method by which a scale is provided that should consistently reflect the construct as per the measurement". Cronbach's alpha value of 0.8 and 0.9 is highly acceptable whereas a value of 0.7 and 0.6 is moderately acceptable in case of management and social science related research (Bland and Altman, 1997). But a value lower than 0.7 indicates an unreliable scale. The consolidated Alpha value for 29 indicators is given in the table below. As the co-efficient of reliability varies from 0 to 1, in the present research, it is found to be 0.885 which confirms the internal consistency across the indicators. Table 3 represents the Cronbach alpha of the present study.

Factor Analysis

A technique by which data reduction and summarization process take place describes Factor Analysis. "A factor loading is a simple correlation co-efficient or regression co-efficient, a loading of an absolute value of more than 0.60 is usually taken as an indicator". Out of 29 indicators used in the present study only 9 factors remained in the final analysis on which the Principal Component Analysis (PCA) was performed.

KMO and Barlett's Test of Sphericity

The test of sphericity or the KMO and Barlett's test is often used to measure the adequate number of samples for factor analysis. In order to reject the hypothesis, the Barlett's test of sphericity is used and it is rejected when the value is 0.500. In the present study, the KMO statistics value is 0.687 which is decribed in Table 4 below. For this reason, the method of Factor Analysis can be taken as an appropriate technique to analyze the factors of destination attractiveness in the temple city of Bhubaneswar.

Communalities

Communalities is referred as the degree of variance that a variable share with the rest of the variables present. A variance if does not share with any other variable would have a communality of 0 while if it shares its variance would have a communality of 1. In order to find out the factors of destination attractiveness which contributes to destination attractiveness and so also contributes to destination enhancement from the view of tourist's factor analysis is used. Along with that the factors that have a common variance with the data are computed. To find out the common relationship among different variable the output of communalities is presented in the Table 5 below.

Table 3. Cronbach's Alpha Reliability Test

Cronbach's Alpha	Number of Samples	Indicators
0.885	100	29

Table 4. KMO and Barlett's Test of Sphericity

	KMO and Barlett's Test Kaiser -Meyer- Olkin Measure of sampling Adequacy	0.687
Barlett's Test of Sphericity	Approx. Chi Square	821.467
	Df	651
	Sig	.000

Extraction Method: Principal Component Analysis (PCA)

In order to implement the process of Factor Analysis, the proportion of common variance needs to be found out. "The estimates which have little communality have been extracted, that can be calculated to represent the multiple correlations between each variance and factors extracted". In the present study, there is a great difference between the range of communalities which exists between 0.930 to 0.535. As the results determine that each of the factors share with other factors is significant. From this, it can be inferred that the factors of destination attractiveness at the tourist's sites in the temple city of Bhubaneswar are commonly linked and they have a strong inter-relationship among the factors.

Table 5. Communalities

	Initial	Extraction
Statements	1.000	.905
Perception regarding heritage tourism	1.000	.721
Opinion regarding the natural landscapes	1.000	.714
Opinion regarding the tourist's facilities	1.000	.827
Monuments and historical buildings	1.000	.676
Culture, history and art	1.000	.692
Customs and religious activities	1.000	.635
Behaviour of the host population	1.000	.905
Value for money	1.000	.853
Civic sense of people	1.000	.819
Standard of Transportation	1.000	.779
Quality of infrastructure	1.000	.894
Climatic condition	1.000	.930
Political stability	1.000	.695
Unique tourists' attractions	1.000	.765
Quality of local food and cuisine	1.000	.772
Availability of special events and fairs	1.000	.861
Availability of local items, handicrafts and souvenirs	1.000	.801
Safety and security of tourists	1.000	.815
Availability of lavatories	1.000	.818
Availability of guide services	1.000	.877
Availability of Urban Sight-seeing	1.000	.692
Cleanliness in the tourist sites	1.000	.825
Availability of various transportation options	1.000	.608
Procedure of customs and immigration in airports	1.000	.827
Quality of sound and light show	1.000	.745
Availability of entertainment activities	1.000	.816
Availability of signs and signages	1.000	.741
Availability of Tourism information centres	1.000	.839
Availability of accommodation facilities	1.000	.535
Extraction Method: Principal Component Analysis.		

Table 6. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	5.314	17.712	17.712	5.314	17.712	17.712
2	3.883	12.942	30.654	3.883	12.942	30.654
3	3.182	10.607	41.260	3.182	10.607	41.260
4	2.493	8.311	49.571	2.493	8.311	49.571
5	2.139	7.128	56.700	2.139	7.128	56.700
6	1.826	6.087	62.787	1.826	6.087	62.787
7	1.722	5.739	68.526	1.722	5.739	68.526
8	1.610	5.366	73.891	1.610	5.366	73.891
9	1.216	4.053	77.944	1.216	4.053	77.944
10	.998	3.327	81.271			
11	.876	2.921	84.192			
12	.711	2.369	86.561			
13	.555	1.849	88.410			
14	.516	1.719	90.129			
15	.447	1.489	91.617			
16	.410	1.367	92.984			
17	.293	.977	93.961			
18	.270	.899	94.860			
19	.249	.830	95.690			
20	.218	.726	96.416			
21	.201	.671	97.087			
22	.157	.525	97.612			
23	.154	.512	98.125			
24	.129	.428	98.553			
25	.115	.384	98.937			
26	.102	.340	99.278			
27	.086	.288	99.565			
28	.063	.211	99.776			
29	.041	.136	99.912			
30	.026	.088	100.000			
Extraction Method: Principal Component Analysis						

Table 7. Factors with Eigen values and Variables

Factors	Initial Eigen values		
	Total	% Of Variance	Cumulative %
1. Availability of Natural Landscapes	5.314	17.712	17.712
2. Tourist's facilities offered	3.883	12.942	30.654
3. Customs and Religious activities	3.182	10.607	41.260
4. Behaviour of the host population	2.493	8.311	49.571
5. Value for money	2.139	7.128	56.700
6. Standard of transportation facilities	1.826	6.087	62.787
7. Availability of local items, handicrafts and souvenirs	1.722	5.739	68.526
8. Quality of sound and light show	1.610	5.366	73.891
9. Availability of Tourism information centres	1.216	4.053	77.944

Factor Analysis, Eigen Values and Variation

Table 6 represents the output related to the factor loadings, variance percentage and Eigen values. "The factors were chosen on the basis of any individual indicator with factor loadings of more than 0.6 was accepted to make interpretation of the results easier". The nine factors that are extracted are the natural landscapes in Bhubaneswar. Tourist's facilities offered in Bhubaneswar, Customs and Religious activities in Bhubaneswar, Customs and religious activities in Bhubaneswar, behavior of host population, value for money, standard of transportation facilities, availability of local items, handicrafts and souvenirs, quality of sound and light show and availability of tourism information centers in Bhubaneswar.

From the Table 6, nine factors were extracted on the basis of factor loadings and then those factors were named on the basis of the factors' relationship with the destination attractiveness which are presented in the table below.

It can be revealed from the Table 7 that the availability of natural landscapes in Bhubaneswar is first factor of destination attractiveness according to the perception of tourists, where the Eigen value is 5.314, followed by tourists' facilities offered in Bhubaneswar with Eigen value 3.883 and Customs and Religious activities in Bhubaneswar 3.182 Eigen Value. The next preferred factor contributing to destination attractiveness is the behavior of the host population, value for money, standard of transportation facilities and availability of local items, handicrafts and souvenirs with eigen values of 2.493, 2.139, 1.826 and 1.722. The third priority factors were quality of sound and light show and availability of tourism information centers in Bhubaneswar that carry Eigen value of 1.610 and 1.216 respectively.

Findings from the Analysis of Primary Data

The data collection was done from the responses of 100 tourists visiting the tourist's sites in the temple city of Bhubaneswar and their perception was mapped for different factors contributing to destination attractiveness. After data analysis the results are discussed below:

-As per the Hypothesis one the factors that contribute to destination attractiveness and enhances the destination's image is supported from the literature as opined by Crouch and Ritchie, 1999; Walsh et al., 1990; Goeldner and Ritchie, 2003 that the attractions can be defined as a framework, where the tourists enjoy their stay in a particular destination which includes the destination's specialties such as cuisine, culture, customs, architectural features, music, traditional artwork, heritage, history, natural and built environment, architectural features that attracts the tourists. In the view of Baker and Crompton., 2000, there exists a positive relationship between the experience and perception of the tourists to revisit a destination with that of the quality, environment, infrastructure and value of that destination. Phau et al. (2008) have similarly observed the positive relationship between the influence of perceived attractiveness, value, quality and risk with that of tourists revisiting the destination. The tourists have agreed on certain factors that contribute to destination attractiveness they are the natural landscapes in Bhubaneswar, tourists' facilities offered in Bhubaneswar, customs and religious activities in Bhubaneswar, behavior of the host population, value for money, standard of transportation facilities, availability of local items, handcrafts and souvenirs, quality of sound and light show, and availability of tourism information centers.

-The factors that are a must for enhancing the destination image through destination attractiveness whose mean scores are above three on the five point Likert scale are the natural landscapes in Bhubaneswar, tourists facilities offered in Bhubaneswar, customs and religious activities in Bhubaneswar, behavior of the host population, value for money, standard of transportation facilities, availability of local items, handcrafts and souvenirs, quality of sound and light show, and availability of tourism information centers. The mentioned factors are influential for developing and enhancing the destination's image.

- It can be revealed from the Table 7 that the availability of natural landscapes in Bhubaneswar is first factor of destination attractiveness according to the perception of tourists, where the Eigen value is 5.314, followed by tourists' facilities offered in Bhubaneswar with Eigen value 3.883 and Customs and Religious activities in Bhubaneswar 3.182 Eigen Value. The next preferred factor contributing to destination attractiveness is the behavior of the host population, value for money, standard of transportation facilities and availability of local items, handicrafts and souvenirs with eigen values of 2.493, 2.139, 1.826 and 1.722. The third priority factors were quality of sound and light show and availability of tourism information centers in Bhubaneswar that carry Eigen value of 1.610 and 1.216 respectively.

- The nine factors that are extracted are the natural landscapes in Bhubaneswar, tourists' facilities offered in Bhubaneswar, Customs and Religious activities in Bhubaneswar, Customs and religious activities in Bhubaneswar, behavior of host population, value for money, standard of transportation facilities, availability of local items, handicrafts and souvenirs, quality of sound and light show and availability of tourism information centers in Bhubaneswar.

-Therefore, if the destination has the ability to satisfy the tourists with the proper tourism services and through destination attractiveness, it creates a positive image for the tourist destination. The hypothesis H1 that factors contributing to destination attractiveness enhances the destination image.

Findings from the Secondary Sources

As per the Hypothesis two the tourists' perception helps in determining the factors of destination attractiveness is supported in the following literature. Ritchie and Zins (1978) suggest that, the dimensions of the tourism play a crucial role in order to measure the perception of tourists in terms of the attractiveness of the destination. Crouch and Ritchie (1999) opined that, the primary elements that makes the destination appealing are the destination attractions which are also the principal motivators for the tourists to choose a particular destination to visit over another. For travelling to a particular destination, the perception of the tourist in terms of the destination image is crucial (Ragavan et al., 2016). Augustyn and Ho (1998: 67) suggests, "with a better understanding of the needs and motives of tourists and tailoring provisions accordingly, destination marketing can be facilitated well". The characteristics of a destination like perceived quality, perceived attractions, perceived value and perceived risk are often used to measure the satisfaction of the tourists (Quintal et al., 2008). Girish and Prayag (2008) suggest that the characteristics of a tourist destination like safety, cultural attractions, infrastructure comfort facilities, accessibility, ambience, shopping and other tourists' attraction greatly affects the satisfaction of the tourists. They also suggest that the overall destination image, that consists of destination attractions like accessibility, accommodation, activities, amenities, shopping and the host population have an influential impact on the satisfaction of the tourists (Girish and Prayag, 2008). Cohen (2012): 225, advocates that the, "Tourist attractions, basic facilities, cultural attractions, touristy substructures and access possibilities, natural environment, variety and economical activities influences tourist satisfaction". Thus, the hypothesis two, the tourists' perception helps in determining the factors of destination attractiveness stands true.

Recommendations

1. In order to undertake the valorization of the tourism site along with the preservation, a committee should form by the Bhubaneswar Developmental Authority (BDA) in the temples and other tourists' sites in and around the city;
2. The people of the city need to be encouraged and involved in all developmental activities for a holistic development economically, socio-culturally and environmentally;
3. Awareness campaign should be organized to make people aware about the different tourist attractions in the temple city of Bhubaneswar;
4. There should be more of special events and fairs organized to attract more tourists and so also to enhance the destination's image;
5. The tourism product should be designed with all the destination attractions to make it more appealing;
6. Mapping the destination attraction through the perception of tourists would further help in satisfying tourists and so also form a destination loyalty towards the tourist's destination;
7. Improving the standard of transportation, night life, opening restaurants with international cuisines, developing accommodation units as per international standard would enhance the destination's image;
8. Creating a brand image of the temple city, Bhubaneswar, through destination attractiveness, can be suggested for enhancing the destination competitiveness;
9. A public-private partnership with the agencies would bring more financial boost to develop the city in terms of tourism and hospitality.

CONCLUSION

Vengesayi et al., 2011 opined that the destination attractiveness is linked with the experience of the visitors and how far the destination is able to satisfy their needs. Often, it is perceived that the more attributes the destination has to offer, the more attractive it becomes in the eye of prospective tourists. In the absence of these attractions, the tourist destination loses its value. One must identify and understand, the main tourism facilities and services, that are required, that caters the perception of the tourists and to have positive impact on their minds leading to a more appealing destination. This would also help in developing marketing strategies, developing appropriate resource allocation, a better decision-making and a better plan for developing the destination holistically. Destination attraction is the key element for the identification and recognition of a tourist destination. Finding out the factors that influence and form an essential element in destination attraction can help in destination enhancement. The purpose of the present study was to find out the factors that influence the attractiveness of a destination in the temple city of Bhubaneswar in India. The factors that were identified are the natural landscapes in a destination, tourists facilities offered, customs and religious activities, behavior of the host population, value for money, standard of transportation facilities, availability of local items, handicrafts and souvenirs, quality of sound and light show and availability of tourism information centers. The mentioned factors are influential for developing and enhancing the destination's image. Implementing these attractions strategically can lead to long-term benefits. If they are not managed well, then it would put the destination's repute at the risk. The attractiveness of a destination may lose its value and the developmental process may get hampered. For sustainable development, the carrying capacity of a destination should also be taken into consideration. In order to make Bhubaneswar, a year-round destination incorporating its attractiveness as a brand would help the destination managers to do destination marketing in a better manner. For this, the stakeholders at all levels need to be involved in order to enhance the destination. The process of attractiveness management can be adopted in order to form an attractive image of the temple-city, Bhubaneswar.

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DO INDONESIANS DARE TO TRAVEL DURING THIS PANDEMIC?

Rahmawati RAHMAWATI*
Mulawarman University, Faculty of Economics and Business, Department of Management, Samarinda, Indonesia, e-mail: rahmawati@feb.unmul.ac.id

Gusti Noorlitaria ACHMAD
Mulawarman University, Faculty of Economics and Business, Department of Management, Samarinda, Indonesia, e-mail: gusti.noorlitaria.achmad@feb.unmul.ac.id

Doddy ADHIMURSANDI
Mulawarman University, Faculty of Economics and Business, Department of Management, Samarinda, Indonesia, e-mail: doddy.adhimursandi@feb.unmul.ac.id

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Abstract: The Covid-19 pandemic that has hit the world has devastated the tourism sector. In Indonesia, the government continues to focus on bringing in tourists from various foreign countries. This study tries to explain whether Indonesian people dare to travel and what factors influence their intention to travel. We applied an explanatory quantitative approach in this study, where the survey supported online by involving 200 respondents spread throughout Indonesia. Characteristics of their age between 17 years - 60 years. SEM method for interpreting data. The findings of the analysis present that during pandemic, Indonesian people continue to travel by paying attention to Covid-19 health procedures. In addition, they also consider supporting factors such as traveling needs, safety during the traveling, and exist on social media needs that significantly influence traveling intention of traveling interest mediation. Family economic condition is a factor that plays a very important role in encouraging traveling intention because we proved it to be a moderating variable that has a significant effect on traveling interest in traveling intention. The interesting thing is that 94% of respondents did not reduce their desire to travel in 2021.

Key words: traveling intention, traveling need, safety during traveling, exist on social media need, family economic condition, SEM

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INTRODUCTION

The Covid-19 that has hit the world since the beginning of 2020 has not yet ended. In fact, in Indonesia, the number of new patients is increasing every day. WHO (2021) projects that Covid-19 can only control for the next five years? This pandemic has also shaken the Indonesian economy and, if it really takes a long time, then economic conditions will be difficult to rise. Covid-19 also affects business conditions in various sectors (Pusriadi et al., 2021). Tourism and hospitality are some sectors most affected by this pandemic. Many hotels and restaurants went bankrupt because the government issued a national or regional lockdown policy aimed at suppressing the spread of the virus. During the pandemic that hit almost a year in the past, many tourist attractions were closed or closed by themselves because most tourists did not dare to visit various destinations. The impact on tourists amid this great shock fell by 80%. By 2020, the number of foreign tourists who came to Indonesia only reached 4 million people. In fact, in 2019, the visit rate reached 16.1 million. As a result, the value of foreign exchange generated from the tourism sector also dropped dramatically, from 16.9 billion USD to 3.54 billion USD (Purba et al., 2021). The policy of banning foreign tourists has really hit the intensity of foreign tourist visits.

However, with Indonesia's enormous population, this is a very potential market, which can encourage tourism to remain passionate by relying on visits from domestic tourists (Rahmawati et al., 2021). Of course, by implementing new normal tourism through tightening health procedures to prevent Covid-19. This study seeks to reveal how the trend of Indonesia's tourism conditions in the future, especially during the Covid-19 pandemic. Important considerations include the interests and intentions of tourist visits the Indonesian people will carry that out and try to see some factors that influence them.

Why do we see interest and intention to do tourism, of course, it can be a predictor for tourism conditions in Indonesia? These two aspects are steps that are close to the actual action in the decision-making process. This study also tries to explain information about related matters, such as preferences for the type of tourism that prospective domestic tourists want to visit, tourist destinations, and perceptions about where to go. The research applied by identifying the trend of family economic conditions (Indonesian people) in 2021. Of course, there is a potent reason that refers to the economic dimension as an important variable that affects the realization of tourism activities, how a person will travel if the economic condition is in a recession. In the motivational theory proposed by Maslow (1943), people will meet primary or physiological needs first before meeting needs that are more secondary or tertiary (Navy, 2020). For most Indonesians, traveling has not become a primary need, although it is also an important need to be fulfilled.

* Corresponding author

THEORETICAL FOUNDATION

Traveling Need

Everyone likes tourism activities because traveling is a fun activity. By traveling, we will be fresh both physically and mentally. Through tourism activities, we will also get many exciting and memorable new experiences. For every individual, tourism is a necessity. They need tourism from children to parents. Tourism is also the need of all people, both the lower, middle, and upper classes (Ramadania et al., 2021). All need this activity because it can provide stimulation for health. Travel can stimulate excitement, reduce stress, and boredom, boosting the body's immune system.

For most people in the productive age segment, making tourism activities a means to escape for a moment of boredom and daily routines. They need to recharge their energy to face the pressure of the work to come. Apart from being a means of escaping, tourism is a reward for them after they have achieved certain performance. Tourism is not just a desire and an alternative, but a necessity (Perez and Juaneda, 2000). In Indonesia, the increasing middle-class economy has pushed the need for greater tourism. The middle class is no longer only focused on pursuing consumer products. After basic needs such as houses and cars, they focus on achieving self-actualization, which can realize through travel, they travel, take photos, and then upload them to social media. Tourism has become a necessity for people of all economic circles and may have become part of a lifestyle. However, their difference lies in the destination or tourist destinations that can visit. For the lower middle class, they choose domestic destinations with short distances (Klijs et al., 2012). In the middle class, usually further or intercity, namely to Bali or Lombok. The high-end class, abroad such as Singapore, is a country that the upper-middle class must visit. In this study, the indicators used to measure the traveling need variable are traveling as a primary need, traveling for life balance, and traveling for released stress (eg Sönmez and Graefe, 1998; Iso-Ahola, 1980).

Safety during Traveling

Covid-19 also experienced by Indonesia, where until now, the number of people infected is still high, and it is still relatively slow in handling it. This pandemic not only makes us afraid to do tourism activities but also affects the perception of safety risks and ultimately affects the intention to travel (Rittichainuwat and Chakraborty, 2019).

The safety of visitors is a priority because its role is very important in influencing interest in traveling. Don't let them exposed to the virus. The Indonesian government has issued health protocol rules so that visitors continue to pay attention to all policies related to limiting visits. This rule in a healthy protocol ratified through the Ministry of Health of the Republic of Indonesia Number HK.01.07/Menkes/382/2020 concerning "Health protocols for the community in public places and facilities in preventing and controlling Covid-19" (Ilmi et al., 2020). Visitors must ensure that they are in good health before making a visit. If you experience symptoms such as fever, cough, runny nose, sore throat, or shortness of breath, stay at home, immediately consult a health care facility if symptoms persist. Then, always wear a mask while at tourist sites. Maintain hand hygiene by frequently washing hands with soap and running water, or using hand sanitizer. Avoid touching facial areas such as eyes, nose, and mouth. Keep paying attention to keep your distance (at least one meter). When you get home, take a shower and change clothes immediately before coming into contact with family members at home. Clean cellphones, glasses, bags, and other items with disinfectant liquid. Safety during traveling strongly influenced by tourists' perceptions of the importance and willingness to comply with the regulation, so the four indicators that become benchmarks in the safety variable during traveling are personal health, willingness to comply with health procedures, security of tourist areas, and completeness of facilities to prevent Covid-19 transmission (Hayes, 2013; Slovic and Peters, 2016).

Exist in Social Media

Social media has become a necessity for most Indonesian people who already own and use smartphones in their daily lives. They recorded that out of 272.1 million Indonesians, uniquely, there are 338.2 million active mobile phone numbers. That number is much larger than the population compared to 175.4 million internet users and those who are active with social media 160 million (Maria et al., 2019). What are the habits of social media activists in Indonesia?

The average time spent accessing social media through various devices is 3 hours and 26 minutes per day, while social media applications accessed by Indonesian netizens are 88% from YouTube, 84% have WhatsApp, 82% on Facebook, 79% on have WhatsApp, and 79% of Instagram owners (Parahita, 2019). With the penetration of social media users in Indonesia and the enthusiasm, an average netizen uses over one type of social media, they conclude social media has become an inseparable part of internet users. Social media, apart from being a means to communicate or establish social relationships with other individuals, is also a means to show the existence of individuals. Using social media for most people is used to have fun, it also often used as a medium to publicize their activities, display goods for sale, share experiences of visiting a place, or even display netizens' own profiles as photos and videos. This becomes interesting if they associate it with the concept of existence in social media, within social media, getting attention and growing an image can categorized as self-existence (Nasrullah, 2018). Self-existence can interpreted as the existence of an individual's self, as evidenced by the recognition or assumption of others regarding their existence.

In the current era of technology, self-existence has a strong bond with the use of social media. In Indonesia, many netizens can do anything to be existing on social media. The number of followers, views, likes, and comments on content uploaded on social media illustrates this. If those want to exist on social media, they will continue to look for content that is interesting and will get positive reactions from people in the media circle (Syahputra and Hafiar, 2019). In fact, many netizens harmed by wanting to create content that they think many people will see. For example, teenagers fall into the sea while taking selfies they want to upload to Instagram, and teenagers get run over by a truck while creating content to upload to YouTube. This phenomenon can understand that whether social media exists is important for Indonesian netizens. The indicators applied to measure the variable need to exist on social media are always active on social media, consider it important to exist on social media, social media has become a primary need, and actively upload on social media (Hemsley et al., 2018; Edosomwan et al., 2011; Kapoor et al., 2018).

Economic Family Condition

The Covid-19 pandemic will continue for the next few years, suppressing the financial conditions of various business sectors in Indonesia (Jiuhardi et al., 2021). The direct impact also makes the economic condition of Indonesian families will also continue to decline if it continues in the long term. Family economic management is an action to plan, implement, monitor, evaluate, control the acquisition and use of family economic resources, especially finances, in order to achieve an optimum level of fulfillment of the needs of all family members, ensuring stability and family economic growth. The family economy is one of the smallest units of economic study from a larger economic system, such as companies and the state (Doriza, 2015). Saiful Mujani Research and Consulting (SMRC) in 2020 surveyed the family economy as part of the impact of Covid-19 because 3.05 million workers in Indonesia have laid off and experienced layoffs. As a result, 59% of informants feel that the level of family welfare is getting worse day by day.

The family's economic condition is in terrible condition. The current condition of the community is at the stage of taking loans, meaning that to meet their basic daily needs, they have to borrow. Otherwise, they cannot fulfill their basic needs. This is a terrible condition. The needs of family members vary, such as daily consumption needs, educational funding needs for children, health needs, and other varied needs. If national economic conditions continue to decline and are not immediately stable, it will further worsen household economic conditions. For this study, we will identify it how the role of the family's economic condition factor as a moderating variable, so that it will see whether it can strengthen the magnitude of the influence of traveling interest in traveling intention. There are four indicators (family income stability, family income sustainability, family purchasing power, and family income adequacy) as instruments in the family economic condition variable (Gelan, 2003; Ajzen and Fishbein, 1980).

Traveling Interest

Tung and Ritchie (2011) define interest in tourism contexts as interest in purchasing products and services. Travel interest is a person's attitude tendency to carry out tourism activities or take actions related to tourism activities and measured by the level of possibility of a person to carry out tourism activities. Travel interest is part of the component of consumer behavior or a person's tendency to behave before the decision to travel actually implemented (Sirakaya et al., 1997). Kompas (2020) also recorded the public's desire to travel, which involved 1,200 respondents in the 17-59 year age range from all provinces in Indonesia. 38.5% of respondents want to travel. The survey results also presented 21.7% of respondents stated: "want to travel". Meanwhile, another 16.8% responded "really want to travel", 42.4% "do not want to travel", "really don't want to travel" reached 12.6%, and 6.5% commented, "don't know".

Then, where do they want to travel? There are 28.4% of respondents who choose to do marine or marine tourism and 19.5% choose nature/ecotourism. Interestingly, 12.2% of respondents choose to shop and culinary tourism, the remaining 9.4% want cultural and historical tourism, and 8.8% are actually interested in visiting urban/rural tourism. Alegre et al. (2011), Jang and Cai (2002), and Cohen and Areni (1991) focus on interests that are tailored to the tourism context. Broadly, tourism interest implemented through transactional interest, referential interest, preferential interest, and exploratory interest. These four dimensions are part of interest in traveling.

Traveling Intention

In theory, traveling intention defined as purchase intention. Explicitly, purchase intention plays an important role in studies that review consumer behavior, where purchase intention is a desire and tendency that strongly encourages individuals to buy a product (Bosnjak et al., 2006). Purchase intention is a motivational factor that drives individuals to buy certain products. Therefore, purchase intention is the best method to predict consumer behavior.

In line with the Theory of Reasoned Action (TRA), it assumed that consumed behavior determined by their own intentions (Fazekas et al., 2001). Dodds et al. (1991) reflect that purchase intention refers to a consumer's subjective judgment that fully evaluates to purchase a product or service. Zafar and Rafique (2013) demonstrated that consumer purchase intention is the desire and tendency of consumers to buy advertised products because there is a possibility that consumers will buy these products in the future. Liu et al. (2013) and Dwyer et al. (2004) focuses on purchase intention with four indicators that influence it, namely the possibility of consumers choosing, being encouraged to buy the product, trying, and wanting to buy it in the future. Especially in this study, it requires a change of indicators to suit the tourism context, so the relevant indicators are the intention to travel this year, planning time to travel, sufficient information about tourist objects to be visited, and budget for traveling.

Hypothesis Design

The Covid-19 pandemic has brought changes to consumer behavior towards buying a product. No exception to the behavior of tourists in visiting. When there is interest in traveling and have enough resources in normal times, potential tourists will do that. However, in this difficult situation, there are considerations related to health procedures that must be adhered to. Indeed, there are some people who feel uncomfortable with the regulation and also the declining economic conditions, which definitely affect their interest and intention to travel. Social media has become a lifestyle for most people. Continuing to exist on social media is an important thing to consider for them. In fact, teenage netizens can do things that can actually harm themselves to expect positive likes, views, and comments. Based on the current phenomenon, we build the conceptual framework illustrated in Figure 1. There are five proposed hypotheses:

H1: *Traveling need has a significant positive effect on traveling interest;*

H2: *Safety during traveling has a significant positive effect on traveling interest;*

H3: *Exist in social need has a significant positive effect on traveling interest;*

H4: *Traveling interest has a significant positive effect on traveling intention;*

H5: *Family economic condition strengthens the influence of traveling interest in traveling intention.*

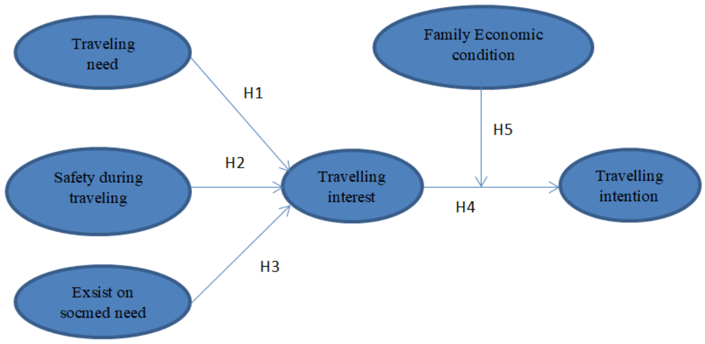

Figure 1. Conceptual Framework of the Study (*Source:* Author's)

METHODOLOGY

Sample

The quantitative approach became the basis for this research to prove several hypotheses that were designed (Behl et al., 2021). We apply data interpretation through the Structural Equation Model (SEM) with Analysis of Moment Structure (AMOS) software got from the survey results. Referring to the objectives to be achieved, this research included in the category of explanatory research, which requires empirical evidence of the effect of exogenous variables (traveling need, safety during the traveling, and exist in social need) on endogenous variables (traveling intention). We designed traveling interest as an intervening variable and family economic condition acts as a moderator variable.

The sample focused on Indonesian citizens aged 17 to 60 years. The respondents' provisions come from all economic segments and education levels, whether they have carried out tourism activities during the pandemic. We applied the survey online, so that simple random sampling met the criteria in tourism studies (e.g. Yuan and McDonald, 1990; Archer and Fletcher, 1996). The respondents' criteria may fill out the questionnaire which is distributed online. We conducted the survey during March-April 2021 with a distribution that met the criteria of 200 samples.

Measurement

Three vital parts to the questionnaire determine the feasibility of this study. The first instrument is about the demographics of the respondents and the second is a question that measures variables, where the indicators used are a combination of the thoughts of the authors and the adaptation of concepts by several credible experts. Third, openly answered questions based on respondents' opinions about traveling during the pandemic and recommendations to the government, so that tourist travel in Indonesia can survive. We base the rating scale in the questionnaire on a semantic differential scale. A scale of 1 (strongly disagree) to 10 (strongly agree), which is supported by ordinal data to be processed by statistical analysis tools (Witte et al., 1996). Table 1 describes the variables and indicators. The data generated from the online survey then summarized descriptively to present demographic information (Table 2). Important information that deserves to highlighted based on the survey results, that during the 2020 pandemic yesterday, 77% of respondents continued to carry out tourism activities, where the objects visited traveled to nature tourism (80%) with a choice of tourist destination locations within the province. Interestingly, 38% of respondents actually continued traveling within the city and another 38% traveled outside the city (but still in the same province).

Regarding social media ownership, the average respondent has has over two social media, of which WhatsApp 95%, Instagram 80%, and Facebook 73% as the most popular social media for them. Overall, Indonesian people do not consider Covid-19 as a barrier for them to travel. 94% of respondents responded they want to travel in 2021. Nature tourism is still the crucial choice and as an alternative, traveling is still safe if you obey the health procedures imposed by the government as stated by 59% of respondents. The perception of another 29% of respondents that traveling is currently unsafe and 10% consider traveling with strict protocols to be complicated.

FINDINGS

The normality test applies to the distribution of data that has a normal distribution or not. Normality test to observe the critical ratio (CR) on the results of the assessment of normality in the AMOS program. If the critical ratio is between -2.58 CR 2.58, then the data normally distributed (we met the normality assumption).

Table 3 shows that the multivariate (CR) is 12,412. This value is outside the range of -2.58 CR 2.58, so can conclude that the data not normally distributed. Using SEM analysis is not too critical if over 100 observations based on the "central limit theorem" of a large sample can produce sample statistics that are close to the normal distribution (Ringle et al., 2020). Specifically, in this study, the total sample is 156 observations (data after outliers), so the data assumed to normally distributed. Validity concerns the level of accuracy achieved by an indicator in assessing something or the accuracy of the measurement of what should measure. The results of the validity test listed in Table 4.

As a result, it declared all indicators valid, where the loading factor presented in Table 4 is above 0.5. As further information, reliability serves to present the internal consistency of the indicators in the construct, so that achievement can represent it and show a general construct (Table 5).

Table 1. Variable Components and Indicators (Source: Author's)

Variables	Code	Indicators
Traveling need	TN1	Need traveling for released stress
	TN2	Traveling for life balance
	TN3	Traveling as a primary need
Safety during traveling	SDT 1	Personal health
	SDT 2	Safety travel area
	SDT 3	Adherence to health procedure
	SDT 4	Availability of covid prevention facility
Exist on socmed need	EOM 1	Activity on social media
	EOM 2	Important to be active on social media
	EOM 3	Social media is important thing in may life
	EOM 4	Upload everythings in my social media
Traveling interest	TItr 1	Consider going on to traveling
	Titr 2	Want to traveling
	Titr 3	Looking for travel information
	Titr 4	Have several tourism site alternative
Traveling intention	TItn 1	Have intention to traveling
	TItn 2	Have time planning
	TItn 3	Prepare traveling budget
	TItn 4	Have enough knowledge about tourism site to be visited
Family economic condition	FEC 1	Stability of family income
	FEC 2	Continuity of family income
	FEC 3	Family buying power
	FEC 4	Adequacy of family income

Table 3. Testing the Normality of the Data (Source: observation by Author's)

Variable	Min.	Max.	Skew.	CR	Kurtosis	CR
Y2.4	2.000	10.000	-0.509	-2.595	-0.453	-1.155
Y2.3	2.000	10.000	-0.416	-2.123	-0.592	-1.509
Y2.2	2.000	10.000	-0.317	-1.614	-0.731	-1.863
Y2.1	2.000	10.000	-0.379	-1.932	-0.594	-1.514
Y1.4	2.000	10.000	-0.852	-4.344	0.440	1.121
Y1.3	3.000	10.000	-0.613	-3.125	-0.482	-1.230
Y1.2	2.000	10.000	-0.488	-2.490	-0.214	-0.545
Y1.1	3.000	10.000	-0.260	-1.326	-0.474	-1.209
X3.1	2.000	10.000	-0.406	-2.072	-0.547	-1.396
X3.2	1.000	10.000	-0.026	-0.133	-0.873	-2.227
X3.3	1.000	10.000	0.142	0.726	-0.821	-2.093
X3.4	1.000	10.000	-0.031	-0.160	-1.138	-2.902
X3.5	1.000	10.000	-0.158	-0.804	-1.088	-2.775
X3.6	1.000	10.000	0.205	1.043	-1.065	-2.715
X2.1	3.000	10.000	-0.753	-3.840	0.127	0.323
X2.2	1.000	10.000	-0.539	-2.749	-0.058	-0.147
X2.3	1.000	10.000	-1.041	-5.308	0.479	1.222
X2.4	6.000	10.000	-0.732	-3.733	-0.608	-1.551
X2.5	3.000	10.000	-0.825	-4.206	0.251	0.640
X1.1	4.000	10.000	-0.944	-4.812	0.171	0.437
X1.2	4.000	10.000	-0.806	-4.108	-0.010	-0.024
X1.3	1.000	10.000	-0.787	-4.012	0.456	1.163
X1.4	2.000	10.000	-0.527	-2.686	-0.668	-1.704
Multivariate					67.400	12.412

Table 4. Construct Validity (Source: observation by Author's)

Variables	Indicators	Loading factors	Cut off	Decision
Traveling need (X1)	X1.1	0.927	0.500	Valid
	X1.2	0.969	0.500	Valid
	X1.3	0.779	0.500	Valid
	X1.4	0.830	0.500	Valid
Safety during traveling (X2)	X2.1	0.608	0.500	Valid
	X2.2	0.771	0.500	Valid
	X2.3	0.701	0.500	Valid
	X2.5	0.637	0.500	Valid
Exsist on socmed need (X3)	X3.1	0.711	0.500	Valid
	X3.2	0.901	0.500	Valid
	X3.3	0.934	0.500	Valid
	X3.4	0.830	0.500	Valid
	X3.5	0.876	0.500	Valid
	X3.6	0.779	0.500	Valid
Traveling interest (Y1)	Y1.1	0.558	0.500	Valid
	Y1.2	0.828	0.500	Valid
	Y1.3	0.928	0.500	Valid
	Y1.4	0.909	0.500	Valid
Traveling intention (Y2)	Y2.1	0.901	0.500	Valid
	Y2.2	0.960	0.500	Valid
	Y2.3	0.955	0.500	Valid
	Y2.4	0.916	0.500	Valid

Table 2. Descriptive Statistics (Source: Author's)

Informations	Frequency	%
Age (years)		
17 – 25	59	30%
26 – 45	85	43%
45 – 60	56	28%
Education		
> High school	4	2%
High school	49	25%
Diploma 1 – Diploma 3	8	4%
Bachelor	78	39%
Master	35	18%
Doctor	26	13%
Profession		
Lecturer	30	15%
Housewife	8	4%
Government employees	30	15%
Professional	23	12%
Private employees	64	32%
Entrepreneur	45	23%
Domicile (islands)		
Kalimantan	94	47%
Sumatera	21	11%
Jawa	46	23%
Sulawesi	18	9%
Bali	21	11%
Traveling during a pandemic (2020)		
Yes	153	77%
No	47	24%
Type of tour		
Natural tourism	121	80%
Shopping tour	19	13%
Educational tour	5	3%
History tour	8	5%
Tourist sites		
In the city	58	38%
Outside the city within the province	58	38%
Foreign	1	1%
Outside the province	6	24%
Use of social media		
Facebook	146	73%
Instagram	159	80%
WhatsApp	189	95%
Youtube	76	38%
Twiter	73	37%
Tiktok	5	3%
Telegram	3	2%
Intensity of 'upload status'	98	49%
Social media duration (hours)		
<3	85	43%
3 – 5	76	38%
5 – 7	24	12%
> 7	15	8%
Desire to travel in the future		
No	12	6%
Yes	188	94%
Type of tour you want to visit		
Natural tourism	139	74%
Shopping tour	16	9%
Educational tour	9	5%
History tour	24	13%
Travel plans (months)		
<3	20	11%
3 – 6	47	25%
6 – 9	41	22%
9 – 12	80	43%
Tourist location you want to visit		
In the city	32	17%
Outside the city within the province	40	21%
Foreign	17	9%
Outside the province	99	53%
Traveling during a pandemic		
Complicated	20	10%
Stay safe with health protocols	118	59%
Not safe	57	29%
Fun	2	1%
Abstain	3	2%

Testing the reliability of the instrument with construct reliability shows the instrument is reliable. Construct reliability that meets the acceptable limits shows this. All indicators connected to the variables are reliable. The estimation results and the fit model (one-step approach to SEM) with AMOS 21 software confirm that the Goodness of Fit (GoF) criteria still do not meet the Cut off Value (CoV). It must change the model under the applicable provisions in AMOS by correlating the gradual errors starting from the largest value (Figure 2). Table 6 summarizes that there are five GoF criteria that have met CoV, so we can conclude that we also built this study with an excellent model.

The causality test in Table 7 shows that the CR value for proving the hypothesis must be above 1.96. The first hypothesis, the second hypothesis, the third hypothesis, and the fourth hypothesis have a positive and significant effect (proven). Table 8 highlights the indirect effect of traveling interest, which can mediate positively and significantly on the relationship between traveling need, safety during traveling, and existence on social need for traveling intention.

A positive estimate value (CR> 1.96 showed the proof). The moderation test devoted to the family economic condition variable, whether its role can strengthen the relationship between traveling interest and traveling intention. After modifying the indices, it generated GoF (Table 9). Figure 3 and Table 10 conclude that over five GoF assumptions have met CoV, so that the output for the evaluation results represents a suitable model. The projection of causality in Table 10 shows that family economic conditions can strengthen the relationship between traveling interest and traveling intention. Get an estimate of 0.005 with a CR of 4.766 or above 1.96. A positive result implies the nature of the family economic condition to strengthen the impact of traveling interest on traveling intention. We conclude that the fifth hypothesis has proven.

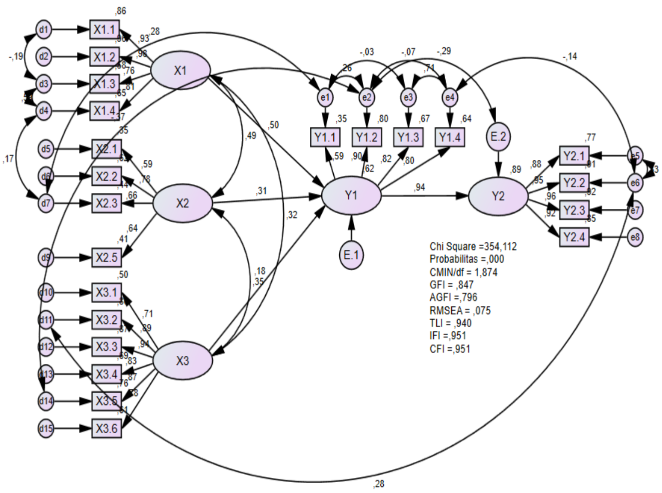

Figure 2. Structural Models (Source: observation by Author's)

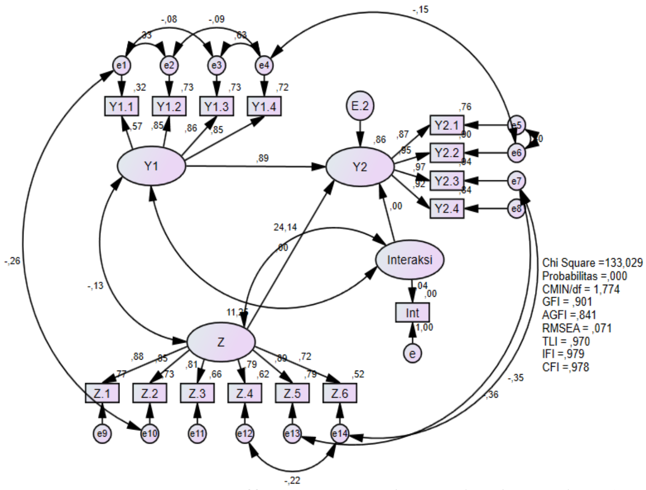

Figure 3. Moderation Effect (*Source:* observation by Author's)

Table 5. Construct Reliability (Source: observation by Author's)

Variables	Indicators	Standardized factor loading	SFL2 (perception)	Error [εj]	Construct reliability
Traveling need (X1)	X1.1	0.927	0.859	0.141	0.931
	X1.2	0.969	0.939	0.061	
	X1.3	0.779	0.607	0.393	
	X1.4	0.830	0.689	0.311	
Total		3.505	3.094	0.906	
Safety during traveling (X2)	X2.1	0.608	0.370	0.630	0.775
	X2.2	0.771	0.594	0.406	
	X2.3	0.701	0.491	0.509	
	X2.5	0.637	0.406	0.594	
Total		2.717	1.861	2.139	
Exsist on socmed need (X3)	X3.1	0.711	0.506	0.494	0.935
	X3.2	0.901	0.812	0.188	
	X3.3	0.934	0.872	0.128	
	X3.4	0.830	0.689	0.311	
	X3.5	0.876	0.767	0.233	
	X3.6	0.779	0.607	0.393	
Total		5.031	4.253	1.747	
Traveling interest (Y1)	Y1.1	0.558	0.311	0.689	0.888
	Y1.2	0.828	0.686	0.314	
	Y1.3	0.928	0.861	0.139	
	Y1.4	0.909	0.826	0.174	
Total		3.223	2.684	1.316	
Traveling intention (Y2)	Y2.1	0.901	0.812	0.188	0.964
	Y2.2	0.960	0.922	0.078	
	Y2.3	0.955	0.912	0.088	
	Y2.4	0.916	0.839	0.161	
Total		3.732	3.484	0.516	
Tolerance limit					≥ 0.7

Table 6. GoF after Modification Indices (Source: Author's)

Criteria	Result	*CoV*	Evaluation
CMIN/DF	1.874	≤2.00	Good fit
RMSEA	0.075	≤0.08	Good fit
GFI	0.847	≥ 0.90	Marginal fit
AGFI	0.796	≥ 0.90	Bad fit
TLI	0.940	≥ 0.90	Good fit
CFI	0.951	≥ 0.90	Good fit
IFI	0.951	≥ 0.90	Good fit

Table 7. Direct Hypothesis Testing (Source: Author's)

Effects	Estimate	SE	CR	P
Traveling need (X1) → Traveling interest (Y1)	0.290	0.058	5.010	0.000
Safety during traveling (X2) → Traveling interest (Y1)	0.269	0.084	3.201	0.001
Exsist on socmed need (X3) → Traveling interest (Y1)	0.080	0.031	2.629	0.009
Traveling interest (Y1) → Traveling intention (Y2)	1.630	0.222	7.353	0.000

Table 8. Indirect Hypothesis Testing (Source: Author's)

Effects	Estimate	S.E.	CR	P
Traveling Need (X1) → Traveling interest (Y1) → Traveling intention (Y2)	0.473	0.114	4.133	0.000
Safety during traveling (X2) → Traveling interest (Y1) → Traveling intention (Y2)	0.438	0.149	2.935	0.004
Exsist on socmed need (X3) → Traveling interest (Y1) → Traveling intention (Y2)	0.130	0.054	2.435	0.016

Table 9. Post-Modification GoF Indices for Moderation (Source:Author's)

Criteria	Result	CoV	Evaluation
CMIN/DF	1.774	≤2.00	Good fit
RMSEA	0.071	≤0.08	Good fit
GFI	0.901	≥ 0.90	Good fit
AGFI	0.841	≥ 0.90	Marginal fit
TLI	0.970	≥ 0.90	Good fit
CFI	0.978	≥ 0.90	Good fit
IFI	0.979	≥ 0.90	Good fit

Table 10. Hypothesis Testing with Moderation (Source: observation by Author's)

Effects	Estimate	SE	CR	P
Interaction → Traveling intention (Y2)	0.005	0.001	4.766	0.000

DISCUSSION

Basically, everyone has a need for tourism activities. By traveling, boredom and stress will disappear. One's soul gets an injection of energy to get back into the routine of work, so that it is stronger in accepting the pressures and challenges that come. Tourism is a necessity for everyone in all segments, without exception. Especially when the Covid-19 pandemic hit Indonesia, where they experienced fear and boredom because there were many activity restrictions and outrageous requests for referrals to tourism activities. Tourism also serves to increase the body's immunity. It aligned needs with a person's interest to fulfill them. In this study, we also proved that the need for tourism has a positive effect on the interest in doing tourism. The higher the need for tourism activities, the more interest in traveling. This is in line with previous findings by Huang and Tsai (2003), Saifudin and Puspita (2020), and Gilbert and Terrata (2001).

Traveling aims to refresh the individual physically and psychologically. This has become a primary need that as much as possible to be met. However, during this pandemic, travel activities hindered by safety issues, where they are afraid of being exposed to Covid-19. Therefore, safety is an important key to be considered when traveling. It is in the spotlight for the managers of a destination to ensure that when visiting; the management remains safe from transmission of the virus. In various destinations, there are also adequate health protocol facilities and officers who are always alert to health protocols. Tourism owners implement various strategies to prevent transmission, for example by restricting visitors, checking body temperature, and warnings to always maintain cleanliness by washing hands or using hand sanitizer.

The perception of safety during a trip has a significant effect on a person's interest in traveling. From the more tourists feel safe during their trip, the greater their interest in visiting. The relevance of this finding is in line with the study of Liu et al. (2016), Lindqvist and Björk (2000), and Yang and Nair (2014).

Social media has become a part of internet users. With a variety of uses, initially as a forum for socializing and the emergence of social media as a promotional media for products, so many famous people appear from social media. Those who had known on social media have a lot of subscribers and followers, so there will be a lot of financial benefits from what they endorse. The more famous a person is, the more expensive the rate will be (Reisinger and Mavondo, 2005).

Nowadays, many social media activists are competing to exist or show themselves through the accounts they have. The audience will like with interesting content through the materials they upload, especially those based on tourism by visiting a destination as a vlog. The tourism favored by the public is culinary tourism, nature tourism, and nature tourism. Travel content, apart from trying to provide entertainment with uploaded materials, also displays the lifestyle they want to show to others. The greater the desire of netizens to exist on social media, the more they support their interest in traveling.

In the response hierarchy, intentions and interests together form the affective stage, where the first step is the interest step. When motivation increases, this interest will turn into an applied intention so that the intention is close to the behavior stage or action stage. In tourism, interest in traveling will encourage internal and external factors. For example, they bore someone with the routine conditions of work and divert it by traveling, while external factors such as an invitation from a friend or exposure to information got from various exported media (Sharma et al., 2020). The emergence of interest in traveling, the greater the interest got for traveling (Tung and Ritchie, 2011). Interest will turn into an intention when the motivation and sufficient resources to realize it. The resources in question are as money, time, and other support systems. In the case study, the economic condition of the family increases a person's intention to travel. The aspect that is highlighted is the readiness of the budget. It closely related the tourism sector to the economic sector. When a family still bothered by physiological needs, it is less likely to set aside a budget for travel (Archer and Fletcher, 1996).

The argument that needs to be built regarding the impact of Covid-19 that has spread to the existence of the tourism industry applies to what is highlighted by Agustina and Yosintha (2021). In Asia, comparison with other regions such as Africa, Australia, Europe, and America is in a more severe trend. Hotel occupancy rates in Asia fell by 57% which resulted in 63.4 million hotel employees losing their jobs. At least, regulations that prohibit travel activities and temporary closures at tourist attractions also exacerbated this. They estimate losses at US$ 1,041 million. Worse yet, the impact of Covid-19 has caused people to cancel flight ticket orders and stay overnight. In addition, even in Indonesia, many employees have no income and their welfare has dropped dramatically (Riadil, 2020).

Automatically, the Covid-19 attack also threatens the sustainability of people's lives. The recovery from this deteriorating condition implemented by opening tourist destinations in Indonesia with limited hours and operational protocols. The economic aspect is the dominant motive that needs to be considered because it stops revenues from taxes and tourism services. There needs to promotions through increased facilities, promotions, and price cuts (e.g. Atmojo and Fridayani, 2021; Ardiansyah, 2020). Concentration needs to be focused on issues of access, attractiveness, cost, and facilities so that it becomes a brand image slowly attracts visitors again.

CONCLUSSION

The exploratory results have been consistent with testing, that it proves all hypotheses to be acceptable. The three independent variables (traveling need, safety during traveling, and exist on social need) have a positive effect on the dependent variable (traveling intention), and the intervening variable (traveling interest) can carry out its role as a mediator. Likewise, the moderator variable (family economic condition) can strengthen the influence between traveling interest and traveling intention.

Although the effects of the pandemic felt directly by the Indonesian people, they still want to travel in 2021, as reflected by 94 respondents. The most popular and popular nature of tourism preferences. This positive information also shows that the tourism sector still has hope, but on condition that economic conditions must continue to improve in line with the expectations of the wider community. Besides the economy, the government must consider the safety factor. Vaccination programs and strict protocols as part of health procedures to realize the Covid-19 handling strategy that must maintained.

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SECOND HOME TOURISM: AN INTERCESSION FOR REJUVENETION OF TOURISM DESTINATION IN COVID-19 CRISIS

Manzuma Sharmin MUNNE*
National University of Bangladesh, Business Studies, Department of Tourism & Hospitality Management, Gazipur, Bangladesh, e-mail: sharmint17@gmail.com

Shahariar HASAN
National University of Bangladesh, Business Studies, Department of Tourism & Hospitality Management, Gazipur, Bangladesh, e-mail: du.shaown@yahoo.com

Debasree BHOWMIK
National University of Bangladesh, Business Studies, Department of Tourism & Hospitality Management, Gazipur, Bangladesh, e-mail: bhowmik_debasree@yahoo.com

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Abstract: This study aims to demonstrate how hedonistic Second Home Tourism (SHT) trips and eudaimonic community participation will retrieve tourist flow and revive tourist destination from the COVID-19 crisis. Q methodology was followed to measure the subjectivity of scholars, researchers and practitioners of tourism industry for the appreciation of SHT in the crisis. Q Method Software was used to conduct factor analysis. The result of the study concludes that short haul mobility/trip within periphery and/or travel bubble accelerates the % change of international tourist arrivals. The study also implores that how future SHT trips will ensure community resilience through social intuition (cultural integrity and knowledge exchange) and financial retention through economic empathy (demand-supply balance and revenue generation).

Key words: COVID-19 crisis, Second Home Tourism (SHT), tourist mobility, travel bubble, strategy

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INTRODUCTION

Prolonged travel restriction has been imposed due to COVID-19 resulted ghost commercial flights and unimaginable drop of unemployment rate (Gallego and Font, 2021; Higgins-Desbiolles, 2020; Jamal and Budke, 2020). As increasing number of unemployment, global economic instability and unprecedented government interventions to economy has shaken the pillars of many tourism based countries, renovation of tourism industry is mandatory for the recovery of lost economy and the resilient of global instability (Higgins-Desbiolles, 2020). Longer quarantine has enforced the inactivity from participating in any festivals or sports (Chinazzi et al., 2020; Gössling et al., 2020). Similarly, heritage conservation, cultural and social fabric, indigenous handicraft market and indigenous women have been financially crippled due to COVID-19 crisis. 90% of countries had to close World Heritage Sites and around 85000 museums were shut down temporarily (UNWTO, 2020c). More than 30% of exports of Small Island Developing States and 80% of exports of Least Developing and African countries are directly linked to tourism purposes (UNWTO, 2020c). However, Small Island Developing States have become ghost suburbs having -47% on tourist arrival (UNWTO, 2020d). Notably, Asia and Pacific region has experienced the hardest hit in 2020 and resulted the lowest international tourist arrival % in 2020-2021 (Jan-Mar) due to COVID-19 crisis (UNWTO, 2021a). Tourism and hospitality industry has been on verge of irreparable losses of 1 billion loss on international tourist arrivals, 100-120 million direct tourism jobs at risk, US$ 1.1 trillion loss in international tourism receipts, over US$ 2 trillion loss of global GDP and lagged behind 1990s levels (UNWTO, 2020a). While UNWTO forecast 60%-80% recovery by 2020, the pre-crisis level of tourist arrivals is expected to resume by the end of summer 2021 (Fotiadis et al., 2021). Later on, it is highlighted that the recovery of 2019 levels would take 2.5-4 years if the traveler confidence improvement rate, the travel restriction elimination and the prevailing economic condition are maintained globally (UNWTO, 2020e). This vulnerable structural break must be flipped by the strategic allocation of negative shocks in international tourism demand (Cro and Martins, 2017).

COVID-19 has devoured financial stability as well as created diversified social stigmas (e.g. religious & racial discrimination, broken marriages, domestic violence, etc.) and psychological distresses (e.g. mass death, prolonged quarantine, abrupt unemployment, drastic financial loss, collapsed businesses, etc.) worldwide (Abbas et al., 2021). Trips for leisure and relaxation, mental health improvement, wellness trip or VFR gathering (Rogerson, 2016) have to be initiated to explore small islands beset with natural and cultural value instead of landscape-centric travel (Prince, 2018). As a form of "Territorial Tourism" with eco-friendly tourism infrastructure (Hoogendoorn and Fitchett, 2018), Second Home Tourism (SHT) will be a promising substitute for the mental health improvement and employee retention (Abbas et al., 2021). While international

* Corresponding author

tourists are prohibited to travel and domestic tourist are interested to stay local residence (Liang et al., 2021), SHT would be a better alternative to dissolve the complexity of vacation rentals in either crowded cities or low density areas (Zogal et al., 2020). This attempt will enhance the financial recovery of the Local Economic Development (LED) and global tourism market (Farkić et al., 2020; Tangeland et al., 2013). In addition, hedonistic trip supports tourist wellbeing while eudaimonic dimensions encourage host perception patterns (Su et al., 2020). Considering the context, the study aims to explore how hedonistic SHT trips and eudaimonic community behavior revitalize tourist destinations from COVID-19 crisis.

Literature Review and Research Question Development

Travel ban, Border restrictions, Closure of tourism facilities, Rescinding of consumer protection rights in hospitality and tourism, Reaction against Second Home and campervan owners, Return to the mothership, Confinement to residence/ tourism locations and penalties for non-compliances, Restrictions on VFR and Abuse of minorities are stated as the worst redemptions faced globally due to COVID-19 (Baum and Hai, 2020). As air and water travel (long haul trip) have been restricted (Chinazzi et al., 2020), local mobiles, car-based trip or bicycle (Back and Marjavaara, 2017) are considered for the flexible short haul trips. The purposes of SHT trip can be reconsidered based on personal or non-personal experiences to instigate new forms of SHT trip motivations such as nostalgic trip (historical or artificial) to hometown or historical places (Adams, 2020; Shi et al., 2021); mental association with a place or place image to visit or live in (Stylidis et al., 2021); socializing and home holiday/ vacation trip (Kr et al., 2021); wellness trip (Page et al., 2017), spiritual experiences (Parsons et al., 2019), and mountain trip (Seraphin and Dosquet, 2020) are emphasized to improve physical and mental health.

RQ 1: Is it feasible to commence hedonistic SHT trip during and/or post COVID-19 crisis?

Revenue generations from tax and local consumption (direct interaction) and local firms and employees (indirect interaction) are shown as the positive impacts due to the arrival of SHT tourists (Larsson and Müller, 2019). Both Private sectors and Public sectors are mentioned as the beneficiaries of SHT (Larsson and Müller, 2019). The approximate negative impacts for heterogeneous tourist mobility are: fluctuation in investments, finance, labor markets (Back, 2020); endangered social and community capital (Gallent, 2014); socio-spatial differences, social conflicts and urban heterogeneity (Wu et al., 2015). It is a matter of concern that younger segment holds negative perception of SH due to the increasing housing pricing (Dutt et al., 2018). However, trips close to nature are suggested to strengthen social interactions and community identity (Rantala and Puhakka, 2019). It is proposed that nature based tourism activity products (e.g. learning, adventure, hunting) can be utilized to capture SHT market (Tangeland et al., 2013). Besides, SHT is suggested to be launched with strict and limited mobility, small tax or symbolic member fee and integration between SH communities (for physical attributes, stakeholders' participation and community acceptance) and SH ownership (for social, economic and cultural issues) (Dykes and Walmsley, 2015).

RQ 2: Can cultural integrity and knowledge exchange be revived by SHT tourists? RQ 3: Can SHT escalate economic regrowth of a tourist destination?

COVID-19 is defined as a Black Swan Event and envisioned for the acceleration of global climate recovery and economic reconstruction (Prideaux et al., 2020). Tourist destination drives are emphasized to be synchronized and stimulated for the reconstruction of economic diversification from any climate change or pandemic crisis through the new tourism opportunities and scopes (Hall et al., 2020). For instance, Nature, Rural tourism and Road-trips are prioritized due to travel limitations and quest for open-air experiences (UNWTO, 2020a); Adventure sports or recreations in nature are found significant for the development of hedonic and eudaimonic experiences between tourists and hosts significantly (Houge Mackenzie and Brymer, 2020; Houge Mackenzie and Hodge, 2020). Besides, tourists' mental and physical health can be ensured by the implementation of green orientation and sustainable practices following Lifestyle of Health and Sustainability (LOHAS) approach (Osti and Goffi, 2021). It is inferred that polished strategies can be injected for the global recurrence of the green growth or the decoupling economy towards sustainable tourism in lieu of enforced critics for massive tourism development and (over)tourism (Çakar and Uzut, 2020; Fletcher et al., 2019; Higgins-Desbiolles, 2020). For instance, "Strategic Emerging" market approach for China, India and Southeast Asia (Ioannides and Gyimóthy, 2020); "Future-Back approach" for the identification of operational gaps and resolve them (Haywood, 2020); "Local-centered tourism approach" for the adaptation of socially inclusive model and community wellbeing (Higgins-Desbiolles et al., 2019); "Slow travel" for the rejuvenation of nature and visitor experiences, and the improvement of eudaimonic wellbeing (Farkić et al., 2020); Liminal mobility for lifestyle migration facilitates tourism businesses (Nelson et al., 2021); Reshaping rural housing for profitable second-home hotspot (Gallent and Hamiduddin, 2021) as a form of "small tourism" (Bærenholdt et al., 2021); Diasporic tourism for the holistic benefits (Li et al., 2020).

RQ 4: How does SHT recreate tourism competitiveness from the hardest hit by COVID-19 crisis?

A roadmap is interpreted for sustainable and inclusive tourism sector defining: Managing the crisis and mitigating the socio-economic impacts on livelihoods; Boosting competitiveness and building resilience; Advancing innovation and the digitization of the tourism ecosystem fostering; Fostering sustainable and inclusive green growth; Strengthening coordination, partnerships and solidarity for socio-economic recovery (UNWTO, 2020c). Similarly, three trends of post-COVID-19 tourism are denoted for dynamic operation and future development. They are: Digital Intellectualization; Green, healthy and eco-friendly tourism product; and Popularity of new tourism like medical tourism, health tourism, rural tourism etc. (Chen et al., 2020). In addition, Community-Centered Tourism framework can be followed to restart tourism, adapt with environment, generate revenue and reduce overall losses (Higgins-Desbiolles, 2020). Comparing these footsteps, domestic tourism must be acknowledged by government and residents as the fastest recovery of tourism led to regular flow as before (Prideaux et al., 2020). SHT can be launched as either "Sharing Economy" or "Collaborative Economy" within domestic and/or travel bubble territories (Ioannides et al., 2019). Despite the bio-physical and socio-cultural impact of leisure oriented mobility for SHT trips, long haul SHT trips are referred as more sustainable than frequent short haul trips (Hiltunen and Rehunen, 2014). Nonetheless, SHT as "umbrella concept" can be thrived for unique attractiveness, flexible accessibility, historical significance and economic viability (Back and Marjavaara, 2017).

RQ 5: How does SHT encourage tourism clusters for the regeneration of socio-economic recovery from COVID-19 crisis?

Table 1. Literature reviews on LMT, SHT, ST, TCDM and US

Author	Theory	Finding	Research Gap	Focus of Current Study
(O'Reilly and Benson, 2009)	Lifestyle Migration Theory (LMT)	Purposes for second home mobilizations and viable opportunities	Distinction between SH and SHT for the social security and support	To integrate SH as a vibrant tool for the restart of tourist mobility
(van Rooij and Margaryan, 2019)		Significant domains for the rights and obligations of SH dwellers towards the new destination, society and economy	Opportunities for temporary dwellers in a new location as a tourist	To recreate the tourist and host relationship which will ensure community and stakeholder participation
(Jinyang, 2015)	Social Exchange (Theory (SET)	Vulnerable tools for SET (sharing willingness and sharing behavior, trust, reciprocity and altruism)	Contrast of community acceptance and SHT activities	To divert the vulnerability of tourist behaviors towards the strength of community acceptance
(Nunkoo, 2016)		Pathway of community support for the positive impact of tourism development; Power and trust on residents attitude for social exchange	Inference of social and cultural dispute towards mass tourism development	To develop community cohesion for cultural entity and empathy
(Paraskevaidis and Andriotis, 2017)		Extrinsic rewards and tangible economic benefits to community people	Outcast community tradition and culture exchange	To emphasize the culture and knowledge exchange
(Bailur, 2006; Flak and Rose, 2005)	Stakeholder Theory (ST)	Primary and secondary stakeholder; Descriptive, normative and instrumental approaches for the success and survival of stakeholders	Significance of the arrival of temporary residents/ tourists for the business expansion and new business opportunity	To restart tourism business recovery by following sharing economy, focusing balance of demand & supply, and supporting small businesses
(Castelo Branco and Lima Rodrigues, 2007)		and silent stakeholder; Descriptive, normative and instrumental approaches for the success and survival of		
(Kim and Wicks, 2010)	Tourism Cluster Development Model (TCDM)	Recreation of clusters to pave network among those clusters (Destination Management, Core resource & attractions, Contemporary conditions and Demand Conditions) for the Tourism Competitiveness and Socio-economic development	Lacks the concept of sharing economy	To restart domestic tourism; To create a gateway for international travel within travel bubble
(Düvell, 2008)	Umbrella Strategy (US)	Link with different purposes of migration	Contradiction about the illegal activities and social complexity	To represent SHT as the savior of traditional and alternative tourisms
(O'Reilly and Benson, 2009)		Mobility for tourism purposes	Outline for active community engagement and stakeholders collaboration	To thrive community and stakeholder to save themselves by welcoming SHT tourists

METHODOLOGY OF THE STUDY

Q methodology was followed to conduct the study. Purposive sampling method was used to analysis the subjectivity of 37 respondents (25 Subject matter experts: such as 3 from Archeology, 4 from Heritage & Culture Preservation, 2 from History and Culture, 4 from Indigenous Community, 10 from Rural Community Development, 2 from Creative City Planning; 7 Researchers and 5 Practitioners of tourism industry). Respondents are chosen from LinkedIn and are requested to participate in the online survey within June-July, 2021. Q Method Software (online) was used to run factor analysis. Relevant elements for the factor analysis are: Forced Q-sort (5 points scale: Strongly Disagree = -2, Disagree = -1, Neutral = 0, Agree = 1, Strongly Agree = +2), Q-sort = 37 (No. of participants), Concourses/Q-set = 6 (Statements), Correlation method =Pearson Correlation, Factor extraction method = Principal Component Analysis (PCA), Rotated factor =3, Rotation method = Varimax, Flagging = $p<0.05$. A number of 6 statements were developed to measure the subjective levels of participants. Table 1 is the summary of the pros and cons for adapting theories and model linked to SHT and Table 2 is the summary of the rational elements for the study.

Data Analysis and Interpretation

First, the significant factors are distinguished by comparing the Eigenvalues (value ≥ 1). Table 3 shows that only Factor 1, 2 and 3 had the required eigenvalues. *Secondly*, the impacts of significant factors are measured by relating the correlation factor loading. The correlation factor loading of the study is 0.80 [when $p<0.05$, q-set=6 then equation is $1.96*(1/\sqrt{6})$]. It implies that if a factor has correlation factor loading ≥ 0.80, it has high impact. Factor 1 has the highest factor loading range of 0.90-0.96. Factor 2 has factor loading range respectively 0.84-0.94. However, Factor 3 has both positive (0.95) and negative (-0.84) factor loading. *Lastly*, the distinguishing and consensus statements are identified to secure reliability of the study shown in Table 4. Here, distinguishing statement characterizes a factor from another factor and consensus statement symbolizes the insights of the participants (e.g. logics for the perceived statement, issues related to the context of the statement).

Table 2. Elements of the Study

Statement/ Concourse	Explanation for Statement selection	Linked Theory
Short haul transport would be flexible than long haul transport	Short haul transport is emphasized to appreciate limited mobility for SHT trips and to initiate domestic tourism; long haul transport is prioritized to focus on trips within travel bubble	LMT, ST
Local accommodation would be more comfortable than guaranteed reservation	Local accommodation is pointed to strengthen interaction between host and SHT tourists. However, reservation in hotel and/or resort might provide customized services to tourists and recover hotel economic loss	LMT, SET, ST
Cultural integrity would scrutinize community disputes	Fusion of community acceptance and residents engagement is defined as Cultural integrity. Here, community disputes are considered as the discreet negative impacts on host community due to the arrival of SHT tourists.	SET, ST
Knowledge exchange would be more concerned than social ambiguity	Knowledge exchange is considered as the silent drive for SHT relied on the purpose of trip. Besides, tourist behavior, attitude and acceptance towards the host community were considered to define social ambiguity.	SET, LMT
Supply of local demand would be important than the additional demands	Supply of additional demands (daily goods & medical services) is considered significantly to balance the relationships among tourists, host community and local stakeholders.	ST, LMT
Revenue generation would outcast employment generation	Revenue generation is considered as key stimulus to community residents, small business owners and service providers. Here, exiled employees of hospitality & aviation industries might interest to contribute community and local businesses rather than back to job again in same organization with insecurity.	ST, SET

Table 3. Rotated Factor Matrix

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Eigenvalues	4.05467	2.78005	1.54118	0.94776	0.67633	0
% Explained Variance	41	28	15	9	7	0
Cumulative % Expln Var	41	68	84	93	100	100

DISCUSSION

1. SHT: A Road to Restart Tourism

On-site travel experience is highlighted to reopen tourist destinations (Yang et al., 2021). Six dimensions of home-sharing stay are identified to demonstrate authentic tourism experience (space presence, social presence and knowledge sharing) and cultural experience (activity sharing, host interaction and guest interaction) significantly (Shi et al., 2019). Besides, reimagining multiple factors are marked mandatorily for the revolution of home sharing, such as, motivations (working and sharing, host integrity and guest support), shared spaces (cleanliness, amenities, privacy, physical barriers and potential proximity), cultures (trust, value and social aspects), platforms (brand impression, customer support service and policy) (Lim et al., 2021). Participants of the study shared their insights to revive the tourist flow and recover financial losses. Table 4 resembles the answers of three research questions of the study. They are: 1. Short haul mobility would be feasible for SHT trips and local residency would be better choice for accommodation, 2. SHT tourists would encourage community engagement for cultural integrity and knowledge exchange separately or simultaneously, 3. SHT tourists would be viable for economic regrowth by the alliance of cultural integrity and knowledge exchange. Here, authentic tourism experience can be compared with the hedonistic SHT trips and cultural experience can be referred to eudaimonic community participation.

Table 4. Factor affecting the significance of Statements

Statements/ Concourses	Factor 1			Factor 2			Factor 3		
	Z-score	Factor Score	Significance	Z-score	Factor Score	Significance	Z-score	Factor Score	Significance
Short haul transport would be more flexible than long haul transport	0	0	Consensus	0	0	Consensus	0	0	Consensus
Local accommodation would be more comfortable than guaranteed reservation	-1.2757	-2	Distinguishing	0.20842	0		0.58904	1	
Cultural integrity would scrutinize community disputes	-0.93413	-1		0.33695	1	Distinguishing	-0.74508	-1	
Knowledge exchange would be more concentrated than Social ambiguity.	0.19752	0		-0.54537	-1		-1.49017	-2	Distinguishing
Supply of local demand would be more important than the additional demands	1.47322	2		1.50758	2		0.31208	0	Distinguishing
Revenue generation would outcast employment generation	0.53909	1		-1.50758	-2	Distinguishing	1.33413	2	

Togetherness, continuity, place attachment and relaxation are found crucial for vacation rentals SH (Dias et al., 2015). Place attachment is mentioned specifically for the Lifestyle mobility to avoid conflicts (Cohen et al., 2015) and to create positive host-tourist interaction (Eusébio et al., 2018). Residents' participation in tourism recovery tactics is found crucial to reduce social costs and generate economic benefits in a tourist destination (Qiu et al., 2020). So, if cultural integrity is ensured by the community residence towards SHT tourists, traditional businesses will flourish in post COVID-19 period, community ambiguity will be reduced and revenue generation will be ensured. It is highlighted that residents 'negative impact perception must be operationalized to incorporate the cost and benefit (Gursoy et al., 2019). Leisure oriented lifestyle travel (structural, physical and social elements) is encouraged (Pavelka and Draper, 2015) and the social integration (emotional attachment, social participation and cultural adaptation) is prioritized (Zhang et al., 2020). It is stated that seasonal tourism employment can be ensured due to lifestyle mobility (Lundmark, 2006). Similarly, the attitude, commitment and employee career turnover intention can be outshined by the perceived risk of infection and job instability (Han et al., 2021). So, it can be said that social integration would create employment opportunity to unemployed resident with classic businesses or tourism activities without any insecurity of uncertain cutoffs. Knowledge exchange offered by the community residence towards SHT tourists may allow distributing local goods and services without any wastage or price hike. Then, social ambiguity among residents, businessmen and tourists will be resolved. Second Home stated as "a centre for Leisure and Recreation" while age, health and income generation are found important for the ownership satisfaction (Lundmark and Marjavaara, 2013). It is mentioned that lifestyle entrepreneurs can strengthen economic benefit and social bond in Lifestyle destinations; however, new owners are suggested to consider the income generation source (Su et al., 2020; Sun and Xu, 2017). The prospective consequences of SHT trips mentioned above hint three links with short haul mobility and SHT trips. Such as: (i) ***Direct link-*** community residents with cultural integrity and knowledge exchange, (ii) ***Indirect link-*** cultural integrity and knowledge exchange; community residence with revenue generation and demand supply balance, and (iii) ***Induced link-*** cultural integrity with revenue generation, knowledge exchange with demand-supply balance and revenue generation with demand-supply balance. As the ultimate motive of commencing short haul mobility is to support community and recover financial losses of a tourist destination, the purpose of SHT trips should be the core concern for short haul or long haul trip. Local residence would be better form of accommodation for SHT during/post pandemic period. Thus, small business owners would reopen and recover losses. In addition, unemployed employees may provide services to SHT tourists and earn livelihood.

2. SHT: A Covenant Shade in COVID-19 Crisis

The spatial-temporal arrangements of SHT are suggested to be reshaped during and/or post COVID-19 (Müller, 2021). As SHT is expected to contribute as sharing economy, TCDM model can be followed to reshape destination management and stakeholders' collaborations for the optimization of future tourism competitiveness and socio-economic recovery. *RQ. 4* and *RQ. 5* of the study are interpreted in the light of the modified TCDM model. For instance, *Government* should guide non-professional accommodation providers (e.g. short term rental, local residence in neighborhood, etc.) to maintain quality service, revive residents rights and ensure social justice by maximizing rental day limit, tax collection and safety regulations (Minoia and Jokela, 2021); offer incentives (e.g. tax breaks, land use restrictions) to investors (Brouder, 2020). *Destination management organizations (DMO)* might utilize mobility as an opportunity for the community wellbeing and socio-cultural resilience through the integration of cultural integrity, knowledge exchange and social intuition. Such as: Interactive training on future consumer food habit or efficient store performance for entrepreneurial orientations (Chien and Tsai, 2021); Organization of music festival in rural community for longer stay (Chiciudean et al., 2021); Implementation of "soft governance" for decision-making processes and destination management pluralisation (Dredge and Jamal, 2013); Short term hedonistic SHT trips to avoid language barriers and cultural shock (Abdul-Aziz et al., 2014). Nonetheless, forms of tourism market, destination image, collaboration among stakeholders and future trends are stated as vulnerable issues for the DMOs amid COVID-19 crisis (Zhang and Blasco, 2021). The identification of tourism-dependent businesses and the assessment of their performances are pointed out as a mandate to ensure business resilience of a tourist destination during pandemic crisis (Ntounis et al., 2021). It is noted that the importance of SHT can be eroded despite DMO unable to ensure regional tourist engagement (Keogh et al., 2020). *Tourism stakeholders* can probe SHT as a stimulator to redistribution of manpower and business opportunity from COVID-19 crisis. Such as: maintaining multilayer network of stakeholders for knowledge exchange and collaboration for funding (Cehan et al., 2021); building resource based organizational resilience for better HR practices (Su et al., 2021); sanction of monetary support for financial recovery, hotel operation and employees remuneration (Nicola et al., 2020). Thus, DMOs and stakeholders can maximize benefits by the structured negotiations of supply & goods, marketing & promotion, strategies & policies and product creation (Cehan et al., 2021) and Collaboration with local, regional or national governments will recreate a neoliberalism environment through leveraging tax and adding incentives (Higgins-Desbiolles, 2020). Bioclimatic impacts, tourism amenities and cost of SH must be considered to remodel adaptive strategies and behaviors (Hoogendoorn and Fitchett, 2018). Meanwhile, focus on nostalgia and restorative experience are suggested to be adopted for marketing strategies during and post-lockdown (Ketter and Avraham, 2021). Nevertheless, retentive advertising, discounting and flexible cancellation policies are found significant to increase domestic tourists' booking intention positively (Volgger et al., 2021). Constant media coverage about COVID-19 is highlighted for the significant change in travel risk perception and travel behavior (Neuburger and Egger, 2021); however, physical factors are found influential for trip intention (Ahmad et al., 2021).

CONCLUSION

The study outcome would amalgamate new drives (social intuition, cultural integrity, economic empathy) to LMT, SET and ST. Such as: When SHT tourists will visit new and/or popular community, they will contribute LMT drives "facilitators", "social connection" and "markets and means" consciously or subconsciously (van Rooij and Margaryan, 2019). Consequently, local people can be motivated to reopen traditional and tourism related businesses which is closely linked ST drives such as business owners, customers/tourists, service providers/employees and suppliers/distributors (O'Reilly and Benson, 2009). As social interaction is probed as significant pull factor to purchase SH, contemplation, physical fitness, adaptation to environment or skill development (Tangeland et al., 2013), the effect of community residents' power and trust must be phenomenal while supporting SET towards tourists (Nunkoo, 2016). Later on, the resident perception and attitude can be swapped by the economic benefit, environmental cost and socio-cultural cost (Özel and Kozak, 2017). However, Altruistic Surplus Phenomenon (ASP) is found as a better alternative than SET for the analogy between tourist and host if volunteer tourism is offered (Paraskevaidis and Andriotis, 2017). This study strongly concludes that SHT trips for Restart tourism supports the implication of three different theories (LMT, SET & ST) to focus mental health improvement, community resilience and financial recovery.

The outcome of the study has multiple practical implications. ***First***, the Travel Bubble strategy is probed as a better strategy than social distancing, tax reduction strategy and joint strategy for the post pandemic tourism recovery in Small Island Developing States (SIDS) (Gu et al., 2021). So, SHT can be offered to LED countries in Africa and Asia Pacific enriched. For instance, a number of new travel bubbles can be opened within (i) Madagascar, South Africa, Zimbabwe and Mozambique; (ii) Kenya, Uganda, Tanzania and Malawi; (iii) Vietnam, Cambodia, Thailand and Laos; (iv) Malaysia, Indonesia and Philippines; (v) Singapore, Sri Lanka and Maldives; etc. Here, home sharing or converted SH can be more flexible than new SH. ***Second***, As UNTWO has pointed out Inbound, Outbound and Both destinations around the world, such as, 101 inbound destinations, 31 outbound destinations and 48 both inbound and outbound destinations (UNWTO, 2020b), the scope of short haul SHT trips and travel bubble SHT trips should be encouraged. ***Third***, Proposed outlines would enlighten the sustainable destination governance and the notion of collaboration among tourism clusters for the strategic management of the tourist inflow, community resilience and socio-economic recovery. Such as, (i) Limited restrictions (e.g. relaxed visa restrictions, trip after vaccination) for travelling within any new travel bubbles; (ii) Engagement of community residence and SHT tourists for voluntary services (e.g. wild life preservation, handloom production, culinary training, herbal treatment, ethnic lifestyles, fund raising, etc.). Here, trip within travel bubble would either reduce vulnerability or threaten the competitiveness of the tourist destinations (Gallego and Font, 2019). ***Fourth***, The study outcome demonstrates Regenerative Tourism "*embracing alternative non-capitalist forms of ownership, non-monetary exchange and beneficial community-based development*" (Sheller, 2021).

Here, sustainable travel modes can be augmented considering the sense of movement for tourists wellbeing, physical and mental health improvement (Weed, 2020). In addition, Specification of duration, Management of downtime, Preparations of emergencies, Tailoring of tourist sequences, Motivation for engagement and Implication of time in memorability are prerequisite for the recovery of tourist experiences and psychological improvement (Pearce, 2020). Thus, tourists psychological wellbeing will choreographed by the sense of belongingness to a social group (Farkić et al., 2020). However, health & safety measures, consumer friendly cancellation policies, and availability of last minutes bookings must be considered for future consumers'. In addition, younger segments must be emphasized for future travel market and travel recovery rather than the mature travelers and retirees (UNWTO, 2020a). A number of significant limitations of the study are mentioned here. ***First***, the sample size of the study was very small compared to other research methodology. ***Second***, the outcome of the study was illustrated unanimously. Any community, destination or continent was not focused specifically. ***Third***, potential recovery of a tourist destination was illustrated in light of the result of the study. However, the recovery entirely depends on the COVID-19 crisis situation and the collaboration among tourism clusters. As tourism industry is in vulnerable condition, any forms of tourism apart from SHT must be analyzed to recur as better solution for the economic recovery of tourist destinations. Different issues related to SHT and Restart Tourism must be focused for the regeneration of tourism competitiveness and socio-economic recovery from post pandemic situation.

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ASSESSMENT OF THE SOUTHERN URALS RECREATIONAL POTENTIAL FOR THE DEVELOPMENT OF THE AKTOBE TOURISM INDUSTRY

Zharas BERDENOV*
L.N. Gumilyov Eurasian National University, Faculty of Natural Sciences, Nur-Sultan, Republic of Kazakhstan, e-mail: berdenov-z@mail.ru

Erbolat MENDYBAYEV
K. Zhubanova Aktobe Regional State University, Department of Ecology, Alia Moldagulova, Aktobe, Kazakhstan, e-mail: beskurek@mail.ru

Aidana BEKETOVA
L.N. Gumilyov Eurasian National University, Faculty of Natural Sciences, Nur-Sultan, Republic of Kazakhstan, e-mail: atbeketova@mail.ru

Nuriya SATKAROVA
L.N. Gumilyov Eurasian National University, Faculty of Natural Sciences, Nur-Sultan, Republic of Kazakhstan, e-mail: nsatkarova@gmail.com

Maria GOZNER
University of Oradea, Department of Geography, Tourism and Territorial Planning, Romania, e-mail: mariagozner@yahoo.com

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Abstract: Tourism is a sphere of the social and economic complex, which is gradually turning into a developing industry. The importance of tourism development for the economy of Kazakhstan as a whole is essential. This scientific article is devoted to the assessment of the promising areas recreational potential of the Aktobe regions tourist activity. The study geographically describes the research area, the pattern of natural and climatic conditions, the uniqueness of landscapes and the complexity of their spatial and temporal organization. The units of physical-geographical or economic-geographical zoning serve as an objective basis for assessing territorial combinations of natural conditions and resources. The scientific work gives a brief description of the natural conditions, geomorphological and floral composition of the Southern Urals territories that are promising for recreational tourism. The article presents the factors reflecting the attractiveness of the region for the creation of specially protected natural areas.

Key words: potential, recreation, tourism, ecological and recreational potential

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INTRODUCTION

Health tourism, potential in various literature is interpreted as a set, power, opportunity, productivity, prerequisites. Potential is a collection of available means and opportunities in any area. It is not what has been revealed, but what is in a hidden form can be manifested under certain conditions (Isachenko, 2008; Dunets, 2019). The recreational potential of a territory is a combination of natural, cultural-historical, economic-geographical, social, and economic prerequisites for the organization of recreational activities. The main components of the recreational potential are natural and recreational resources. Recreational potential can be assessed at the world, country, region, etc. levels (Akhmedenov et al., 2017; Egorina, 2016; Erdavletov, 2010). The territory has a potential, which expressed in the combination of resources and conditions for its development in various branches of economic activity. Potential opportunities of the territory are implemented through social needs, which manifest themselves in the form of various types of nature management. The variety of types of nature management in a certain territory depends on its resource availability and the conditions for their development, the structure and nature of social needs, the types of existing social needs and the size of the territory (Berdenov, 2016; Beketova, 2019; Akhmedenov, 2020). Therefore, we can talk about the multiplicity of potentials of the territory, which appears itself in a variety of forms of nature management. In this regard, the recreational potential is one of the types of potential opportunities for the territory use. Sometimes recreational potential is called the ratio between the actual and maximum possible number of tourists, determined based on the availability of recreational resources. Very often, some understand the recreational potential as the presence of certain unique or, at least, interesting not only for local residents objects (Suleimenov, 2021; Datta, 2020).

Many domestic and foreign scientists studied the issues of assessing the natural potential of the territory for the purposes of tourism development. Various methodological approaches to assessing the natural and recreational potential of the territory are acquainted in the scientific works of R.S. Yerdavletov and etc. (Erdavletov, 2010; Ilies, 2010; Suleimenov, 2020; Dunets, 2020; Page, 2011). Recreational potential characterizes the extent to which the territory is able to meet the needs of the population in recreational activities. Assessment of recreational potential is subjective, variable in space and time (Carretero, 2014; Khomitch, 2019). Recreational assessment of the territory is necessary primarily for information support of environmental management in order to increase its ecological and economic efficiency and the development of tourism in the region (Jackson, 2002; Berdenov, 2015; Ilies, 2017; Herman, 2019; Deac et al., 2019; Indrie et al., 2020; Marcu et al., 2020).

* Corresponding author

MATERIALS AND METHODS

The factors that reflecting its value characteristics are considered as criteria for assessing the recreational potential. These factors are landscape and cultural and landscape value of the area (historical, cultural, landscape and architectural), the degree and pattern of the development of the territory, the presence of protected areas, the availability of conditions for recreation, educational tourism and other types of recreation. In this research, several general approaches to the assessment of recreational resources are merged and evaluated primarily by:

- their functional suitability for a particular type of ecological tourism (technological assessment);
- degree of comfort (physiological assessment);
- aesthetic qualities (psychological assessment) (Erdavletov, 2010; Nazarova, 2019; Sokolova, 2004).

The approach includes the implementation of assessment of any resource by factor-by-factor basis, summing up the obtained values, and display of the average assessment of the correspondence of a given object to a particular type of tourism.

In process of analyzing the resource base, we used a three-point rating scale, where factors are assessed as favorable for the development of a particular type of tourism (3 points), relatively favorable (2 points) and unfavorable (1 point).

To assess the recreational potential, an analysis of field expedition research (May-August 2019-2020), a generalization of stock materials, an excursion and field method of collecting information, as well as modeling and factor-by-factor assessment methods were carried. The results of the analysis led to creation of a geographic database by blocks in the ArcGIS 10.1 software. The study area is located in the Aktobe region, Kargalinsky district, on the Southern spurs of the Ural Mountains, near the Kargalinsky reservoir (50°6’ N; 57°7’ E) (Figure 1, map and image of the area).

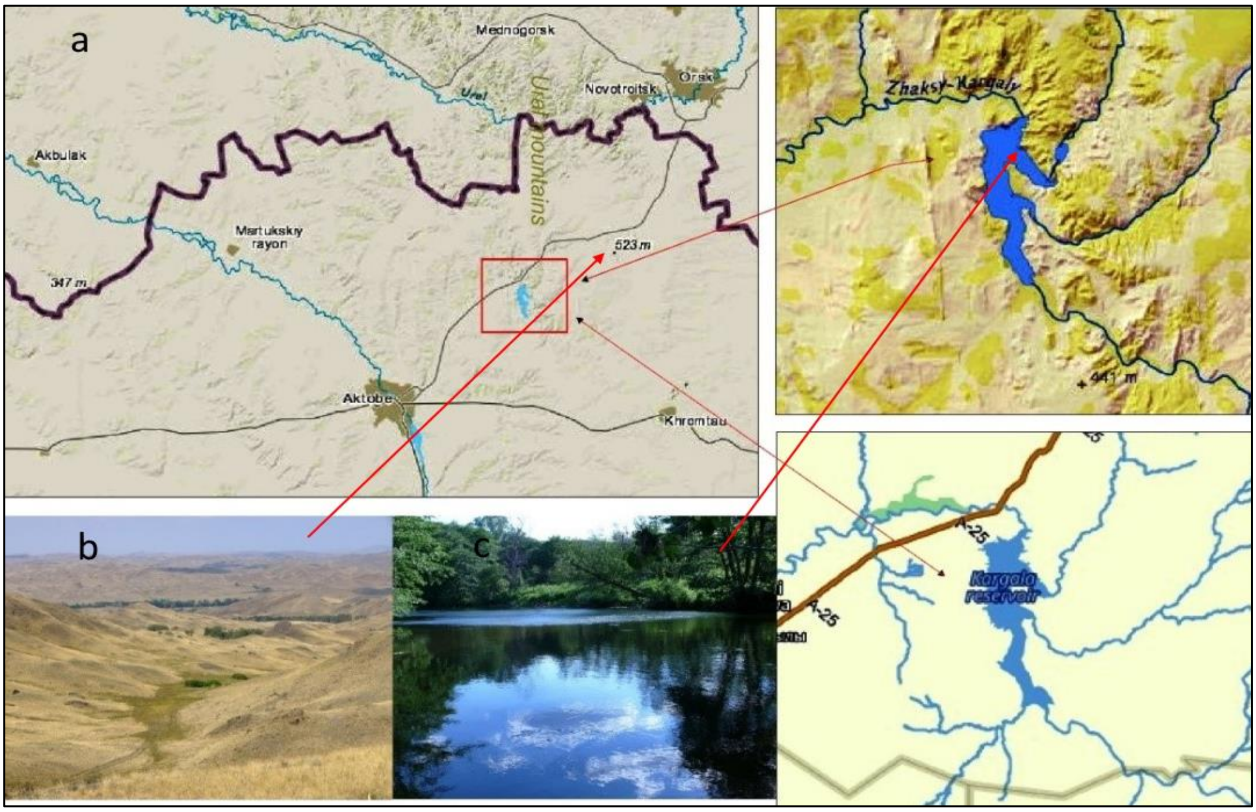

Figure 1. Study area: a - Map created by the author in the ArcGIS; b - Photo by the author from the high-altitude point of the Southern Urals, near the reservoir; c - Photo by the author of the north-eastern part of the Kargala reservoir

Geological structure. The research area belongs to the area of the Or-Ilek interfluve. Sedimentary, volcanogenic, metamorphic strata of the Proterozoic and Paleozoic, as well as Pre-Paleozoic, Caledonian and Hercynian rocks compose the interfluve. This is a low-waving small-mound dissected by a dense network of valleys of temporary watercourses. The relief depressions accumulate quaternary and modern loose accumulative deposits (Vilesov, 2009).

Surface waters: The Kargalinsky reservoir is located 60 km northeast of Aktobe, in the upper reaches of the Zhaksy-Kargaly river. The dam is built in the rocks. The total volume of water is 186 million m^3. The reservoir has been in operation since 1975. Water releases are carried out around the clock from 2-3 m^3/s in autumn and winter to 8-12 m^3/s in summer.

RESULTS DISCUSSIONS

Recreational zoning is the division of territory according to homogeneous characteristics and the nature of recreational use, reflecting territorial differences in the interaction of society and nature. In the study of recreational potential, the organization of protected areas in zones where no unchanged steppe natural landscapes preserved is important. Today, agricultural development of the territory has led to the highest degree of landscape degradation in comparison with other zones. Agricultural fields with cultivated crops, hayfields and pastures replaced primal natural landscapes.

In order to maintain ecological balance and a regulated regime of nature use, it has already been proposed more than once to create a network of specially protected natural territories (Berdenov, 2016; Beketova, 2019). We assume that the most promising area in the Aktobe region would be the foothill part of the Ural Mountains, where pristine nature is currently preserved. The location of large bodies of water (lakes, rivers, reservoirs), which can be considered as a transit route for migrating birds, play particular importance. An assessment of the recreational potential was conducted to determine the possibilities of the territory in the development of recreation. The assessment of recreational resources was carried out according to several blocks of parameters (Berdenov, 2018) (Table 1). These parameters are different for the main types of recreational activities. Such assessment was carried out based on the physical and geographical conditions of territory, climatic factors and the recreational possibilities of landscapes.

Table 1. Assessment of recreational potential in near the Kargalinsky reservoir (Kuskov, 2005)

Factor	**Scale (points)**
1. Assessment of the natural landscape potential for the development of various types of tourism (total for the block)	**2.75**
1.1 Terrain	3
1.2 Water bodies	3
1.3 Soil and vegetation cover	3
1.4 Bioclimate	2
2. Recreational assessment of historical and cultural monuments	**1.5**
3. Tourist infrastructure (total for the block)	**2**
3.1 transport support	2
3.2 telecommunications	3
3.3 accommodation and catering	2
3.4 information support	1
Total block average	**2.1**

1.1 In evaluating the relief for recreational tourism, we took into account the dissection degree of the terrain: the dissection density, depth and slope steepness. The relief near the Kargalinsky reservoir is elevated riverine hills with sections of plains and plateaus with absolute elevations from 300 m to 400 m. The territory is rugged by river valleys and temporary watercourses valleys. Ravines cut thought flat plain slopes. The shores of the reservoir are steep and gentle, high and low with bays and coves (Figure 2). All terrain characteristics must be taken into account for laying hiking trails. For recreational purposes, the most favorable is a large hilly or ridge relief, which is characteristic in the northern and northwestern parts of the study area; relatively favorable slightly hilly and undulating terrain is typical in the eastern part of the territory. Moreover, the relief near the reservoir is favorable for the development of sports tourism, active forms of ecotourism and extreme tourism, where the presence of obstacles (mountainous terrain, ravines, steep river banks) were taken into account. Another important value is the development of scientific, educational and eco-tourism tour that reveals the presence of rare and attractive forms of morphological structure - tectonic faults, marine terraces, etc. In connection with these indicators, according to paragraph 1.1, we have set a maximum score of 3.

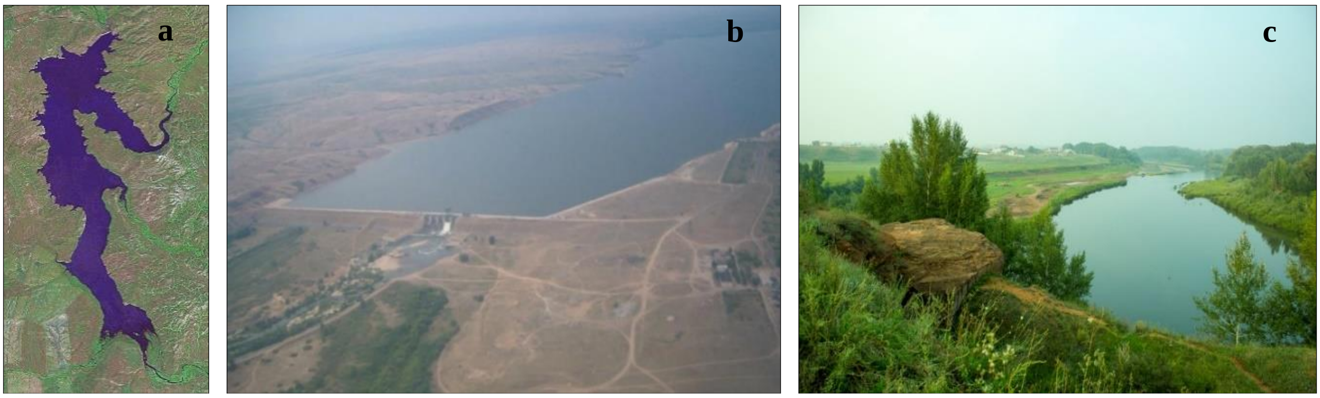

Figure 2. Relief of the vicinity of the Kargalinsky reservoir a-satellite image from the SasPlatnet program**; b-aerial image of the northern part of the reservoir**; c-photo by the author, southern edge of the reservoir

1.2 The assessment of water objects for cultural recreation was also estimated at 3 points. Because the basis of the following indicators: the nature of the shore, approaches to the water, the nature of bathing places, the coastal shoal and bottom, the flow velocity (for the rivers Zhaksa Kargala, Ebita, Kos-Expired), water temperature (in the summer, bathing season) and environmental conditions carried out the assessment. The degree of pollution, the speed of the river flow, the length of the route, the looping of the route, and transport accessibility were taken into account when assessing reservoirs and watercourses for active family tourism. At the same time, the most favorable for recreation were the eastern part of the Kargalinsky reservoir and the Zhaksy Kargaly River (where the WPI is close to 1). In order to determine «Water pollution index» (WPI), we took water samples in the spring, summer and autumn seasons for the chemical analysis of the constituent microelements (Table 2).

1.3 Assessment of the soil and vegetation cover is the most important in determining the prospects for the recreational tourism development in the studied area. When assessing soils, primarily we considered the types of soils and the humus content. In order to do it, we laid four soil pits near the reservoir and took samples from various genetic horizons to determine the content of trace elements. Sampling was accompanied by descriptions of the soil profile morphology.

The feather-grass-white wormwood association *Stipa capillata, Artemisia lerchiana*, on dark chestnut soils with alternating birch and aspen groves along the coastal areas represent the soil cover. The soil-forming rocks are clay and heavy-loamy quaternary deposits. They are eluvium of various rocks, processed by water and wind. Sandy-gravel alluvial and delluvial loams and, very rarely, sandy loams compose the soil-forming rocks in the elevated parts of the study area The thickness of the soil-forming rocks within the district is small and ranges from 20-60 cm.

Table 2. Water pollution index (WPI) calculation of waters from selected samples for 2020 (own chemical analysis)

№	Sampling site name	WPI	Composition and indicators of water quality	Average concentration, mg \ l	The multiplicity of exceeding the MPC
1	Kargalinskoe reservoir in the eastern part, close to the A-25 motorway	1,04	BOD_5	1.0	0.58
			O_2	11.44	0.52
			N_2	0.06	3.00
			Fe	0.18	1.80
			Ammonium ions	2.02	4.04
			Phenols	0.001	1.00
2	Zhaksy Kargala river, along the A-25 motorway	1,20	BOD_5	0.93	0.31
			O_2	11.71	0.51
			N_2	0.04	2.00
			Fe	0.03	0.30
			Ammonium ions	3.05	6.10
			Cu	0.002	2.00

Chemical analyses of selected soil samples from each horizon were determined according to GOST standards in the laboratory of Aliya and KO in the city of Aktobe.Determination of the content of trace elements in soils was carried out by the method of atomic absorption spectrophotometry in the laboratory of the RSE "Kazhydromet" in Aktobe city. The results of chemical analyzes are shown in Table 3.

Table 3. Composition of the dark chestnut soils water extract of the Kargalinsky region in 2020 (own chemical analysis)

№	**Genetic Horizon cm**	**Humus**	**pH**	**Anions mg-eq/l %**				**Cations mg-eq/l %**		
				CO_2	HCO^{3-}	Cl^-	SO_4^{2-}	Ca^{2+}	Mg^{2+}	Na^+
1	A 0-25	4.5	7.4	Not found	0.50 0.003%	1.4 0.05%	0.053 0.003%	0.25 0.005%	0.08 0.001%	-
2	B 25-45	3.7	7.3	Not found	0.521 0.032%	1.2 0.04%	0.17 0.008%	0.13 0.0025	2.25 0.027%	-
3	BC 45-65	2.0	7.5	small presence	0.44 0.033%	1.8 0.06%	0.027 0.0013%	0.75 0.015%	1.75 0.002%	-

The importance of vegetation cover as a recreational resource is very great for all types of natural tourism. Since it is associated with the health-improving effect of the landscape due to the ionization and phytoncidal properties of plants, the presence of attracting plant and animal species. An essential characteristic for determining promising types of tourism is the ratio of arable land, pastures and forests. However, since the studied territory is not large with a predominance of hilly terrain, wooded areas and the transition to pastures prevail accordingly. When assessing the vegetation cover for all types of commercial tourism (picking mushrooms, berries, medicinal plants), we took into account the species diversity of plants, their abundance, the presence of rare species and seasonality. Due to the above facts, the total score is 3 points.

1.4 An assessment of the bioclimate is necessary in order to predict the success of tourism development in a particular area. Bioclimate is the effect of climate on the human body. The assessment of the bioclimate is of interest for determining the prospects for the development of almost all types of recreational, sports, educational and natural tourism. Primarily because in the conditions of Western Kazakhstan the weather limits many types of tourist activity and determines its seasonal nature. The bioclimate analysis uses the same method of systemic, factor-integral assessment as landscape characteristics. The following factors: solar radiation regime, atmospheric circulation, wind regime, thermal regime are the main factors in assessing the bioclimate. The climate of the area is sharply continental: the average temperature of January is 17-19 ^{0}C, July is +20+21^{0}C, and the average annual air temperature is +1+2 ^{0}C. Precipitation is 280-300 mm, the duration of the frost-free period is 130-150 days, and the hydrothermal coefficient is 0.8-1.0. The humidification coefficient is 0.40-0.50. The average annual wind speed is 4.5-5.5 m/s; the prevailing winds of the northwest direction***.

All bioclimatic parameters are evaluated according to the degree of favorability on the human body. Studies have shown that the researched area in the summer has a beneficial effect on human organism. Simultaneously, a sharply continental climate causes the unfavorable factors that exert an increased load on the human body.

Various meteorological services provided statistical data of over past 10 years for researching the bioclimat of the region. The study took following indicators in assessing:

- solar radiation regime - the number of hours of sunshine per year, the number of days without sun per year, the characteristics of ultraviolet radiation;
- atmospheric circulation - the frequency of cyclones of weather, the frequency of contrasting weather changes;
- wind regime - the degree of wind load;

- thermal regime - the duration of the frost-free period, the duration of the bathing season, the duration of the periods of winter and summer recreation;
- humidity and precipitation regime - the duration of the occurrence of stable snow cover, the frequency of rainy weather (Vilesov, 2008). Consequently, analyzing all the factors the final score is 2.

After conducting an average statistical analysis on the sub-items of the block "Assessment of natural landscape potential for the development of various types of tourism", the final score is 2.75.

2. Historical and cultural potential is the basis of educational tourism (Sokolova, 2004). It is represented by various types of architectural monuments (monuments of cult and secular architecture, etc.), archaeological and ethnographic monuments, folk crafts, scientific and technical complexes and structures. In this block, a score of 1.5 can be given, because there are monuments and holy places of local importance (aulie, burial places of local folk healers), which directly impart the development of historical and cultural potential.

3. The infrastructure block is subdivided into the following items: transport support; communal systems; telecommunications, accommodation and catering facilities. Its peculiarity lies in the fact that it simultaneously serves tourists and the local population. Therefore, its development contributes to the tourist development of the territory and improves the living conditions of the inhabitants of this region. Moreover, the tourist infrastructure creates a large number of jobs. Each component of the tourist infrastructure has its own evaluation criteria.

3.1. Transport service. A large highway A-25 of international importance is located near the investigated region, which connects two large industrial centers along the Aktobe-Orsk highway. A dense network of republican and local roads, a level of rolling stock, environmental friendliness and infrastructure also characterize the area. Transport service is rated 2 points.

3.2. The communication system includes: postal and telegraph communication, telephone communication, emergency call communication along highways, designed to meet the needs of the population and tourists in the prompt transmission of messages to special services (ambulance, service stations) in emergency cases and, if necessary, to communicate with subscribers of the telephone network. Beeline and Active cellular networks have excellent coverage near the Kargalinsky reservoir, since settlements of regional significance are located no more than 10 km in diameter.

3.3. Places of accommodation and food are determined by the development of food outlets in the study area: canteens, cafes, bistros, taverns, etc. This takes into account the total number of food outlets, the total number of seats, the uniformity of their placement on the territory of the region, the presence of food outlets near tourist centers and enterprises along highways and railways, rural areas located on tourist routes, technical equipment of food outlets. On a par to with previous factors, the level of services offered: variety of dishes, preparation of traditional dishes of local cuisine, availability of dishes from organic products and wild plants is one of the essential elements. According to the analysis of the territory under point 3.3 (according to table 1), it is given a score of 2. Because the territory under study is located in close proximity to the locality of S. Kosistek, S. Shamshi Kaldayakova (Figure 3), where there are directly catering outlets, shops, etc.

Figure 3. Settlements near the study area (photo of the author from a quadrocopter); a - Locality S. Kosistek; b - Locality S. Shamshi Kaldayakova

The level of nutrition corresponds to rural areas (natural products, which is important). However, near natural and recreational resources, infrastructure like seasonal rest homes, food outlets, etc. is completely lacking.

3.4 The information support block. On this point, we gave 1 point, since there is no information support; there is no publicity covering the beauty of nature. Information is distributed only through the local population (fishermen, hunters, etc.). In order to improve the information support, local authorities are recommended to develop infrastructure for seasonal tourism. Organizing beach places, putting various cafeterias, places for overnight stays and family holidays for summer and organizing skiing, sledding on hilly terrain and an ice rink on a pond for winter activities would transform infrastructure and therefore info support. It is also necessary to engage the local population for the development of cultural crafts and trade (local agricultural products, etc.).

CONCLUSION

The assessment of recreational resources for the development of tourism is carried out by experimental means. A particular difficulty in evaluating recreational resources lies in the fact that they must be considered both from the perspective of recreation organizers and from the perspective of vacationers. Thus, we have created an information block on the assessment of recreational potential. The final score is 2.1 (Table 1.). If we look at blocks 1-3, then block 1 "natural landscape potential" received the highest score. The "infrastructure" block got the lowest one. This suggests that having such a natural resource potential, it is necessary to improve human and infrastructural potential.

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HIGHER EDUCATION AND TRAINING TOWARDS GLOBAL COMPETITIVENESS AND HUMAN DEVELOPMENT IN INDONESIA

Ifan DEFFINIKA*
Universitas Negeri Malang, Faculty of Social Sciences, Department of Geography, Indonesia, e-mail: ifan.deffinika.fis@um.ac.id

Inanditya Widiana PUTRI
Universitas Negeri Malang, Faculty of Social Sciences, Department of Geography, Indonesia, e-mail: inandityaputri@gmail.com

Khairunnisa Boru ANGIN
Universitas Negeri Malang, Faculty of Social Sciences, Department of Geography, Indonesia, e-mail: khairunnisaba@gmail.com

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Abstract: This research explains about Indonesian labor competitiveness from perspective of the 5th pillar GCI (education and training). The purpose is to (1) measure the readiness of Indonesian labor at the ASEAN level and (2) ana-lyzed relationship between GCI and HDI. This research was using descriptive and inferential analysis. The re-sults show Indonesia is in fourth place in ASEAN. Coefficient correlation between the 5th pillar of CGI and HDI is 0.874. This explain the quality of human development is strongly related to global competitiveness. It can be interpreted that increasing human resources will also have positive impact on global competitiveness trough improving education.

Key words: competitiveness, human resources, aec, industrial revolution 4.0, education and training

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INTRODUCTION

Sustainable Development Goals (SDGs) target concerning various issues about development, from poverty to international cooperation. Every country that is a member of the United Nations (UN) has agreed on and implemented this global SDGs commitment, as well as Indonesia. As a member of the United Nations, Indonesia has committed to implementing SDGs to improve the welfare and social quality of its people (Afandi, 2017). Global partnerships and cooperation are SDGs goals that can be realized by a strong commitment between countries. Partnerships and cooperation between countries in ASEAN are getting better with the formation of the ASEAN Economic Community (AEC). AEC is the realization of the Southeast Asian free market with the aim of increasing competitiveness and attracting foreign investment (Warta Ekspor, 2015). Foreign investment is one of the components that make up the Gross Domestic Product (GDP). The existence of foreign investment can be used by each country to improve the public services they have. This is done to achieve the existence of a country's national development (Pramono and Rofi, 2013). The existence of foreign investment will also have an impact on increasing employment which leads to community welfare (Puri, 2014).

As a member of the ASEAN Economic Community, Indonesia has many superior sectors that have great potential in the AEC competition (Nursyamysi and Subarkah, 2016). However, Indonesia is not ready to rely solely on the available sectors if there is no balance between managing Natural Resources and Human Resources (HR). Human resource development is an important part of increasing the competitiveness of labor. Education and training are part of the workforce development requirement. With the fulfillment of education and training, a person will be able to get work autonomy and will lead to an increase in the career ladder. This is a challenge for developing countries (Khan et al., 2020; de Saxe Zerden et al., 2019). Many countries such as China and South Korea see the importance of developing human resources in economic development (Adam, 2017). In line with its vision that reflects on the successful experience of the European Union, ASEAN hopes that by 2020 the Southeast Asian region will become a single market base. It is hoped that in this ASEAN Economic Community (AEC) the market can product goods, services, investment, capital, and skilled labor can move freely (Deffinika, 2014).

Asia, as the largest continent with a high population density, must always pay attention to the state of human development in each of its regions, because this greatly affects national development. The education dimension in the Human Development Index is represented by years of school taken by the community in an area. The awareness of the population in an area of the importance of education can change the country to be better. This change is an indication of the developed or undeveloped human resources in a country (Pramono and Rofi, 2013). The progress of a country does not only come from the availability of its natural resources, but is largely determined by the quality of human resources in managing these natural resources. Human resource development is the key point in optimizing national development. Improving the quality of human resources can be done through education. Human resource development needs to be

* Corresponding author

managed effectively and efficiently, both in terms of quantity and quality (Suratini, 2017). Optimal human resource development can encourage a country to compete globally (Afandi, 2017).

Indonesia is predicted to have a demographic bonus, which means that the number of people in the productive age population will exceed the unproductive population (Umar, 2018). Based on (BPS RI (2018), in 2017 the number of productive age population in Indonesia now is 181,354,900 people, while the number of non–productive people is 86,719,500 people. Population growth and the existence of a demographic bonus that will be achieved by Indonesia in 2030–2035 are expected to provide benefits in achieving national development. The demographic bonus will clearly present opportunities and challenges for Indonesia. Various preparations must be made properly to achieve the demographic bonus so that it does not become a disaster for the country. Productive age population in Indonesia needs to be prepared to be competitive in the global market, especially in the era of the industrial revolution 4.0. It is hoped that the population of productive age can increase and promote national development. Not only that, but government support is also needed to support the success of national development (Ayu, 2018).

Employment wage done repeatedly would create a labor market and increase economic growth (Garidzirai and Pasara, 2020). In the era of the industrial revolution 4.0, many opportunities opened up for labor in Indonesia, especially in the manufacturing sector. In this sector, it is expected that each labor will have expertise in line with ongoing technological developments. To create a better quality of human resources, it is necessary to implement a program of upgrading and renewing skills for the labor based on current needs (Indonesian Ministry of Industry, 2018). Airlangga Hartarto from Indonesian Ministry of Industry (2018), in a press release said that one of the priority programs in the roadmap making for Indonesia 4.0 was improving the quality of Indonesian human resources. Based on this, Indonesia plans to change the education curriculum by emphasizing the fields of Science, Technology, Arts, and Mathematics (STEAM). Zahidi, the head of the WEF’s new economy and society, said that a country can develop and prosper if it succeeds in pursuing innovation. Not only investing in technology, but every country must invest in the human resources and institutions they have. With the advancement of these resources and institutions, technological advances will also be realized (Ventura, 2018).

Human resource development can be started by developing basic skills as a human capital. This human capital will not only provide skills to get a job but also make a person able to function optimally in their community (Chowa, 2019). The first basic skill that must be developed is life skill, where a person must be able to understand oneself and be responsible for their social environment. The second skill is learning and innovation skill where a person is required to always think critically so that they can solve complex problems and be able to collaborate and always provide new innovations. The third skill is literacy skill. With a variety of knowledge possessed as well as mastery of technology, it is hoped that someone can solve various daily problems that exist (Zubaidah, 2019). Preparation to compete in the global market has an important role that cannot be ignored. In the era of the Industrial Revolution 4.0, people needed to have basic abilities, not only knowledge–based abilities, but also knowledge that was applied in real terms (Budiati et al., 2018). Haryono (2018) said, now that Indonesia has entered the era of free trade, Indonesians must be able to compete globally. The World Economic Forum (WEF) regularly publishes a Global Competitiveness Report to evaluate competitiveness in various countries. Global Competitiveness Index (GCI) is a starting point tool for the government and the private sector. The global competitiveness index provides information on what is needed to increase growth and reduce poverty.

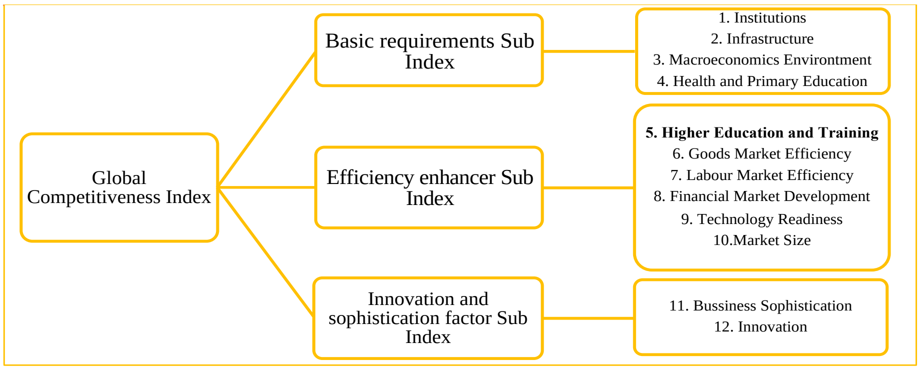
The report of the World Economic Forum in 2016 shows that the ranking of world competitiveness in the top 10 is dominated by countries in Europe. Switzerland is the country that has the highest competitive score for two consecutive years, with a score of 5.81. In 2016, Indonesia was ranked 41st its means that Indonesia experienced a decrease in the competitive level of 4 levels from the previous year. Indonesia itself has a score that is still far below Singapore, Malaysia and Thailand (Raimanu, 2016). According to the Coordinating Board for the Head of Investment, Indonesia’s downgrade of world competitiveness was due to the government’s lack of economic policies.

The government is considered unaware when commodity prices are high. As a result, the government needs to increase competitiveness through the development of human resources in terms of education and skills to face the challenges and opportunities in the 4.0 industrial revolution. Achieving development in the era of the industrial revolution 4.0 requires a population with competitive international human resource quality. Based on the explanation above, this research will identify the competitiveness of Indonesian labor in the education and training sector. It will also be seen whether there is a relationship between the Global Competitiveness Index and the Human Development Index. The main objective of this research is to measure the readiness of the competitiveness of Indonesian labor in facing various global challenges from the Revolutionary Industry 4.0 from the education and training sector.

METHODS

This research uses a quantitative approach with an inferential analysis to measure Indonesian labor readiness using education and trainee indicator, which are one of the indicators of the global competitiveness index. Global Competitiveness Index (GCI) is composed of three Sub–indexes, (1)basic requirements Sub–index, (2)efficiency enhancer Sub Index, and (3)innovation and sophistication factor Sub–index. All indicators come from a combination of data by World Economic Forum’s Executive Opinion Survey then compiled into 12 pillars of the Global Competitiveness Index (GCI) of the Industrial Revolution 4.0. (Schwab, 2018). The constituent components and weight can be seen in the Figure1. The weight of the competitiveness index measurement depends on the country classification. WEC classifies countries based on the stages of development based on per capita income. Indonesia’s per capita income in USD is 3,893, so that it can be categorized into Stage 2. In countries classified as stage 2, the greatest weight lies in the Efficiency Enhancer Sub Index. One of the indicators on the efficiency enhancer Sub Index is higher education and training. Figure 1 show further information about GCI composit index.

Therefore the focus of this research will be to identify the competitiveness of the labor from the indicators of higher education and training. This indicator is an important issue on labor productivity which will indirectly impact the country's economy. In the era of globalization, a country needs educated and skilled labor who are able to perform complex tasks and can adapt quickly to analyze changes occurring in their environment. This research uses Labour Force Concept (Adam, 2017) with subjects Indonesian labor status aged 15 years and over. The labor readiness is intended to measure the quality or ability of Indonesian labor by using the Global Competitiveness Index. The framework in this research can be seen in Figure 2.



Weight	Stage of Development				
	Stage 1	Transition from Stage 1 to Stage 2	Stage 2: Efficiency Driven	Transition from Stage 2 to Stage 3	Stage 3: Innovation Driven
GDP per Capita (US$)	<2000	2000–2999	3000–8999	9000–17000	>17000
Basic requirements Sub Index (%)	60	40–60	40	20–40	20
Efficiency enhancer Sub Index (%)	35	35–50	50	50	50

Figure 1. GCI Component and Weights of Sub–Index Values Based on Development Stage (Source: Global Competitiveness Report Schwab, 2018)

Table 1. Reliability test results

Reliability Statistics	
Cronbach's Alpha	N of Items
.774	3

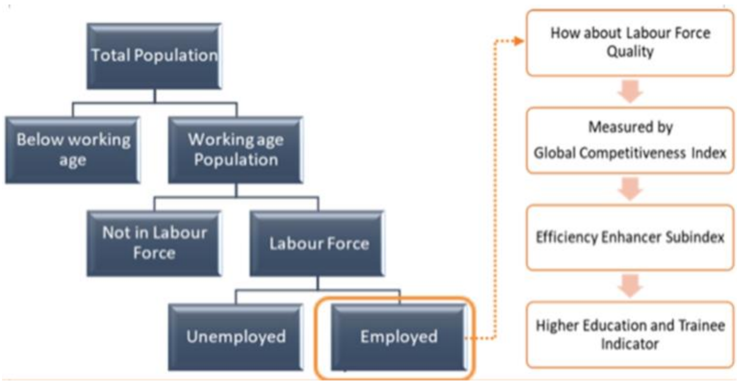


Figure 2. Research Framework

Table 2. Validity Test Results

Validity test		
	The 5^{th} Global Competitiveness Index	Global Competitivenes s Index
Correlation Coefficient	**0.874 ****	**0.850 ****
Sig. (2-tailed)	0.005	0.007
N	8	8

*** Correlation is significant at the 0.01 level (2-tailed)*

This research focuses on the measurement of indicators of higher education quality and training. Higher education quality and training are crucial issues for economies that want to move up the value chain beyond simple production processes and products. Nowadays the globalizing economy requires countries to preserve well–educated labor who are able to perform complex tasks and adapt quickly to analyze changes in their environment and the evolving needs of production systems. The pillar measures secondary and tertiary enrolment rates as well as the quality of education as evaluated by business leaders. The extent of staff training is also taken into consideration because of the importance of vocational and continuous on work training which is desolate in many economies for ensuring a constant escalation of labor' skills. The moment the country becomes more competitive, it will escalate productivity and salary will rise with advancing development. The countries will move into the efficiency that drives the development stage, when they must begin to develop more efficient production processes and escalate product quality because the salary has risen and they cannot escalate prices. This point towards competitiveness is escalating driven by higher education and training (5^{th} pillar), efficient goods markets (6^{th} pillar), well–functioning labor markets (7^{th} pillar), developed financial markets (8^{th} pillar), the ability to harness the benefits of existing technologies (9^{th} pillar), and a large domestic or foreign market (10^{th} pillar).

Finally, as countries move into the innovation–driven stage. The data source in this research uses secondary data obtained through the global competitiveness index issued by the World Economic Forum (WEF) and labor data issued by *Badan Pusat Statistik* (BPS). The existing data will be processed into a single tabulation, then used to explain the condition of the 5^{th} pillar of the Global Competitiveness Index (GCI) in Indonesia. Data analyzed by using descriptive analysis to compare Indonesia data with other ASEAN countries. This is done to see to what extent Indonesia can compete with other countries in terms of labor education and training. Spearman non-parametric correlation analysis also used to measuse relationship between the Indonesia's human resources development index (HDI) and the condition of the competitiveness of Indonesian labor in the fields of education and training. This can be seen based on the HDI score and the GCI score. There are three variables used in this research, namely the HDI score of ASEAN countries (as the independent variable / Y), the Global Competitiveness Index score of the 5 pillars of ASEAN countries (as the dependent variable / X_1), and the overall score of the ASEAN countries Global Competitiveness Index (as the dependent variable / X_2).

Before carrying out all the tests that have been determined, the previous researcher conducted a reliability and validity test to ascertain whether this research could be carried out. The reliability test was conducted to see whether the research instruments owned by the researcher could be used in this research. The validity test is carried out to see whether this research instrument can perform its function properly. From the validity test, researchers can also find out whether the instrument used can achieve the intended target or not. The results of the reliability test showed in Table 1. Cronbach's Alpha value on the variable that the researcher used was 0.774. This value indicates that research instrument is reliable and can be used. This is indicated by Cronbach's Alpha value > 0.6. The results of the validity test showed in Table 2. The correlation coefficient between the three variables, namely the 5th pillar of the Global Competitiveness Index score, the Total Global Competitiveness Index, and the Human Development Index, which show that the number is higher that the r table value that has been set, that is 0.707. The correlation coefficient result between the Human Development Index variable and the total 5th pillar of the Global Competitiveness Index is 0.874. Not much different from the correlation of HDI and the 5th pillar of GCI results, the validity test between the Human Development Index variable and the total score of the Global Competitiveness Index is 0.85. Reliability and validity test results show that the research instrument can be used and can perform its functions properly, by achieving the goals that have been aimed.

RESULTS AND DISCUSSIONS

1. Labor Characteristics

By joining the AEC, Indonesia has challenged themself, especially in terms of optimizing natural and human resources. Good resource management will help accelerate the realization of national development. Globalization and urbanization create unlimited competition, thus demanding Indonesia to have good international competitiveness as well. Therefore, human resource development is very important. Human resource management must be balanced between quantity and quality. The Coordinator Ministry for Human Development and Culture notes that people with a high school background make up nearly 90 percent of the labor in Indonesia. The work force originating from universities occupies only about 10 percent. The existence of this fact proves that in the country of Indonesia, the number of skilled labor is not proportional to the challenges that emerged during the era of the 4.0 industrial revolution. The number of skilled labor is minimal. In addition, skill and character education must run with a good nutritional condition. In the Human Capital Life Cycle owned by the Coordinator Ministry for Human Development and culture, it is explained that the first aspect in the scope of life of nutritional intake needs to be prioritized (Murdaningsih and Widyanuratikah, 2020). Labor conditions in Indonesia based on the level of education completed can be seen in Table 3:

Table 3. Employment conditions based on education level (Source: BPS RI, 2018)

Graduate Information	The Number of Labor	Percentage (%)
Primary	50,458,493	40.69
No/not finished elementary school	19,197,659	15.48
Primary school	31,260,834	25.21
Secondary	58,442,814	47.13
Junior high school	22,424,728	18.08
Middle School/Vocational High School	36,018,086	29.05
Tertiary	15,103,643	12.18
Academy/College	15,103,643	12.18
Total Works	124,004,950	100.00
Labor	131,005,641	
Working Age Population	194,779,441	
LFPR Value	67.27	

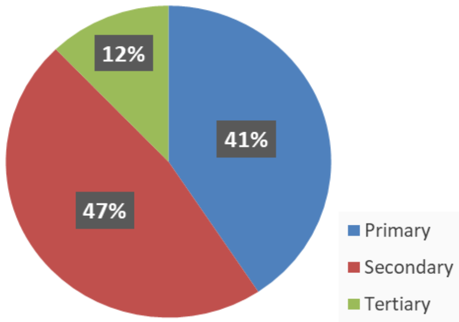


Figure 3. Classification of the Education Level of Indonesian Labor (Source: Processing by researcher using data from BPS RI, 2018)

Education is the key factor to human development (Mwakio, 2017). The level of education will have an effect on their working opportunities. The lower education level, the less job opportunities and income he will receive. Table 3 shows the number of labor based on the last education completed. The largest number of labor are labor with secondary education at the high school or vocational school level. This is in accordance with the records held by the Coordinator Ministry for Human Development and Culture of Indonesia. Figure 3 show the comparison between level of labour education. Compared to the total labor with a tertiary educational background, which is 15 million people, there are far more labor with a secondary education background, which is 58 million people. The figure that is often used to express the number of the labor force is the Labor Force Participation Rate (LFPR), which is the ratio between the total number of labor and the number of the working age population. *LFPR* can also be referred to as an economic indicator in employment. Therefore, the higher the *LFPR* rate in an area, the better the economic level of the community. Education continues to be the main factors affecting the benefits of human resources in Indonesia. Education opens up space for the accumulation of knowledge and skills, both technical and cognitive functions that are important to increase productivity. The measure of global competition in education is divided into two, namely basic education and higher education. Higher education is measured by middle and high levels. Then educational participation is also affiliated with training. In terms of quantity, the structure of the labor according to educational background in Indonesia is dominated by their primary school education. This research classified education into three classes, the level of education of the labor in Indonesia can be seen in the Figure 4.

The highest number of secondary, mean labor with junior and senior high school education levels dominate in Indonesia. Labor with secondary education level finds it difficult to compete in formal work and become professionals. Wibowo (2016) said that in reality in the field currently high school graduates, especially vocational schools, are considered not ready to become a labor. The industrial world today wants not only graduates with good grades, but graduates who have technical competence and good attitudes. Many high school graduates do not yet have the main competition like what the industry wants, namely hard skills and soft skills. Sometimes between the two abilities, only one is mastered by a high school graduate. Not only vocational high school graduates are required to be people who have the ability to meet the demands of the world of work, but college graduates are the same. Today's university graduates are required to have high creativity, be adaptive, creative, able to think, be able to work across disciplines, and be ready to face the changing times. The Director General of Higher Education, Nizam, hopes that the campus will be able to produce creative and innovative graduates, but still uphold the values of national character. According to him, this is the key for Indonesia to create an advanced Indonesia with superior human resources who are able to compete globally (Prodjo, 2020).

Competitiveness is defined as the conditions of an institution, policies, and factors that determine the level of economic productivity of a country. High productivity reflects high competitiveness, and high competitiveness has the potential to enable high economic growth, which in turn will improve the welfare of the country's people. The inability of Indonesian graduates to compete in the country to find new jobs, will result in many unemployed educated persons. This can happen if Indonesian graduates have much lower skills than other countries. If the problem of unemployment and the quality of the labor can be addressed and increased, it will greatly impact the progress of the Indonesian nation (Putra, 2020). Beyond, labor with low–skill abilities are also needed in the business world. A research showed that labor with low skills are needed in labor–intensive industries. They are hired so that the company can have great benefits from providing low wages (Iqbal, 2017; Puangyoykeaw and Nishide, 2014, 2015).

2. Development of Indonesia's Global Competitiveness Index

Vukovic et al. (2012) explain that competitiveness has several definitions and theories. The World Economic Forum defines competitiveness as the set of institutions, policies, and the various factors that determine the level of productivity of a country. The level of productivity of a country will determine the level of prosperity that can be achieved with the economy. The productivity level also determines the rate of return on investment in the economy, which will be the main driver of the growth rate. In other words, a more competitive economy is likely to grow faster (Schwab, 2014). Competitiveness is the foundation of prosperity, based on the economy's productive potential of a country, which in turn is ultimately determined by the productivity of the company as determined by the sophistication of company operations and strategy as well as the quality of the microeconomic business environment. Indonesia, which is a developing country, has become a country that is considered quite competitive. Based on the data contained in the report belonging to the World Economic Forum (WEF), it is known that every year the Indonesia GCI score has fluctuated. Changes in the fluctuating score make the ranking of the Indonesian state also experience a fluctuating phase every year as shown in Figure 5:

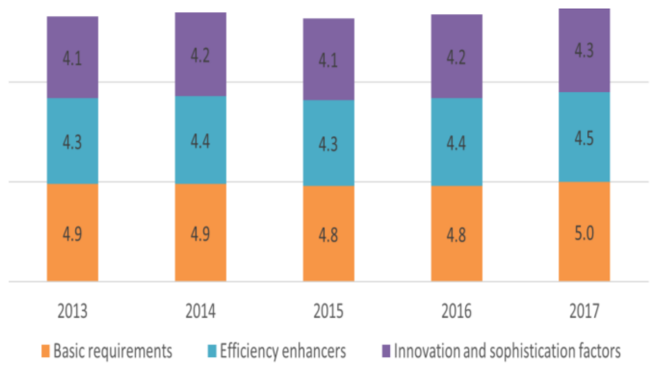


Figure 4. Development of the GCI Sub–Index in Indonesia (Source: Schwab, 2017)

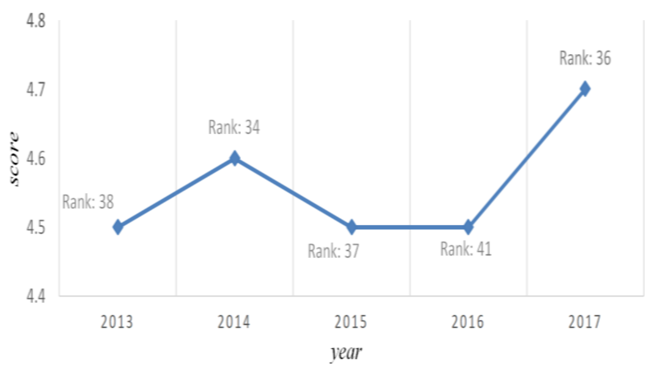


Figure 5. Indonesia's GCI Score and Ranking in 2013–2017 (Source: Schwab, 2014 and 2017)

In 2013 Indonesia had a global competitiveness value of 4.5. In that same year, Indonesia was ranked 38 out of a total of 148 countries. Then, in 2014 Indonesia experienced an increase in value to 4.6 and was ranked 34. In 2015 Indonesia again experienced a decline of up to 3 ranks with a CGI score of 4.5. In the following year, Indonesia still had the same CGI score, which is 4.5, but this year Indonesia has again decreased its ranking to rank 41. This year, Indonesia has a significantly different score from several countries in ASEAN, namely Singapore, Malaysia, and Thailand. Raimanu (2016) states that there are three reasons why Indonesia has experienced a decline, namely the impact of economic policy packages that cannot be felt, faster recovery in other countries, and there are still many structural factors that have not been touched.

Then in 2017, Indonesia experienced an increase in value and ranking on the GCI. In that year Indonesia was ranked 36th with a score of 4.7. Haryanto (2019) said that the increase in Indonesia's position in the GCI ranking was due to improvements in 10 of the 12 pillars that became the basis for the assessment. Indonesia is recognized as having advantages in the pillars of health, basic education and infrastructure. But the WEF also provides recommendations to Indonesia to pay attention to the aspect of equal distribution of GCI indicators. There are several indicators that need attention because they become obstacles in business in Indonesia, particularly corruption, unstable policies, inflation, access to finance, and the quality of human resources which is still quite low (Raimanu, 2016). In 2017. Indonesia has a GDP per capita of US$ 3,875.8. The average GDP per capita increase in Indonesia over the last 10 years is 5.5. With the amount of GDP possessed by Indonesia, according to the stage, development Indonesia occupies stage 2 (Efficiency Driven). In stage 2, the efficiency enhancer sub–index has the largest percentage compared to other sub–indexes, which is 50%. Two other sub–indexes, namely the Basic requirements sub–index, contributed 40%. At the efficiency driven stage which contains 5 pillars of the Global Competitiveness Index, Indonesia has the highest score on the Market Size, namely 81.6. then followed by the 5th pillar score with a score of 71.7 and the 6th pillar with a score of 64.1. Figure 5 shows the development of Indonesia's CGI sub–index. It is known that each of the 2013–2017 pillars experienced an increase and decrease in the graph. The increase in value can occur because in each pillar there are changes caused by the state of growth and development in Indonesia. It can also be seen that every year Indonesia has the largest GCI contribution value in the basic requirements sub–index. This sub-index has a value ranging from 4.8 to 5.0, which is the highest achievement score for Indonesia during the 5–year period, 2013–2017. The sub-index that contributed the least to GCI Indonesia were innovation and sophistication factors, which each year have scores ranging from 4.1 to 4.3. Departing from this, It can be seen that the Indonesian people are still a little weak against today's business sophistication and also new innovations.

3. Global Competitiveness Index of Indonesia and ASEAN

Rank of ASEAN Global Competitiveness Index can be seen in Table 4. As one of the countries included in the Association of South East Asian Nation (ASEAN), Indonesia's competitiveness is still below Singapore (ranked 3, with score 5.7), Malaysia (ranked 23, with score 5.2), and Thailand (ranked 32, with score 4.7). Indonesia is ranked 36th with a score of 4.7 in the overall Global Competitiveness Index (GCI). This shows that the ability of Human Resource (HR) in Indonesia is still low. Human resources based on one of the pillars of assessment in Global Competitiveness Index (GCI) released by the World Economic Forum (WEF) in 2018 which is the skill or skills of human resources (HR) Indonesia ranks fourth among the countries in Southeast Asia. Reciprocally, one of the Global Competitiveness Index approach is a human–centric approach, which is an assessment of human resources skills. The assessment covers the effectiveness of education, the level of training of staff, the quality of vocational training and skillset graduates. The covering besides digital skills, ease of finding skilled employees, expectations of a period of education, critical thinking in the learning process, until the pupil–teacher ratio in primary education.

Table 4. Global Competitiveness Index of ASEAN Countries (Source: Schwab, 2017)

Country	GCI Rank	GCI Score	The 5th Rank Pillar	The 5th Pillar Score
Singapore	3	5.7	1	6.3
Malaysia	23	5.2	45	4.9
Thailand	32	4.7	57	4.6
Indonesia	**36**	**4.7**	**64**	**4.5**
Brunei Darussalam	46	4.5	67	4.5
Philippines	55	4.3	56	4.4
Viet Nam	55	4.4	84	4.2
Cambodia	94	3.9	124	2.9

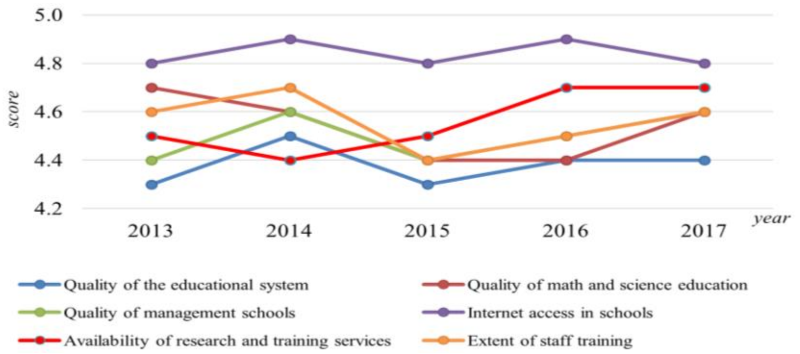


Figure 6. Values in the Pillars of Higher Education and Training (Source: Schwab, 2017)

4. Development of the Pillars of Higher Education and Indonesian training

Education is a reliable and competitive measure of the ability of human resources to compete with other countries, especially in Southeast Asia. Education has always been the main issue which is still widely debated in all circles. By investing in education, the human resource will be able to compete and survive in the working environment or professional world (Chowa, 2019). The Indonesian education is still weak. This can be seen at least from the number of higher education graduates compared to elementary school graduates. Currently Indonesia is faced with challenges that will change the world of education to become high standard education, foreign educational institutions that continue to develop, as well as the labor market which is being taken over by foreign labor. The government has made efforts to improve the quality of Indonesian education through various policies such as teacher certification, school operational assistance *(Bantuan Operasional Sekolah/BOS)*, grants, and setting national standards. With the existence of national standards, it is hoped that the quality of education in Indonesia will be better. There are obstacles and efforts made by the government to improve the quality of education, including a) curriculum content, b) learning processes and targets, c) educators and educators, d) increasing the level of graduates e) determining expenditure financing, programs f) management learning in the form of bilingual, g) perception of assessment, and h) fulfillment of facilities and infrastructure to support the quality of education. Based on the Fıgure 6, it is known that the quality of education in Indonesia is quite minimal and has fluctuated every year. This occurs in the impression that the centralization policy is more concentrated in Java or it can be referred to as Java Centric. This has resulted in inequality of education in other islands, especially eastern Indonesia. The quality of education equity in Indonesia is supported by government programs, which is accrediting institutions that have been tested by quality indicators. The government initially had a compulsory education program for nine (9) years, then the government changed it to compulsory twelve (12) years.

4.1. Internet Access

Nowadays, the world, even Indonesia, has special needs for the internet. Technological Readiness in social economi daily lives also perceived in education (Bhuiyan et al., 2020). The importance of technology also plays a role in the world of education.. The rise of e–learning, the e–library increasingly requires students to master learning devices that are directly connected to the internet. The rapid development of technology in the industrial 4.0 era also greatly influenced the characteristics of existing jobs, which in this era focused more on skills and competencies. Because the 4.0 era utilizing the technology in line with the ease of connectivity massive internet was also very influential. Characteristics 4.0 includes digitalization, optimization, and customization of production, automation, and adaptation, the interaction between people and machines, added services and business, automatic data exchange and communication and information technology. The skills become a challenge for the world in which education must collaborate with industry transformation by considering a variety of sectors that may benefit human resources as a driver. The industry besides revolution 4.0 also must respond quickly and precisely to be able to improve Indonesia’s competitiveness amid competition. One of the main things to do in higher education institutions is to improve the management of data and information so that information can be conveyed properly to each circle. The good system and good information management will be of interest to prospective students to continue education to a higher level.

4.2. Education System

Education remains a major scourge which is still widely a debate in all circles. Indonesia still has a weakness in the field of education that can be seen from at least graduates compared to graduates of primary school, but education is one of the factors capable of human resources that are reliable and competitive to compete with other countries, particularly in Southeast Asia region. Indonesia is faced with the challenges and changes that will occur in the world of education as a high standard of education, foreign education institutions are flourishing, as well as a labor market predicted to be overrun by foreign labor. The government is trying to improve the quality of Indonesian education through various policies such as teacher certification, school operational assistance *(Bantuan Operasional Sekolah/BOS),* block grants and setting national standards. With the existence of these national standards, it is expected that the quality of education in Indonesia will fluctuate. The government has found a bright spot where the number of graduates at the junior secondary level always experiences an increase every year. There are obstacles and efforts made by the government to improve the quality of education, including a) the contents of the curriculum, b) the process and learning targets, c) educators and educators, d) increase the level of graduates e) determination of expenditure financing, f) management learning programs in the form of bilingual, g) perception of assessment, and h) fulfilment of facilities and infrastructure as a support for the quality of education.

4.3. Higher Education Participation

Education is an important role that can be a determining factor, especially regarding human resources. Decisions in education are influenced by not only personal characteristics but also family and regional characteristics. Higher education also has functions for the world of education in Indonesia, among others, to help, create, promote and share knowledge through the academic process. High education can also be a driving factor for the birth of an educated professional labor.

The government’s effort to improve the quality of higher education is to develop the infrastructure of educational institutions. Higher education is very influential as the relevance of labor needs in the global era. Then the fact of the challenge for labor in the global era is the absence of job opportunities as a result of instability and fluctuations in the global economy. If we look at the trend towards the proliferation of young people, educated unemployment is one indication of this. Various factors influence the occurrence of unemployment fluctuations including; a) entry of foreign labor with far better qualifications, b) an increase in the number of tertiary institutions with inadequate qualifications, and c) competition in the world of education which continues and is getting tighter.

4.4. Digital Infrastructure in School

Infrastructure is often intersecting with the narrower sense, as we all know are things that have a physical form, but said infrastructure does not necessarily have a physical form. Non–physical infrastructure development in the area of education like a digital library is one of the infrastructure development efforts embedded with internet access installed in the library as a complementary means of a computer. One of the benefits offered by digital infrastructure is rapid support to science. The rapid mark has been started when the great universities in various countries complement the high-performance computers and the availability of laboratories in various research centers who started using computers with high performance. The development of technology that is used for scientific purposes, came to the idea of cyber–infrastructure and e-science which previously put forward the machinery and engineering, as time goes processing able to propagate the information, communications, data, and storage. The phenomenon of the explosion of information that can be accessed by all parties to encourage scientists to conduct studies has grid-computing. The original grid–computing concept as mass user activity on the computer where the network resources are in the form of a heterogeneous or not centralized. Indonesia government has made an effort to use the Palapa Ring which is predicted to become a bridge of communication between the island which is also a means of support to the 4.0 industrial revolution. Governance strives for challenges in digital infrastructure development in the area of education is its connectivity. Connectivity is the key to the spread of data and opera–widely.

5. Development of the Pillars of Higher Education and Training in Indonesia and ASEAN

Based on a report by the World Economic Forum, in 2017 Indonesia was ranked 64th globally in the higher education and training pillars. When compared with other ASEAN countries, it can be seen in Figure 7 that Indonesia is in 5th place out of 10 other ASEAN countries. Singapore is a country in ASEAN that is included in the top 2 countries with the highest Global Competitiveness Index in the field of education. Then followed by Malaysia which is ranked 46th globally and Brunei Darussalam at 55th globally. Unlike Singapore, Myanmar is a country in ASEAN with a relatively low ranking globally. Myanmar is the last country in the education sector in ASEAN, while globally, the country is at number 139.

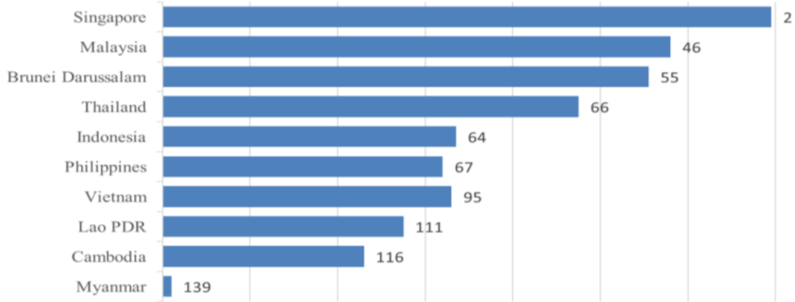


Figure 7. ASEAN Higher Education and Training 2017 Rankings (Source: Schwab, 2017)

Table 5. Correlation Test Results

Spearman's Correlation Test		
	The 5th Global Competitiveness Index	Global Competitiveness Index
Correlation Coefficient	**0.874 ****	**0.850 ****
Sig. (2-tailed)	0.005	0.007
N	8	8

** Correlation is significant at the 0.01 level (2-tailed)

5. The relationship between the Human Development Index and the 5th Pillar of the Global Competitiveness Index

The relationship between the Human Development Index (HDI) and the 5th pillar of Global Competitiveness (GCI), namely Higher Education and Training, is seen using the correlation test. Correlation test was performed using non-parametric spearman correlation. Non–parametric analysis is used because the data owned by the researcher does not meet the requirements for doing a parametric analysis. Variables that are more than 2, the number of data samples owned by the researcher is less than 30, and the type of data held is in the form of nominal or numerical data, this is the reason for the use of non–parametric analysis in the correlation test of this research. The following results of the correlation test can be seen in Table 5. The correlation test using the Spearman method shows that there is a relationship between the Human Development Index (HDI) variable and the 5th pillar of the Global Competitiveness Index (GCI) and the overall Global Competitiveness Index (GCI). Based on Table 5 above, it can be seen that the correlation between HDI and CGI pillar 5 is 0.874 with a significance of 0.005, while the result of the correlation between HDI and GCI as a whole is 0.850 with a significance of 0.007. The results show that there is a relationship between the three variables that the researcher uses. The relationship between the three variables is a strong relationship because the value is above 0.7. The significance of < 0.05 also shows that the correlation between the three variables is significant. Based on the explanation above, it can be seen that the Human Development Index is related to the Global Competitiveness Index, so it can be said that the development of the quality of human resources is related to global competitiveness. In addition, one of the basic factors in the Human Development Index and the Global Competitiveness Index is education. The better the quality of education, the better the quality of human resources and global competitiveness. This of course also applies in Indonesia. If the government wants to make Indonesia more advanced, changes must be made to its human resources. This is also in line with the opinion of Sulisworo (2016) in his research entitled "The Contribution of the Education Quality System to Improve the Nation's Competitiveness of Indonesia", He said that education is the best strategy in improving the quality of human resources.

CONCLUSIONS

In the era of industrial revolution 4.0, good quality of human resources is currently needed. The labor is required to be competitive, innovative and capable to solve things. Participation in ASEAN Economic Community (AEC) has challenge Indonesia to optimize natural resources and human resources. Good resource management will help accelerate the realization of national development. Currently, the Indonesia Coordinating Ministry of *Human Development and Culture* notes that 90 percent of Indonesia's labor are secondary school graduates. The level of education of a person affects the opportunity to work. Among several other ASEAN countries, Indonesia is still in the 4th or 5th place. This shows that the ability of Human Resource (HR) in Indonesia is still low level. Relationship between the Human Development Index (HDI) and the Global Competitiveness Index (GCI) was carried out by using Spearman Non-Parametric Correlation. The correlation between the 5th pillar of HDI and CGI is 0.874 with a significance of 0.005, while the result of the HDI correlation between HDI and GCI as a whole is 0.850 with a significance of 0.007. This represents that human resources quality development is related to global competitiveness. Human resources enhancement will also have a positive impact on global competitiveness through improving the education level. Meanwhile, the thing that can obstruct the global competitiveness enhancement in Indonesia is the high corruption rate that exists within Indonesia's human resource. Until now, the government's main focus has been on corruption eradication. But this will not be possible if the corruption eradication is not carried out from an early age, which is providing equal education as capital to achieve national development.

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INFORMAL BUSINESS TOURISM IN CAMEROON

Tembi Maloney TICHAAWA*
University of Johannesburg, School of Tourism & Hospitality, College of Business and Economics, South Africa, e-mail: tembit@uj.ac.za

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Abstract: The uniqueness of business tourism in the African context is argued to be an amalgam of several clusters of activities manifested in both the formal and informal sectors. In this study, business tourism in the global south, with a specific focus on the informal sector in Cameroon is analysed. Using data that was collected from a series of semi-structured interviews conducted with three hundred and seventy-seven business travellers, the study reveals that informal business tourism includes domestic business travellers classified into five distinctive categories: (1) informal salespeople (2) shopowners (3) herdsmen (4) local farmers and (5) wholesalers. The study concludes that informal business tourism represents an important sector that contributes to tourism development and if well harnessed, its multiplier effect could be widespread amongst the different economic sectors of Cameroon.

Key words: informal business tourism, Cameroon, informal business traders, domestic tourism

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INTRODUCTION

Business tourism is one of the oldest forms of travel and has been acknowledged as an essential component of international tourism (Rogerson, 2015; Marques and Pinho, 2021). Indeed, pre-COVID-19, business tourism was identified as one of the largest growing segments of tourism, with the United Nations World Tourism Organisation (2017) reporting business tourism to account for 40% of the total international tourism market. Further, the World Travel and Tourism Council (WTTC) recorded that business tourism contributes to approximately 21.5% of the total tourism receipts (WTTC, 2019). Despite its prominence, business tourism has been recognized as a significantly under researched area in scholarship (Rogerson, 2015; 2014a; 2014b; Tichaawa, 2017; Spencer and Bavuma, 2018; Marais et al., 2017) with available literature on the sector within the developing context being very limited and far scarcer than for its developed counterpart.

For Sub-Saharan Africa, business tourism is of great significance as it contributes a major portion of international arrivals (Rogerson, 2015; 2014a; 2014b; Tichaawa, 2017; Spencer and Bavuma, 2018; Marais et al., 2017; Davidson, 2018). Christie et al. (2013) notably point out the uniqueness of business tourism in the developing context, averring business tourism volumes to far exceed those of leisure travel. Indeed, business tourism in the developing context has been advanced such that it has developed an additional, and crucial component - the informal sector (Rogerson, 2018, 2015; Makoni and Tichaawa, 2021). The United Nations Centre for Trade and Development (UNCTAD) (2019) defines informal business tourism as travel conducted by small, unregistered and vulnerable traders within and/or between neighbouring countries. This informal sector of business tourism has been underscored to have wide economic impacts, particularly relating to local economic development. The informal sector in Africa is arguably the most important, particularly in terms of job creation and supporting local livelihoods (Mbaye et al., 2020; Rogerson, 2018; Becker, 2004; Tichaawa, 2017; Brenton et al., 2014; van Eeden, 2011; Peberdy, 2007; Rogerson and Letsie, 2013; Benjamin and Mbaye, 2014). In their research on Francophone African countries, Mbaye et al. (2020) found that informal businesses comprised approximately 97% of private businesses. Moreso, de Haan (2020) posits that informal trading is the keystone sector for many African countries and consequently insists that further research into this 'grey economy' is necessary. This research acknowledges the potential for inclusive growth offered by the sector and responds to the calls of de Haan (2020) and others by focusing on the informal business tourism sector within Cameroon.

Rogerson (2014b) highlights that domestic business tourism is an extensive and undocumented economy, which often occurs in capital cities, or major business centres in Sub-Saharan African countries. In this study, it is argued that business tourism is one of the major forms of tourism in Cameroon, particularly in urban centres. In an earlier study which investigated the nature of business tourism in Cameroon, it was concluded that informal domestic business travellers constituted the dominant type of business tourists (Tichaawa, 2017). Accordingly, this study serves to broaden the scope of literature on this topic by exploring the nature and characteristics of informal domestic business tourism. In doing so, the study provides new theoretical insight into a relatively scarce area of tourism research. Furthermore, the present research strongly argues for the classification of informal traders as business travellers since it reflects the interactions amongst these individuals with sectors within tourism.

In order to contextualise the study within the business tourism discourse, the paper begins by unpacking the international literature on business tourism and underscores that the unique features within the developing context necessitate further research into this sector of tourism as it operates in the informal sector.

* Corresponding author

International literature on business tourism

Marais et al. (2017) describe business tourism as the cross-section of industries, which involves the interactions between a myriad of stakeholders, including professionals, companies, policymakers, and professional event organisers, to meet the requirements and needs of business travellers. One of the earliest and most widely used definitions for business tourism was conceptualised by Davidson (1994:1), who affirmed that business tourism is one of the oldest forms of tourism, and is "concerned with people travelling for purposes which are related to their work". Accordingly, the concept of business tourism has been noted to apply to independent business trips and non-routine, group travel to attend meetings, conferences, exhibitions and incentive travel, commonly known as MICE tourism (Rogerson, 2015). The growing significance and expansion of business tourism, has been recognized as a direct consequence of globalisation and new organizational structures of production (Rogerson, 2015; Davidson, 2018; Marques and Pinho, 2021). Indeed, Marques and Pinho (2021) accrue globalisation as a natural promoter of business tourism owing to the fact that it led to the expansion of business opportunities worldwide, the creations of new forms of work, and leads the increasing need for industrial, commercial and knowledge expansion (Davidson, 2018; Rogerson, 2015). Indeed, it has been reported that business tourism is intertwined with the world's economy owing to the exchange of information, contacts and knowledge that occurs through business trips, MICE events and subsequent tourism activities (Rogerson, 2015; Spencer and Bavuma, 2018). Accordingly, some of the reasons for business travel have been related to training sessions, attending meetings, visiting clients, suppliers and sub-contractors, promoting products, and negotiating new business (Rogerson, 2015).

Business tourism has been identified as one of the key drivers of tourism growth worldwide (Alananzeh et al., 2019; Bueno et al., 2020; Mair and Jago, 2010; Rogerson, 2015). Business tourism scholarship often points to the use of business tourism as part of tourism-led urban regeneration and destination marketing strategies (Lau et al., 2005; Alananzeh et al., 2019; Buathong and Lai, 2017; Davidson, 2018). Indeed, many urban areas have invested in conference centres and business accommodations that are often needed for business travellers, and have established convention bureaus in becoming competitive business tourism destinations (Davidson, 1994; Buathong and Lai, 2017; Mair and Jago, 2010; Rogerson, 2015). The establishment of convention bureaus, which supports the competitive bidding for MICE events, stems from the acknowledgment of the socio-economic development impacts of business events, which has, in turn, created a competitive arena in which cities and countries attempt to capitalize on this tourism sector (Rogerson, 2015). Beyond attracting commercial and professional opportunities for the destination, the use of business tourism in urban development has been further accrued to the fact that business tourists are a highly lucrative market segment with some studies illustrating business tourists to have a higher spend than other types of tourists in the destination (Rogerson, 2014a; Marques and Pinho, 2021; Marais et al., 2017). Moreover, this sector of tourism has been described to have a highly controlled environmental impact, minimizes seasonality, and provide higher revenue for meetings venues and accommodations (Rogerson, 2015). Further, business tourism is identified to have a direct link to leisure tourism (Rogerson, 2015). In fact, business tourists are found to take part in some recreational and leisure activities during their stay at the destination (Rogerson, 2015). Kerr et al. (2012) concluded that MICE events, such as conferences and exhibitions, provide a unique opportunity to convert business tourists into return leisure tourists. The scholars explain that business tourists often 'test' the destination as potential holiday destinations while visiting for their MICE event, where such activity increases the destination awareness and reduces the risk of travelling by allowing the tourists to experience the destination first hand (Kerr et al., 2012).

The available writing on business tourism is overwhelmingly based on the 'Northern' conceptualization of business tourism, with the European Union, East Asia, North America, Australia and New Zealand being the contexts on which most scholarship is concentrated (Rogerson, 2014a). Commonly, researchers have investigated factors influencing the choice of destination for business events (see Haven-Tang et al., 2007; Byrne and Skinner, 2007; Dragićević et al., 2012; Marais et al., 2017; Alananzeh et al., 2019; Henderson, 2007), sustainability and development issues concerned with business tourism (Dwyer and Forsyth, 1997; Dwyer and Mistilis, 1999; Hoyer and Naess, 2001; Katsitadze and Natsvlishvili, 2017; Lau et al., 2005; Mair and Jago, 2010; Marques and Santos, 2017), and the use of business tourism as part of destination marketing for urban cities (Marques and Pinho, 2021; Cieslikowski, 2015). Predominantly, this literature on the northern or developed context focuses on the formal sector of business tourism - either domestic or international tourists travelling with the intent on attending MICE events (Rogerson, 2015). Incrementally, this focus is shifting to the developing context, with one major argument for this exploration stemming from the assertion that business tourism in the global south is not only a major segment of tourism in the region but that the sector takes on a different form and character as compared to its northern counterpart (Rogerson, 2014b).

Business tourism in the developing context

Generally, business tourism is approximated to constitute 25% of the international arrivals to Sub-Saharan Africa (World Bank, 2012; Christie et al., 2013). Citing the World Bank (2012) report, Rogerson (2014b) lists Cameroon, Burkina Faso, Niger, Nigeria, Guinea, Central African Republic, Democratic Republic of Congo, Malawi and Mozambique as having a substantial share of business tourism, accounting to close to 40% of the international tourism revenue. Indeed, for the tourism economy of many countries in the region, Rogerson (2014a; 2015) underscores that business tourism accounts for the leading edge. Despite the apparent significance of the sector, several scholars find the sector to be severely overlooked and undervalued (Rogerson, 2014a; Tichaawa, 2017; Coles and Mitchell, 2009; Marais et al., 2017). As such, these studies point to the importance of further examination of the sector in the region in order to understand the nature and character of the sector, and the subsequent impacts which would then inform policy that would enhance the contribution of business tourism to the national economies of these countries (Rogerson, 2014a; Tichaawa, 2017; Coles and Mitchell, 2009). Coles and Mitchell (2009) further stress the significance of the sector, by highlighting the contrasting volumes of business tourists and leisure tourists' arrivals in the region, where the former is noted to consistently exceed the latter.

The undervalued nature of business tourism arises largely from the challenge in measuring the value of business tourism in these regions since many of these countries are labelled as 'emerging leisure destinations' thereby necessitating this sector of tourism (business tourism) to be viewed as a crucial component of international tourism (Rogerson, 2014a/b). Rogerson (2014a; 2014b) demonstrates that this imbalance results from a major portion of business tourism being unaccounted for in many countries in Sub-Saharan Africa. Indeed, in describing business tourism in Sub-Saharan Africa, several scholars indicate that the character of the sector in this region is in several ways contrasting relative to the developed context (Rogerson, 2014a; 2014b; 2015; Rogerson and Letsie, 2013; Timothy and Teye, 2005; Tichaawa, 2017; Brenton et al., 2014; Peberdy, 2007). Of particular significance is that business tourism in the developing context is dominated by the informal sector (Rogerson, 2014a; 2014b; 2015; Rogerson and Letsie, 2013; Timothy and Teye, 2005; Tichaawa, 2017; Brenton et al., 2014; Peberdy, 2007). Gladstone's (2005) earlier conceptualization of tourism in developing countries divides the industry into four categories across the lines of formal and informal sector tourism and international and domestic tourism, evident in Figure 1 below. Rogerson (2014a) affirms this categorization of tourism, and subsequently business tourism, in Sub-Saharan Africa as providing a departure point onto which the nature, impact and patterns of business tourism can be examined. Indeed, this structure indicates that business tourism in the region is not limited to MICE tourism and business meetings, as is the focus in the developed world, but rather spotlights a major activity in developing countries - the informal travelling for business purposes in the continent (Rogerson, 2014a). Accordingly, it is therefore imperative to examine both informal and formal business tourism to gain a holistic understanding of the sector.

Published research on business tourism in Sub-Saharan Africa approaches the phenomenon within the realms of the Northern concept (Rogerson, 2014b). Business tourism, as a component in cities' urban tourism strategies, has led to the growth of business hotels and conferencing facilities throughout the continent, with particular reference to major cities in the continent, being Johannesburg, Durban, Cape Town, Addis Ababa and Nairobi (Rogerson, 2014b). Indeed, much of the investment made in such facilities have been described as targeted towards the business tourism market (Rogerson, 2014a; Christie et al., 2013; Tichaawa, 2017). Some of this investment has been associated with quality accommodation standards, good transportation accessibility, the availability of recreational facilities and the general tourist attractiveness of the host destination (Sylla et al., 2015). As factors which tourists consider when selecting the business tourism destination, these features mirror those in the developed context (Dragićević et al., 2012; Marais et al., 2017; Alananzeh et al., 2019; Henderson, 2007). The following section details the existing literature on the informal sector of business tourism.

		Establishment	
		Formal sector	**Informal sector**
Tourists	**Foreign**	International formal sector tourism	International informal sector tourism
	Domestic	Domestic formal sector tourism	Domestic informal sector tourism

Figure 1. Formal and informal tourism (Source: Gladstone, 2005: 28)

The informal economy and informal business tourism

One distinguishing trait of developing countries, more especially in Sub-Saharan Africa is the informality of economic life (Rogerson, 2018; Benjamin and Mbaye, 2014). Becker (2004) explains that the sector had been 'discovered' in the early 1970s and, for a substantial period of time, to have been thought of as peripheral and marginal. During this period, it was widely assumed that low income and traditional economies could, with a combination of the right policies and resources, be transformed into the present-day dynamic and modern economies (Chen, 2012). It was incorrectly assumed that the surplus of unemployed individuals (taking part in microeconomic activities such as trading, food production and casual jobs) in these developing countries would be absorbed by the modern industrial sector once the economy of these countries developed further (Becker, 2004). This misconception within the developing context was termed the 'Lewis Turning Point' where wages were postulated to rise above subsistence level (Chen, 2012). Evidently, the sector had not been linked to the modern capitalist development, or formal economy, and therefore deemed to be a temporary phenomenon (Rogerson, 2018; Chen, 2012; Becker, 2004).

However, contrary to predictions, the informal economy did not disappear but rather grew to account for the major portion of the economy in developing countries (Chen, 2012; UNCTAD, 2019; Peberdy, 2007). As such, several scholars have strongly argued that the informal economy is a major force across the continent (Peberdy, 2000a; Rogerson, 2018; Becker, 2004; Tichaawa, 2017; Brenton et al., 2014; van Eeden, 2011; Peberdy, 2007; UNCTAD, 2019; Rogerson and Letsie, 2013; Benjamin and Mbaye, 2014). Indeed, the UNCTAD (2019) found the informal economy to be the main source of employment in the continent, employing 78.8% of people in Central Africa, 76.6% in Eastern Africa and 87% in Western Africa. Aside from the job generation potential inherent to the informal sector, it also serves as a significant contributor to poverty alleviation in these countries (Chen, 2012; van Eeden, 2011; Brenton et al., 2014; International Organisation for Migration [IOM], 2010). The growth of the informal economy is cited to be attributed to several factors including: the limited employment opportunities, barriers to the informal economy, weak institutions, the demand for low-cost goods and services, and uncommitted or unaware governments (Becker, 2004).

Firstly, the limited capacity of the formal economy, particularly within the prominent agricultural sector, to absorb the surplus labour, most notably young entrants, has increased the size of the informal economy where individuals have decided to carry out various informal activities to supplement their meagre household income (IOM, 2010; Becker, 2004; UNCTAD, 2019). Secondly, there are some barriers to entry into the formal economy, such as excessive costs and stringent, and often complex, government regulation which has influenced/'disincentivized people such that they remain in the informal economy (Becker, 2004; IOM, 2010). Thirdly, the limited capacity of formal institutions to provide incentives for structural reforms, such as providing training, education and infrastructure have all boosted the informal economy (Becker, 2004; IOM, 2010). Additionally, Becker (2004) argues that the demand for low-cost goods and services, from those employed in both the formal and informal economy has contributed to this growth.

Furthermore, studies have accrued economic hardships, poverty and the growing number of women entering the labour markets as other reasons for the growth of this informal sector (Becker, 2004; UNCTAD, 2019; Rogerson, 2014b; van Eeden, 2011; IOM, 2010; Brenton et al., 2014). Moreover, van Eeden (2011) is of the view that the informal economy primarily comprises survivalist entrepreneurs who seek to capitalize on lucrative business opportunities. Such views echo the position of Peberdy (2000a) who found that some of those involved in the informal economy were purely entrepreneurial individuals with no interest in joining the formal economy and that these individuals enjoyed autonomy in their business activity (Peberdy, 2000a). Finally, the belief that the informal economy will soon die out has resulted in minimal government intervention (Becker, 2004). In concurrence with this view, the UNCTAD report found that location and level of education are key determining factors in whether individuals are employed in the formal or informal sectors (UNCTAD, 2019). Upon further analysis, it was concluded that individuals most likely to be employed in the formal sector are those with secondary and tertiary school education and those residing in urban areas (UNCTAD, 2019; Afrika and Ajumbo, 2012). Conversely, individuals found within the rural regions of the continent without formal education are most likely to be employed in the informal economy (UNCTAD, 2019).

Becker (2004) argues against confining the concept of informality to a specific sector of economic activity since it crosses over to many sectors, one of which is tourism. Rogerson (2018) asserts that further investigation in the informality of tourism is needed as it is arguably a fundamental structural feature in the industry across the developing world. The subordinate nature of informal tourism, and consequently business tourism, has been confirmed by several studies (Rogerson, 2014a, 2014b, 2015, 2018; Rogerson and Letsie, 2013; Tichaawa, 2017). Drawing reference to Figure 1 above, informal sector business tourism similarly is both an international and domestic phenomenon (Gladstone, 2005). The UNCTAD (2019) considers informal business tourism activities as conducted by small, vulnerable and unregistered traders who travel between countries and/or within regions of the country.

This trade comprises the movement of goods between cities, or cities and rural areas (UNCTAD, 2019; van Eeden, 2011). The existing literature on informal business tourism prominently focuses on the business activities of shoppers and traders crossing international borders (Rogerson, 2018; Timothy and Teye, 2005; Rogerson and Letsie, 2013; Brenton et al., 2014; van Eeden, 2011; Peberdy, 2007). These individuals, often referred to as informal cross border traders, constitute a significant portion of inter-regional travel in Sub-Saharan Africa (Rogerson, 2013; UNCTAD, 2019; Benjamin and Mbaye, 2014; Chen, 2012). Much of the available literature has focused on Southern Africa (see Ezeuduji, 2013; Peberdy, 2000a, 2000b, 2007; Rogerson, 2014a, 2014b, 2018, Rogerson and Lestie, 2013), illustrating the uneven expansion of regional tourism across Sub-Saharan Africa. These studies have revealed informal international business tourism, (now referred to as informal cross border trading) to be between the communities of informal traders in neighbouring Southern African countries and South Africa (Ezeuduji, 2013).

More specifically, this regional travel is between South Africa and Lesotho, Swaziland, Malawi, Mozambique and Zimbabwe (Rogerson, 2014b; Rogerson and Letsie, 2013; Peberdy, 2000a). Since its transition to democracy and the subsequent deregulation of the informal economy, South Africa has become a major magnet for regional tourists and traders (Rogerson, 2014a; Peberdy, 2000a). In one of the earliest studies on informal cross border trading in Southern Africa, Peberdy (2000a) explains that informal cross border trade comprises of micro to medium scale enterprises. Typically, research has found these informal cross border traders to be young male entrepreneurs in most regions of Sub-Saharan Africa however in Southern Africa, these entrepreneurs are noted to be mostly women (UNCTAD, 2019; Rogerson, 2014b; Chen, 2012; Peberdy, 2000a, 2000b; Afrika and Ajumbo, 2012). These women adopt cross border trading as a means to support their families, more especially their children through schooling (Rogerson, 2014b; Benjamin and Mbaye, 2014). Often, these informal cross border traders source various goods from urban centres like Johannesburg, such as clothing, groceries, fresh fruits, craft goods and other items (Rogerson, 2014b; Brenton et al., 2014; van Eeden, 2011; Peberdy, 2007). Other items common in this informal cross border trade relates to manufacturing goods, re-exports (such as tobacco, electronic appliances tools and simple machines) and sub-standard goods (such as fuel and precious metals) (Afrika and Ajumbo, 2012). In her study, van Eeden (2011), highlights the role played by migrants in this informal activity by drawing reference to the foreign entrepreneurs, located near popular tourist destinations in South Africa, who source their goods (often traditional crafts and art) from their home country.

Additionally, Peberdy (2000a) found that many of the cross border traders had been travelling to the urban areas to obtain stock, where orders were taken from formal businesses in their home country, or family and friends. Major cities, such as Johannesburg, attract many informal cross border traders (and even domestic informal traders) owing to the variety of goods found in the city as well as the price competitiveness on which traders can capitalize (Rogerson, 2018; van Eeden, 2011; Boonchai and Freathy, 2018; Peberdy, 2000b). Peberdy (2007) found that some informal cross border traders had been travelling frequently, carrying low value goods, as opposed to travelling infrequently with high-value loads. Their travel behavior is further noted to be quite different from their counterparts (international business tourists), in that these traders often do not stay at formal accommodation establishments, rather they stay with family and friends, or inside their vehicles, often buses and vans (Rogerson, 2018; Peberdy, 2000b; Afrika and Ajumbo, 2012).

While the informal cross border trader industry is largely undocumented, this sector of business tourism has been acknowledged to have a significant socio-economic contribution to the regions in which they operate (IOM, 2010; Peberdy, 2007; Brenton et al., 2014; van Eeden, 2011; UNCTAD, 2019). Informal cross border trade has been recognized to have a complex, but somewhat positive relationship with the formal sector (Peberdy, 2000a; Rogerson, 2018). Further, this type of business tourism has been linked to local economic development, in which Rogerson (2018) found that this activity results in lower economic leakages and which subsequently has a higher multiplier effect. For instance, in Johannesburg, Peberdy (2000a) found that the profits generated by these informal cross border traders by formal business establishments had been invested back into the retail and manufacturing sectors. However, it is important to also note the adverse nature of this economy as it presents some risks and vulnerability of those involved owing to the lack of regulations and government intervention (Organisation for Economic Co-operation and Development [OECD], 2019). These include the sexual exploitation of women, corruption at the national borders, and other illegal activities that should further be considered when examining the potential of informal cross border tourism for socio-economic development (OECD, 2019, Tichaawa, 2017).

The above discussion augments the numerous studies that have concluded the importance of including informal cross border tourists into the policy framework of the region on the basis that this would translate to future growth (Brenton et al., 2014; Chen, 2012; Rogerson, 2014a; 2014b; Afrika and Ajumbo, 2012; van Eeden, 2011). Such literature has highlighted the potential for this economic activity to support the ongoing efforts of many countries in Sub-Saharan Africa towards poverty alleviation and regional development (Brenton et al., 2014; Chen, 2012; Rogerson, 2014a; 2014b; Afrika and Ajumbo, 2012; van Eeden, 2011; Peberdy, 2000b). Further, Afrika and Ajumbo (2012) underscore the importance of shifting away from viewing informal trade as a criminal activity, but rather recognizing and harnessing the economic potential in this sector. In addition to creating a favourable policy environment for informal cross border traders, Afrika and Ajumbo (2012) suggest that such considerations should further apply to the business and institutional environment. This has been translated to improving border infrastructure, mainstreaming informal cross border trade in the national governing policies, establish linkages between traders and businesses in the formal economy, provide financial and technical support to assist traders, and improving border security to curb corruption and wrongful behavior (Afrika and Ajumbo, 2012; OECD, 2019; Peberdy, 2000b).

The last category is the informal sector business tourism. Scheyvens (2007) coins domestic tourism as the ‘poor cousin’ of the international tourism market (Rogerson and Lestie, 2013). Within the business tourism typology presented by Gladstone (2005), informal domestic tourism has received the least attention in business and tourism scholarship. Only a few investigations exist on this type of business tourism (Rogerson and Lestie, 2013; van Eeden, 2011). Of interest is the assertion by numerous studies that informal traders comprise the majority of the domestic business tourism market in Sub-Saharan Africa (Gladstone, 2005; Rogerson and Lestie, 2013; Rogerson, 2015; Tichaawa, 2017). Indeed, Tichaawa (2017) concluded domestic business tourism in Cameroon to have been dominated by informal traders. The existing literature on informal domestic business tourism shows similar attributes to informal international business tourism, particularly in terms of motivation and travel behaviours. Like informal cross border traders, the informal domestic business travellers frequent urban centres due to the availability and varieties of products typically not found in their home environments (Rogerson, 2018; Rogerson and Lestie, 2013; van Eeden, 2011). Additionally, these are amongst one of the self-sufficient travellers, bringing their groceries to prepare their meals wherever they rest (Rogerson and Lestie, 2013). Rogerson and Lestie (2013) further describe these informal sector domestic business tourists as entrepreneurs whose activities link urban cities to rural areas and small cities in the country. The scholars further argue the significance of these types of travellers, citing the inherent pro-poor nature of this economic activity.

The case of Cameroon

The setting for this present study is Cameroon - an emerging destination in Central Africa. Cameroon is often referred to as Africa in miniature, or Africa in one country, as the geographical and ecological features, coupled with the local people and their culture, enables tourists to experience the vibrant social tapestry of Africa (Tichaawa, 2017; Tichaawa and Kimbu, 2019; Harilal et al., 2019; Kimbu and Ngoasong, 2013). The country is rich in natural and cultural attractions, providing the country with immense tourism potential (Tichaawa, 2017; Kimbu, 2011, 2012; Harilal et al., 2019). Indeed, the country began developing its tourism industry more than forty years ago when it established the General Delegation of Tourism in 1981, which later was enlarged to become the fully-fledged Ministry of Tourism and Leisure (MINTOUR) in 1989, responsible for tourism development and environment protection and management (Kimbu and Ngoasong, 2013).

Similar to many countries in the region, Cameroon has positioned tourism as a sector to aid in the socio-economic development of the country (Tichaawa, 2017). Subsequently, the sector has been geared towards improving the livelihoods of the population, providing employment and entrepreneurial opportunities, and alleviating poverty (Kimbu and Ngoasong, 2013, 2016; Harilal et al., 2019). However, tourism development in the country is hampered by poor policy development and coordination, poor quality of accommodation, lack of human and financial capital, bad image and corruption (Kimbu, 2012; Harilal et al., 2019; Tichaawa, 2017). While the tourism sector of the country is primarily driven by the leisure market and directed to ecotourism experiences, other emerging forms of tourism prevalent in Cameroon include cultural tourism and business tourism, with the present study focusing on the latter. Kimbu (2012) reported a large share (40%) of international arrivals to Cameroon to be related to business travel purposes. Business tourism in Cameroon is an underresearched focus, particularly when taking cognizance of the wide-scale impact of the sector (both within its formal and informal nature). The foundation of the present study was provided by an earlier study which concluded that business tourism in Cameroon is largely dominated by domestic informal traders (Tichaawa, 2017). From this basis, this study further examines the nature and characteristics of this unknown, and important segment of tourism, as previously argued, by using Douala as a case study site and through specifically focusing on domestic informal traders.

The selection of Douala stems from the fact that this major gateway city is the economic capital of Cameroon and is the most populated city with a recorded 3 million inhabitants in 2016 (Kimbu and Ngoasong, 2016). Indeed, Douala is known for a wide range of local and commercial markets which are popular for the selling and purchasing of goods from other geographic areas in the country. The study adopts a mixed-method research design. The limited tourism (specifically informal business tourism) research in Cameroon necessitates the utilisation of mixed-method to enable the collection of the required data. By way of a purposive sampling approach, the research compiled the views and opinions of 377 informal traders in the city of Douala. The research instrument used was semi-structured questionnaire surveys which intended to profile the respondents, with the focus on their travel characteristics and their spending patterns. Further, the instrument sought to categorize the groups of informal business traders. These traders were purposively identified with the assistance of trained fieldworkers placed at various intercity bus stations and local markets.

RESULTS

The study sought to examine the geographical origins of the informal business traders visiting Douala. These traders mainly originated from five regions. As shown in Table 1, the majority share of the traders came from the West Region (34.1%), followed by the South West (28.9%) and North West (23%). Interestingly, the city received substantially fewer individuals from the Center Region (7.2%) and South Region (5.3). The remaining share of the respondents were found to have originated from other regions of the country (1.5%). The findings may illustrate the influence of the city to the neighbouring regions, as the regions prevalent in the study sample are the immediate neighbours of Douala. Similarly, it can be postulated that the informal traders in the further regions may prefer to travel to Yaounde for informal trading rather than Douala. To understand the nature and characteristics of informal business traders, it is imperative to profile these groups. Table 2 below provides a profile of the informal business travellers in Douala.

As illustrated in the table, there was an almost equal proportion of female (52.3%) and male (47.7%) traders. The findings confirm those of previous studies, in that women, comprise the dominant informal traders (see UNCTAD, 2019; Peberdy, 2000a, 2000b; Afrika and Ajumbo, 2012; Becker, 2004; Benjamin and Mbaye, 2014; Rogerson, 2014b). The average age of the traders was calculated at 28 years old and they all had attained their secondary school qualification, with 32.8% of the respondents having attained higher education qualifications. In terms of their travel behaviours, the findings show that most of the respondents had travelled by bus (79.6%), in which they make frequent trips to Douala to source and sell their product. Indeed, the survey shows that these traders had travelled to the city between 9 and 15 times in a year (97%), and had short stays that lasted between 3 and 4 days (80%), in which the majority (66%) had stayed with either friends or relatives and the others in low budget hotels. Further, most of the respondents had indicated that they made their payments in cash (82%) - a common feature found in many informal business travellers in Sub-Saharan Africa (see Peberdy, 2000a, 2000b; Rogerson, 2014b).

Table 1. Origin of Informal Domestic Business Travellers

Origin	%
West	34.1
South West	28.9
North West	23
Center	7.2
South	5.3
Other	1.5

Table 2. Profile of Informal Domestic Business Travellers

Characteristics	Key findings (in %)
Gender	Female (52.3); Male (47.7.)
Age	Ranged between 19 – 57 years. Average age was 28 years
Highest level of education attained	High school (39.4); Diploma/degree (32.8); secondary school (15.5) and; primary school (12.3)
Mode of transportation	Bus (79.6); Own transport (11.9); By other means including motorbikes (9.5)
Frequency of visits	97.9 are regular visitor who +make between 8 and 15 trips in a year
Payments	Trade in cash (82); Accept mobile money (ewallet) (18)
Length of stay (in days)	Short stays between 3 and 4 days (80)
Type of accommodation	Stay with friends or relatives (66); Low budget hotels (34)

Table 3. Spending of Informal Domestic Business Travellers

Besides business, how money was spent	In %
Shopping	97
Food and beverage	89
Transport (within the city)	86
Gift/ souvenirs for family	90
Entertainment and nightlife	14
Visiting attractions (sightseeing)	9

Nature of informal business tourists

Understanding the nature of informal business tourism in Cameroon necessitates further examination of these types of tourists. The current study found that these individuals lacked awareness of the sector. Informal domestic traders are not aware of the domestic travel sector, or that they are active participants in this local economy. These individuals consider themselves to be business people - trading from one area to the other. Their focus therefore is on the activity itself, and not necessarily of the travel component involved in this activity. Subsequently, these tourists do not see themselves as being travellers, or being involved in the tourism industry. Contrary to their views, evidence suggests that they are travellers, they use transportation from one city to the next city, or one rural area to an urban area. These travellers spend money on accommodation and food, and in some cases, there is a strong visiting friends and relatives (VFR) link to informal business travel. Despite this, informal business travelers are not aware that they are making a meaningful contribution to the overall tourism receipts of Cameroon.

Moreover, there is a significant lack of awareness of regulations. Inasmuch as there are policies that exist, from a national to a local level, to regulate businesses, these informal domestic traders have the ability to identify gaps (or loopholes) so as to not comply with certain issues, of which tax is the most prominent. An example of this, would be the nomadic nature of some of these informal businesses, moving away from one place to the other. Finally, amongst the informal business travelers are those that try to reduce travel costs as much as possible. They make use of various ways to minimize their budgets, including VFR. This is a major, and overlooked, aspect of informal business travel. Owing to the frequency of their travels, these traders create friendships in their sourcing or selling destinations where they can spend their overnight stay. Further, some also form friendships with their business partners. This was found to be very prominent amongst those travelling from rural to urban areas to source goods as they would spend the night with those they had sourced goods from.

Categories

From the survey, 5 distinct categories of informal business travellers were identified. The first of these categories included informal salespeople - known locally as 'Buyam-Sellam'. This category of informal trader had also been noted in a previous study on the research area in Cameroon (Tichaawa, 2017). The informal salespeople own stalls in Douala and trade in a range of goods in the city. The second category of informal traders comprises of the shop owners. This category of informal traders are those who can be tracked as they either own shops or stalls. The shop owners include craftsman and women, selling their original (or purchased) crafts and arts. Interestingly, the findings show that this group of traders travel to purchase items in order to resell in their shops.

The study found that their visits are characterized by shorter stays of about 3 days. The herdsmen, who trade in cattle and livestock were the third category of informal traders identified. Herdsmen are nomadic men; they travel for months at a time with their livestock to various areas to trade in cattle (buying and selling). They are characterised by their longer stays, usually staying in cities such as Douala for 3 months. The fourth category was the local farmers, who sell farm produce (i.e. cash crops such as vegetables, bananas, tubers and cocoa) at various local markets in the city. The fifth, and final, category of informal traders identified were wholesalers. Wholesalers act as intermediaries between the suppliers (farmers) and the sellers (i.e. salespeople and shop owners). This group of informal traders buy farm produce from rural areas and transport them to urban areas, such as Douala. Besides individual purchasing, they form informal cooperatives and buy at wholesale to reduce travel logistical costs. Moreover, it is important to note that the above categories of informal business travelers had utilized a few payment methods. To a large extent, cash was the most frequently utilized method of trading. Other cash payment methods had included mobile money transfers and post payment of goods. Such findings confirm the informality of these activities.

The attraction to trade in the informal sector

The research uncovered five main reasons for the engagement in the informal sector. The most commonly stated reason for the involvement in the informal sector related to the lack of, and inability to find, formal employment. The respondents explained that there were not many available work opportunities from both the private sector and the government. As such, the informal entrepreneurs were left with the option of striking out on their own through informal trading. Further, considering a larger share of the respondents were female, the motivation to enter into the informal trading sector could be linked to the need to provide some financial assistance to their families.

Following, some of the respondents indicated that their participation in informal trading served to supplement their formal income. This could be attributed to the developing nature of the country, which could reflect in the low pay received. Therefore, the findings may suggests that those who have managed to find some informal employment in the formal sector still experience the risk of low income. Further, the respondents mentioned that they found the informal business trading sector a lucractive one. This could be related to the comparative financial differences between the informal and formal sectors, primarily the substantially less (and someone non-existance) tax fees, which subsequently makes their income undocumented. Moreover, as presented in the above results, these informal entrepreneurs primarily deal with cash transactions, thereby limiting the bank charges for their trade dealings.

Another frequently mentioned reason for the involvement in the informal sector was found to be the lack of trust in government and corruption. Indeed, these informal entrepreneurs affirmed their preference to be independent rather than to rely on their national government. Corruption remains a powerful inhibitor to the further development of many countries in Sub-Saharan Africa, and the respondents affirm this act to have limited to the opportunities for growth in the country, thus their predominance in the informal sector. Furthermore, the desire to run a big business in the future constituted as one of the common reasons offered by the study respondents. The informal sector is arguably the largest economic activity in Cameroon, and in the rest of the Sub-Saharan African countries. The poor conditions, service delivery and development had created a market for these entrepreneurs to provide goods that are not readily available. Accordingly, there is and will continue to be demand for informal traders, particularly considering their relatively more affordable prices as compared to formal institutions. Further, these entrepreneurial aspirations may be considered in relation to the above discussion, where the lack of formal employment opportunities had led to alternative livelihood means.

Spending

Finally, the study found it important to understand the spending patterns of the informal domestic business travellers. This section of the questionnare was asked in order to explore the economic spending at the city of Douala linked to these informal business tourists and it allowed for multiple responses to be offered. The findings in Table 3 below illustrates that majority of the respondents had spent money on shopping (97%), gifts and souvenirs (90%), food and beverage (89%) and transport within the city (86%). Accordingly, the findings illustrate the economic potential of these types of travellers and the need to consider them within tourism planning and development. Similarly, while the majority had indicated that they stay with friends or relatives during their time in Douala, their spending in the city could enhance local economic development. Interestingly, the activities that directly relate to social and tourism activities, being entertainment and nightlife and visiting attractions, received low spending - 14% and 9% respectively. This may suggest the difference between informal and formal business travellers, where the latter may suppliment their trip with additional leisure activities whereas the former is more deliberate in how they spend money during their trip

DISCUSSION

Informal business tourists are arguably an undervalued segment of business tourism (Rogerson, 2014b; UNCTAD, 2019). In unpacking the nature and charactertics of this form of business travel, the study confirms and builds upon previous studies' findings, particularly regarding the profile of these individuals (UNCTAD, 2019; Peberdy, 2000a; Rogerson, 2014a, 2014b, 2015, 2018; Rogerson and Letsie, 2013; UNCTAD, 2019). Indeed, women make up a large portion of these travellers, in which the UNCTAD (2019) attest their motivation to stem from the need to provide support to their families. Further, the findings illustrate that while there is a wide age range of those involved in informal trade, the dominant share are those in the youth category. These two demographic profiles strongly relate to the major desire to empower youth and women in the Sub-Saharan African context. This is largely due to the lack of availability of jobs in the formal sector, as well as the lack of access to entrepreneurial opportunities due to the low levels of education and access to finance. The high unemployment and poverty levels prevalent in many Sub-Saharan African countries have also led to the growth of the informal business sector. Indeed, amongst the most common reasons provided for entrering into the informal sector was the limited employment opportunities available, which was further supported in that education profiles of the individuals surveyed were relatively good, where many had attained their secondary school qualification, and approximately a third of them had either a diploma or degree. As such, the study finds the motivations to travel are comparatively different from formal domestic and international business tourists. Further, related to their demographic profiles, the study shows this segment to be from surrounding regions which could be attributed to two factors, the first being the informal trade opportunities offered in Douala and the second being that most of the respondents are from Anglophone regions. Under the political divide in the country, at the time of the study, it can be assumed that those residing in Anglophone parts may find it easier to travel within these regions.

The study illustrates the strong need for further understanding of informal domestic business travellers, as they exhibit some very different characteristics from their formal counterparts. Rogerson (2014b) finds the exclusion of informal business domestic traders within the business tourism discourse to be owed to the fact that these individuals are often not perceived, or seen to qualify, as tourists. The present study findings contests this perception, or definition of, business tourism to not fit the reality of the developing context. In fact, when considering the categorization of informal traders identified in the findings, there is a clear and major travel component involved in their business. The poor access to public goods necessitated many of these entrepreneurs to travel to the economic hub, being Douala, to stock up on the required (and lacking) goods in order to sell them in their own communities. These individuals utilize various sectors of the tourism industry, such as transportation, food and beverage and for the minority, accommodation. Therefore, the present study concurs with the assertion by Kimbu and Ngoasong (2016), in that the informality of these activities means that the socio-economic impact of these travellers is undocumented. In fact, the findings illustrate that these traders have a significant contribution to local economic development. Inasmuch as they may save money on accommodation, the informal domestic business travellers spend money in other sectors in the local economy. Further, considering that they often stay for 3 or 4 days, taking these trips to the city quite frequently throughout the year, it constitutes an economic force necessitating further consideration and inclusion in tourism planning. Specifically, Rogerson and Letsie (2013) further position these informal business travellers as pro-poor owing to their spending (i.e. local impacts) and themselves as entrepreneurs. Moreover, similar to the formal business tourism sector, the focus is on the urban region, where these entrepreneurs are drawn to major economic cities to conduct their business. Indeed, in an earlier study, it was found that a significant portion of the visitors in hotels in Douala and Yaounde were domestic informal business tourists (Tichaawa, 2017). Thus, the further growth and development of urban destinations in Cameroon should consider the contribution that this market segment could have, if strategically accounted for.

Similarly, these informal business traders are defined as domestic informal business tourists, engaged in several economic activities, which link capitals and rural (and small) areas (Rogerson, 2018; UNCTAD, 2019). Indeed, the findings reveal that these travellers use Douala to purchase goods which are not easily available through the local markets. As such, informal business travel forms a very important element in the local development in rural communities in Cameroon. Beyond the tourism benefits, these individuals provide an important social role in communities, by providing necessary products that are not easily obtained in the less developed (and rural) areas. As such, informal business tourism can contribute toward inclusive growth and development in Sub-Saharan Africa (Mbaye et al., 2020).

CONCLUSION

The provided analysis of the nature of business tourism in Cameroon reveals its character and dynamics to exhibit parallels with other studies conducted in urban Sub-Saharan Africa. The importance of these different forms of informal business travels in urban Cameroon confirms the significance of this category of business tourists (Rogerson, 2014a, 2014b, 2015, 2018; Rogerson and Letsie, 2013; UNCTAD, 2019). Amongst the few of its kind, the present study draws attention to an important sector of business tourism which is able to, if properly developed, contribute towards local economic development. Along with the work of Rogerson (2014b), the current study affirms informal domestic traders to be tourists, owing to their interaction with several travel sectors, and therefore argues that they should be considered within tourism policy development and planning, particularly in the context of domestic tourism in urban destinations.

Similarly, Kimbu and Tichaawa (2018) found Cameroon to be a destination with strong tourism potential, but which struggles to be competitive in terms of attracting international tourists (and pre-COVID-19 data shows figures of just over 1 million). Thus, the focus on the development of domestic tourism should be a key priority for government, given the emerging evidence of its significance, through the informal domestic tourism sector.

Moreover, according to WTTC figures, domestic travel spending alone in Cameroon generated 71.2% of tourism and travel share in GDP in 2017. Informal domestic business tourism in Cameroon is not a hidden economy, rather it is a visible one that drives entrepreneurship for youth and women. The informal domestic business tourism also drives the local economy and its multiplier effect is widespread amongst the different economic sectors of Cameroon. Finally, the current study found VFR to support informal domestic business travel, and it argues for further research into this field, particularly in investigating the relationship between VFR travel and informal business. This could contribute towards capturing the aforementioned benefits of informal domestic business travel.

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WHAT DRIVES CITY BRAND ATTRACTIVENESS? AN EMPIRICAL STUDY ON SOME PROVINCES IN INDONESIA

Pasaman SILABAN*

University of HKBP Nommensen, Faculty of Economics and Business, North Sumatera, Indonesia, e-mail: pasamansilaban@yahoo.co.id

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Abstract : Current study is aiming to investigate the key determinant factors of city attractiveness. Research background was triggered by, firstly, the lack of literature focused on this phenomenon. Secondly, the concern of people to live in environmentally friendly place and the local plan to complete city management in order to increase economics performance and international competitiveness by using visibilities and economics benefit globally. This research took sampling with specific target (600 respondents) from local potential talents, such as young entrepreneurship, international business, high educated persons with age range 25 until 45 years old. A ten likert scale is used to evaluate city brand which is considered as a key factor to influence city attractiveness. A structural equation modeling is deployed to analyze the city attractiveness driven. Those driven factors such as environmental outlook, responsive social service, tourism and cultural tangible, education and job opportunity, safety and health, international level and city attractiveness performance. Statistical outputs demonstrated that all hypotheses (H1 until H5) have shown significant antecedents of city attractiveness. H6 stated that international level is insignificant as a driver for city attractiveness performance.

Key words: environmental outlook, responsive social service, tourism and cultural tangible, education and job opportunity, safety and health, international level, city attractiveness performance

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INTRODUCTION

It has been proven that the interest of researcher and academicians on place marketing and city attributes existed in the literatures, some of them are worth to mention (Kavaratzis, 2005) studied on city marketing place, city intention on heritage (Chen and Chen, 2010), residents as stakeholders (Garrod and Fyall, 2012), place brand dynamics (Kavaratzis and Hatch, 2013), brand destination assessment (Kladou and Kehagias, 2014), attribute on city branding attractiveness (De Noni and Orsi, 2014), city brand orientation (Ahn et al., 2015); new place bonding (Cheng and Kuo, 2015); brand equity destination (Gómez et al., 2015); city personality destination (Hultman et al., 2015); city identity (Zhou and Liu, 2014); city cultural heritage (Barrère, 2016); customer-based brand equity (Bose, et al., 2016); city attribute attractiveness (Farida and Ardyan, 2016); social media marketing (Godey et al., 2016); cross validation of tourist destination (Iniesta-Bonillo and Sánchez-Fernández, 2016); heritage franchising (Adie, 2017); city brand image (Ansary and Nik Hashim, 2017); key factors of residents subjective (Chi et al., 2017); hierarchy of destination (Herrero and San Martín, 2017); city destination image (Kani and Aziz, 2017); branding space (Gatrell et al., 2018); country image and destination (Chaulagain et al., 2019), and the driver of city image(Coelho and Bairrada, 2020).

A study that investigate the benefits gained from population and facilities which covered the accessibility (Escobar and Cardona, 2020), sophisticated in cultural tourism (De Man, 2020), antecedent of city brand attractiveness (Miftahuddin and Hermanto, 2021); correlation of culture and surrounding (Szente and Osiako, 2021), cultural heritage (Ilieș et al., 2020), tourism village development (Istiqomah and Adawiyah, 2020), divulging of tourism cite (Wibowo and Santosa, 2021), innovated activity and tourism (Gorochnaya and Mikhaylov, 2021), cultural based-design (Anusorntharangkul and Rugwongwan, 2021). Through the various topics mentioned above, this study tried to review some place and branding management that have been playing massive role in influencing city competitiveness as well as city attractiveness. Many cities competed to drag attention of investors, companies, tourisms, new citizen or even job seekers who fulfill the requirements which are so called as talents (Zenker and Knubben, 2019) and a study which emphasized on the development and city planning competitive aspect (Kavaratzis and Ashworth, 2006). Even though the evidences proved that city attractiveness and competitiveness depended on effective definition, communication and city brand management (Ashworth and Kavaratzis, 2007), destination quality has been highlighted as key determinant factor to affect city competitiveness as well as attractiveness and talents (Darchen and Tremblay, 2010).

Citizens and potentials residents' vision on the city brand attitude is crucial related with specific city to determine city attractiveness capacity. There were several city attributes which affected city brand attitude (Merrilees et al., 2009) and included international features, economics, social, health, security, education, environment, tourism as well as culture. Besides, city branding is needed to be involved and combined some groups interest, stakeholders such as citizens (Braun and Kalandides, 2013), new places to live, tourism (De Carlo and Canali, 2009), Talents (Darchen and Tremblay, 2010),

* Corresponding author

corporate, entrepreneurs and investors (Yusuf and Nabeshima, 2005). Place marketing should be integrated with different stakeholders to create perception and positive global and local attitude (Fetscherin and Dinnie, 2010). Place quality is depending on city location in some people thoughts, those opinions could be affected by the perspectives and different interest from various groups (Zenker and Knubben, 2019). City attributes could be mixed, in order to drag the talents and creative to be able to increase the general city attractiveness for the investor and companies (Zenker and Kalandides, 2009). In this case, the skillful persons could contribute to create value for a city, leverage reputation, support city internationalization. In the current study, the talents perceptions were analyzed in relationship with brand building process. Yet, in accordance with (Zenker and Kalandides, 2009) stated that, even though the competitions were considered to be creative class, it could be determined as a global challenge, the most success strategy to handle the national sub-group was cultural based. This research was focused on local talents who live nearby and make a visit regularly.

Current study would like to investigate the key determinant factors of city attractiveness. Firstly, the lack of literature focused on this phenomenon (Kavaratzis and Ashworth, 2006), secondly, the concern of people to live in harmony and the local plan to complete city management in order to increase economics performance and international competitiveness by using visibilities and economics benefit globally. The goal of current research is to analyze city dimensions which affect life quality, and in turn, it is expected to influence city capacity to attract talents, such as young entrepreneurship, international business, and high educated persons. Thus, finally this research aims to determine the practical implication of place and city brand marketing locally and globally. This research conducted in sequences, the first part is to discuss the place marketing approach to measure the perception of place and city brand. Secondly, this study focuses on city attributes which affect the life quality and city attractiveness that trigger talents new residents. Furthermore, defining extended city brand index, based on the six main antecedents which are affecting city brand attractiveness used to evaluate city attractiveness. The next part, sampling, questionnaires and variables and its indicators are defined and explained. The last part of this study, discusses the findings and practical implication of place marketing.

THEORETICAL REVIEWS AND HYPOTHESES DEVELOPMENT

It is generally believed that place branding is considered as a new topics discussed in the field of academic study. This topic is appeared due to the pace promotion that progressively developed to become the approach on working frame in strategic planning, which is applied in place branding (Kotler and Bowen, 2003). Recording the real changes of promotion on branding and marketing (Kavaratzis and Hatch, 2013). Specifically, the authors summarized some important factors that appeared in the topics such as original place, nationality, culture and entertainments, place of destination or city branding, brand image have become the potential aspects of place marketing and, as its consequences, the development of studies and practices within brand image. Recently, some different places management and approaches on some brand have been identified and discussed. These included related network branding, communicative city image, destination branding model, process on destination branding, managed city branding, strategic of place branding management model.

Each model tried to develop the branding-based process on evaluation on place brand, brand infrastructure relationship, the involvement of stakeholders, place brand articulation as well as brand communication. Regardless, all models is perfect and widely adopted, this is to consider that the necessity of place marketing as crucial assets for city development and attractiveness (Kavaratzis and Ashworth, 2006). Thus, to increase the relevancy and the competitiveness of city brand image which is supported by the city brand development and its popularity such as City Brands Index or Saffron European City Brand Barometer (Hildreth, 2011). For the new brand model, the similarity among companies and city branding had been outlined (Merrilees and Abimbola, 2012) throughout the widen of stakeholders perspectives from companies to city level. This is to show that city brand image was affected by identity ad conflicts of interest among different stakeholders (Gopalan and Narayan, 2010). To claim that this is crucial to direct local decision maker to set main goals as well as strategic plans to leverage city brand perception based the goals settled. To conduct this, comprehensive value, needs, preferences and behavior were chosen from the various targeted groups (Zenker and Kalandides, 2009).

Theoretically, it is claimed that stakeholders have the different brand image perception (Fitchett, 2005) which have been empirical validated in the new study (Merrilees and Abimbola, 2012). Based on stakeholder's perception and focus enlargement during the last years on city capacity to attract and sustain talents, this study refers to the model that could be able to evaluate city attribute that affects city image which related with talents. This model is expected to deliver the beginning data concern on brand perception or image, which needed to define and apply integrated planning.

1. Talents and Potential Residents

Every city needs to invest continuously in human resources to be competitive. (Michaels and Handfield, 2001) discussed about competition on talent among cities and regional. The author showed that the workers in a location could support local economic development. Thus, the model of HRM focused on the importance of high educated and professional workers (Florida, 2008) referred to what is called creative class and shared opinion that is playing important role to increase city social economics development. Based on the economic development external model, it is stated that the bigger number of residents in a place, the higher the total of existed externality. The capability of a place to specialize and export is depending on talents and the integration with them and the interaction in local economics (Markusen, 2004). Furthermore, Cortright and Coletta, 2006 described the important role of individual with high education in a city. A study which described more details on how high concentration of young talents made a metropolitan more interesting, the young resources of capital and educated could be a driving factors for a change or city economics regeneration (Porter, 2011). Talents individual with higher education and professional skill are tend to have location that support their productivity, and prefer the accommodation such as other talents who could able to motivate and knowledge sharing and transfer (Lawton and Glasson, 2005) .The success of city brand strategy and brand communication was important to promote positive perception regarding on city attributed. If a non-resident individual has an attitude to support city brand, they will tend to move to the city (Fiocca and Gavinelli, 2011).

2. Measurement of City Attractiveness.

Based on literatures reviewed, there were two branding measurements adopted from corporate branding which mostly deployed. Brand equity approach based corporate is the top down approach of measurement which used the information of total corporate performances. The similar approach could be also applied for specific brand of a country by estimating how good a country's performance (Fetscherin and Dinnie, 2010) in the case of export, tourism, foreign investor, immigration and government environmental. At the other hand, brand equity approach based customers is the bottom-up approach (Atilgan et al., 2005). This approach is generally focused on learning about the customers vision on a brand by collecting primary survey data (Fetscherin and Dinnie, 2010). Some countries brand index has been applied this prospect. Zeugner and Diamantopoulos (2008) further stated that country brand equity is affected by a country image perception. Thus, customer based approach seemingly is better to evaluate actual capacity to attract qualified potential residents. This study is not designed to define the new city competitive index but to explore related city attractiveness with perception of city life quality which affects city capacity for talents and potential residents. Based on literatures reviews, there are 9 city attributes identified to propose a multidimensional approach.

3. City Attributes

Perceived brand quality and brand uniqueness played crucial role in deciding effective brand position. Like a brand, for example, place also met functional needs, symbolic as well as emotion (Rainisto, 2003), and the attributes that bring benefits. These need should be integrated in to uniqueness of place offering (Kavaratzis, 2005). Many researchers have proposed related criteria by identifying which place quality is interesting for talents (Lloyd and Clark, 2001)). For example, (Rainisto, 2003) divided city attributes in to three criterions to explain the place development. Community service development should be able to offer qualified environment for citizens. This service development is related with welfare management, such as social facilities, health and education which contributed to the quality of social live. City planning and design focused on a quality place design such as architecture, street layouts as well as environmental quality.

City design is very important to increase the level perception of city security. The function of economic development is to provide the aids for a place to leverage its competitiveness. Economics development is related with working opportunities and international attitudes. A deeper study on city brand image (Merrilees et al., 2009) conducted and established the level of attributes community as follows: brand personality, security, business creativity, nature, shopping, social bonding, cultural activity and clean sanitation. Aligned with (Insch, 2010) identified the fundamental factors which contributed on citizen satisfaction, work/live balance, security, environment and city community assets. (Darchen and Tremblay, 2010) also identified the most affected criterion on attractiveness on university such as quality of university, working quality, life quality (social welfare, the level of safety, quality of city environment, public transportation quality), the life styles (the access to social and culture activity, the level of tolerance (several of ethnic and culture).

Meanwhile (Santos et al., 2007) explored the life quality by measuring health, housing, recreation, trading and services, environment, social service, mobility, sports, culture, education, city safety, urbanism, poverty and exclusion, social and civic behavior. García et al (2012) had suggested that the pleasant atmosphere, holistic image, social economics infrastructure, environmental and security, natural resources and culture. Due to some different city features used differently by three different authors, there are also three consideration needed to be discussed, firstly, marketing literature did not show a relative consensus on the importance of city attributes, secondly, it was found that only few studies determined the details of item structures from attribute and it led to understand how it measured. Thirdly, some authors referred to different attributes but they are comparable, the process of reclassification will be useful to combine the similar attributes. Current research had tried to summarize and re-rank the most critical city attributes based on its usage in empirical study regarding place attractiveness and brand attitude. The most cities attribute which are reported at most such as, urban design, culture activity and tourism. Urban study mostly explodes on the role of social capital, business creativity as well as job opportunities. Tourism study mainly focused on local and international transportation connectivity as well as environment sanity, meanwhile social study emphasized on safety, education, health and social services.

HYPOTHESES DEVELOPMENT

1. The Relationship between Environmental Outlooks with City Attractiveness Performance

Environmental outlook is closely related with climate change. It is found that the higher citizen's consciousness on health, the higher demand on friendly environment. The high rate demand on environment healthy requires more attention and all stakeholders mature decision to manage environment. Nowadays, climate change reminds us about ecological and ecosystem performance reduction. Cities, as well need to adapt to encounter the climate change challenges. The complexity existing in a city could be reflected in the various ecosystems. Many approaches and efforts have been implemented to evaluate city environmental climate for the sake of city looks performance for future, as well as how to sustain the environmental as one of city attributes (Mauree et al., 2019). The development of green building, energy consumption and land management also have a significant impact on a city attractiveness (de Munck and Lemonsu, 2018). It is believed that the indicators of green environment will affect city performance. Thus, this is to propose the following hypothesis.

H1: Environmental Outlook is expected to have a significant City Attribute on City Attractiveness Performance.

2. The Relationship between Social Services Responsiveness with City Attractiveness Performance.

Some studies were conducted to find out how the speed services impacted interpersonal dimension (responsiveness, guarantee and empathy). Theoretically, it was estimated that when responsive services perceived by services users, it will lead to satisfaction. A study was conducted and identified three directions among human, building and public center services played crucial factors to customer's satisfaction (Hanks et al., 2017). Place attractiveness also considered as territorial attractiveness, regional attractiveness as well city attractiveness was conceptualized as positive key factors for a place. The capability of places to attract others for a destination is a basic consideration to increase trading competitiveness, services and industries. Attractiveness of place consists of three factors such as job opportunity, place bonding as well as life quality (Nguyen, 2020). This is to propose the following hypothesis.

H2: The Responsive Social Service is expected to have a significant City Attribute on City Attractiveness Performance

3. The Relationship between Tourism and Cultural Heritage with CityAttractiveness Performance

Attractiveness of cultural heritage is one of visitor's interests to visit a city. Cultural tourism destination introduced three drivers and highlighted the importance of cultural facility collections in a city, the impact of city attractiveness for visitors, residents and international tourism and local people appreciation on cultural heritage. Research finding stated that the importance of cultural heritage is significantly affecting the international visitors interest (Kourtit et al., 2019**).** Other studies investigated the attractiveness concept, place marketing and events through identity and image. Social, economics, tourism impact and place identity and image interaction could lead to long term attractiveness (Christophe and Boutard, 2017). City cultural is a basic nature which distinguished from other cities. The nature of cultural is the most basic of creative resources from city innovation. Culture is a powerful strength to push city nature form; a culture could also create inspiration, benefits and poverty that enhance the endless happiness. Strategic development of culture is becoming core strategic of cultural development. From the global cultural characteristics, other drivers increase city attractiveness (Wang et al., 2010). Thus, current study proposed the following hypothesis.

H3: The Tourism and Cultural Heritage is expected to have a significant City Attribute on City Attractiveness Performance

4. The Relationship between Education and Job Opportunity with City Attractiveness Performance

One of the city characters is educational city. Being popular with city of education triggered young to live and experience the life. The finding stated that the perception of graduated on a conducive work environment will possibly make them take a decision to stay. A good opportunity to have a job will lead to move and stay in a certain city. The perception on higher wages and salary was also noticed as other key factors (Nguyen, 2020). Other research finding claimed that physical attractiveness will directly affect the satisfaction through the trust and intellectual competency, from the satisfaction itself, it will affect the loyalty. The study also described that the direct relationship of physical attractiveness, intellectual competency on satisfaction and loyalty (Yeh et al., 2020**).** City of education and job opportunities in a city became a final destination of young talents as well as enrich city attractiveness. Thus, it is proposed the following hypothesis.

H4: The Education and Job Opportunity is expected to have a significant City Attribute on City Attractiveness Performance

5. The Relationship between Safety and Health with City Attractiveness Performance

Tourism activities are basically based on two parameters which are known as the interest to move and physical capability to conduct. The first parameter is considered from interest for place that inspires traveling aspiration, time availability as well as sufficient funding. Second parameter concerned on the capability to access the places visited through the transportation and information. All the factors mentioned above conclude as safety and health together with infrastructures development and tourism destination attractiveness will increase the city attractiveness (Ouariti and Jebrane, 2020). Research on tourism was started through social media. Social media also plays a crucial factor from the communication point of views. From the trusted social media, visitors could know the safety and security during traveling. The safety and security will also increase the city attractiveness (Pennington and Kaplanidou, 2012). This finding is also aligned with research conducted by (Mydin and Ayob, 2014**).** Thus, this is to propose the following hypothesis.

H5: Safety and Health are expected to have significant impact on city attractiveness performance

6. The Relationship between International Levels with City Attractiveness Performance

There are many different opinions among citizens that are still arguable about the indicators of a city as international level. Some citizens avoid the high mobility of a metropolitan city and tend to live in quite place, in another hands, the high mobility and so called the city never sleeps became final decision to live. These different opinion and experiences were absolutely related to their daily activities. Living in an international level of a city requires strict regulation and tough competition, and shifting behavior to more digital practices. Scientific studies have proven that law and human behavioral regulation tend more to digital information richness which is widely available. The big data available could enhance end user to use and reproduce the data. International level of a city could be known also from the provided and assessable information. To measure the city attractiveness could be done through three different aspects from three different activities bank card transaction, photos as well as tweet which is provided with geotag (Sobolevsky et al., 2015). The following hypothesis is proposed.

H6: The International Level is expected to have a significant city attribute on City Attribute on City Attractiveness Performance

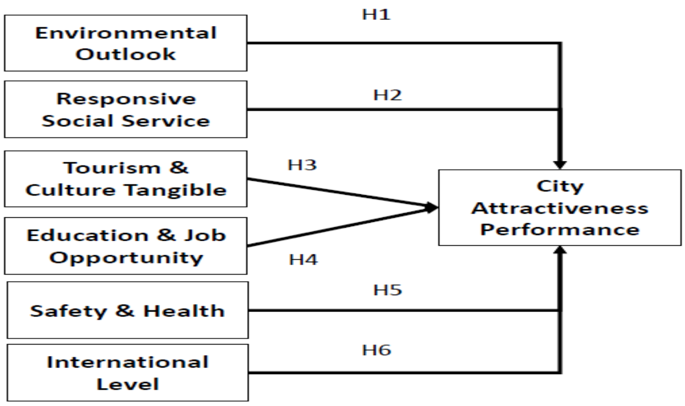

Figure 1. Proposed Grand Theoretical Model (GTM)
(Source: Literatures Reviewed, 2021)

Having reviewed and discussed aforementioned literatures related for this study, the following proposed grand theoretical model (Figure 1) is summarized.

RESEARCH METHODOLOGY

Current research conducted in several cities (one province represent the 3rd part of Indonesia, Western, central and eastern) in Indonesia as option to live. As international tourism destination, this study was designed to find out the set of city attributes that are able to explain city capacity that interest talents to live. During this step, the data should be validated through Confirmatory Factor Analysis. Secondly, investigate the city attributes weather they could mirror the endogen variables in the structural equation modeling.

Table 1. Variable, Indicator and Definition (Source: Literatures reviewed, 2021)

No	Variable	Indicators	Definition
1	**Environmental Outlook**	• Green areas availability • Well ecological management • Effective pollution management • Environmentally housing developer • Green public availability	The green performance of an urban which is defined trough the availability of green areas, a well-managed ecological, pollution, housing as well as the public transportation (Smith et al., 2005)
2	**Social Service Responsiveness**	• Reachable and accessibility all social facilities • Affordable job opportunities • Availability of social welfare and security	The speed response of a city regarding social service provided which is known from reachable and easy access to social facilities, the opportunity to seek job, social welfare and security perceived (Zenker et al., 2013)
3	**Tourism and Culture Tangible**	• Iconic urban performance • Various cultural events advantage • Well managed culture heritages • Green cultural and tourism promotional advantage • Expenditures advantage experience-based	The evidence and reality existed in a city that offered the iconic resources, various cultural events advantage, a well-managed cultural sites heritages, promotional advantage as well as value for money (Barrère, 2016) ; (Adie, 2017)
4	**Education and Job Opportunity**	• Availability of training centers • Affordable of all facilities for educated graduates • The existence of specialized human resources training. • The availability of Soft Skill and Hard Skill Training Center • The "link and match" between education and job opportunities	The link and match advantage between education and job work opportunities that offers the availability of training center and facilities for graduates, specialized human resources training for soft and hard skill (Jiang and Li, 2009)
5	**Safety and Health**	• The availability of health center • Ensure the safety and security • Standardized of general food and beverages • Secured feeling for modern public transportation	The health and safety perceived through the availability of health center, security ensured, a trusted worthy food and beverages and a safe feeling for modern transportation (García et al., 2012)
6	**International Level**	• Interconnected public transportation • Green reputation of accommodation (Hotel, Cafe, Airport) • Educated and welcome local residents • Memorable journey and experience	The nature of international of a city which has met some indicators such interconnected public transportation, green accommodation reputation, educated attitude and welcome of local people as well as memorable experiences (Gopalan and Narayan, 2010)
7	**City Attractiveness Performance**	• High young productive workforces • The Easiness to start business • The high quality of education, health and entertainment • The rapid growth of Industries and trading	The attractiveness of city attributes perceived by residents through productive workforces, business establishment, high quality of education, high standard of health, entertainment and the rapid growth of industries and trading (Coelho and Bairrada, 2020)

1. Data Collection Technique.

Pre-survey was conducted on graduated students, job seeker or citizens who want to begin a life in a new city. Three provinces served as a home-based data collection, Medan as a province of North Sumatera with government program to increase the level of city, secondly Palangkaraya which is planned to be the Capital City of Indonesia and The eastern part of Indonesia presented by Bali Province. A non purposive sampling with purposive sampling technique was deployed with some criteria must be fulfilled by potential respondents with a survey was conducted with Google form. Data collection was conducted in 2020 for three months. Sampling measurement was of 600 respondents. The similar studies such as (Zenker et al., 2013) or study with a small sample (Zhang and Zhao, 2009). These studies exploited data base on potential residents to determine city attractiveness for talents.

2. Structural Equation Modeling

The proposed model was assessed by using Structural Equation Modeling approach. This modeling is a statistical tool as a mandatory to factor analysis and confirmatory factor analysis. The CFA model finding (Figure 2) with coefficient Cronbach alpha and other measurements. A full structural modeling above provided some information. A model considered a good model based on the consideration of some indicators and cut off value. By using structural equation modeling, the explanatory and CFA were tested. This model tested and analyzed the latent constructs and the interrelation of variables. The procedure of discriminant and convergent were deployed to analyze and measure the latent variables. To find out the validity measurement model was analyzed by a confirmatory factor analysis, meanwhile, the simultaneous equation modeling was tested to know the interrelation of all variables in a model.

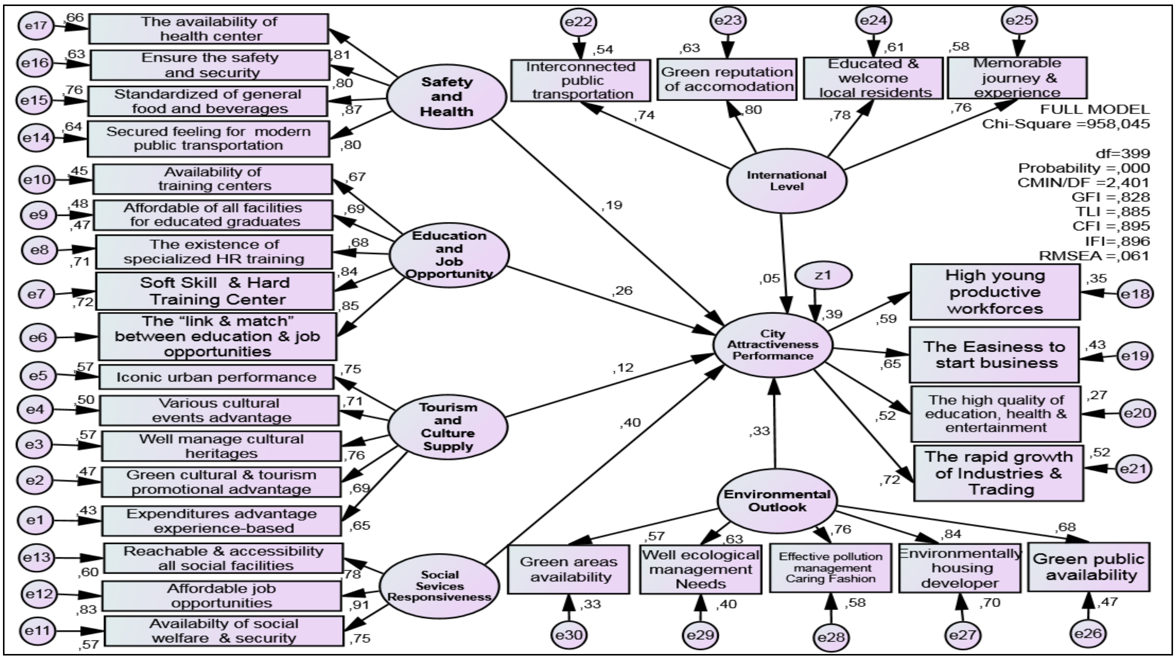

Figure 2. Full Structural Equation Modeling Source: Output SEM with AMOS (2021)

Table 2. Measurement Scales, Confirmatory Factor Analysis, and Reliability (Source: Output of SEM with Amos, 2021)

No	Variable	Indicators	Definition
1	**Environmental Outlook**	• Green areas availability • Well ecological management • Effective pollution management • Environmentally housing developer • Green public availability	The green performance of an urban which is defined trough the availability of green areas, a well-managed ecological, pollution, housing as well as the public transportation (Smith, Glasson, & Chadwick, 2005)
2	**Social Service Responsiveness**	• Reachable & accessibility all social facilities • Affordable job opportunities • Availability of social welfare & security	The speed response of a city regarding social service provided which is known from reachable and easy access to social facilities, the opportunity to seek job, social welfare and security perceived (Zenker, Petersen, & Aholt, 2013)
3	**Tourism & Culture Tangible**	• Iconic urban performance • Various cultural events advantage • Well managed culture heritages • Green cultural & tourism promotional advantage • Expenditures advantage experience-based	The evidence and reality existed in a city that offered the iconic resources, various cultural events advantage, a well-managed cultural sites heritages, promotional advantage as well as value for money (Barrère, 2016) ; (Adie, 2017)
4	**Education & Job Opportunity**	• Availability of training centers • Affordable of all facilities for educated graduates • The existence of specialized human resources training. • The availability of Soft Skill and Hard Skill Training Center • The "link & match" between education and job opportunities	The link and match advantage between education and job work opportunities that offers the availability of training center and facilities for graduates, specialized human resources training for soft and hard skill (Jiang & Li, 2009)
5	**Safety & Health**	• The availability of health center • Ensure the safety and security • Standardized of general food and beverages • Secured feeling for modern public transportation	The health and safety perceived through the availability of health center, security ensured, a trusted worthy food and beverages and a safe feeling for modern transportation (García et al., 2012)
6	**International Level**	• Interconnected public transportation • Green reputation of accommodation (Hotel, Cafe, Airport) • Educated & welcome local residents • Memorable journey & experience	The nature of international of a city which has met some indicators such interconnected public transportation, green accommodation reputation, educated attitude and welcome of local people as well as memorable experiences (Gopalan & Narayan, 2010)
7	**City Attractiveness Performance**	• High young productive workforces • The Easiness to start business • The high quality of education, health & entertainment • The rapid growth of Industries & trading	The attractiveness of city attributes perceived by residents through productive workforces, business establishment, high quality of education, high standard of health, entertainment and the rapid growth of industries and trading (Coelho & Bairrada, 2020)

Statistical outputs for CFA presented above, highlighted that coefficient Cronbach Alpha more than 0.6 to claim the good reliability each constructs (Nunnally, 1978). Average Variance Extracted (AVE) also showed good measurement to enhance validity of convergent model to be evaluated. Other indicators presented in table also showed the significant indicator such alpha and CR. Table 2 provided the Standardized Loading (λ) from each variable. The highest loading factor from environmental outlook is environmentally housing developer (0. 84). It means, the respondents prefer the good housing developer. Affordable job opportunities have the higher loading factor (0. 91) from responsive social service. The highest reliability belongs to the iconic urban performance (0.75) (tourism and culture tangible).

Convergent reliability of the link and match between education and job opportunities is 0.85 of education and job opportunities. The highest loading factor from safety and health is standardized of general food and beverages (0. 87). Meanwhile, the green reputation of accommodation and the easiness to start a business are (0. 80 and 0. 70) respectively from the variable of international level and city attractiveness performance. For more detail (Table 2).

Goodness of fit model was determined through some indexes. The GoF such as AGFI, GFI, NFI and RFI some meet the rule of thumb or cut of value some others meet the marginal fits, RMSEA also showed fit index under 0.08 (Table 3). This is to conclude that, generally the model is considered parsimony.

Table 3. Absolute, Incremental, Parsimony Fit Measurements **(**Source: Output SEM with AMOS, 2021)

INDICATORS OF ABSOLUTE FIT MEASUREMENT	
• CMIN/DF (The Minimum Sample Discrepancy Function Divide With Degree of Freedom)	958.045
• RMSEA (Root Mean Square Error Approximation)	0.061
• GFI (Goodness of Fit Index)	0.826
• Chi-squared (χ^2)	2401
• P(probability)	0.000
INDICATORS OF INCREMENTAL FIT MEASUREMENT	
• AGFI (Adjusted Goodness of Fit Index)	0.908
• TLI (Tucker Lewis Index)	0.880
• NFI	0.830
• CFI (Comparative Fit Index)	0,897
INDICATORS OF PARSIMONY FIT MEASUREMENT	
• PNFI (Parsimonious Normal Fit Index)	0.80
• PGFI (Parsimonious Goodness-of Fit Index)	0.81
• Hoelter (0,01)	187

Table 4. Regression Weights **(**Source: Output SEM with AMOS, 2021)

Hypotheses			Est.	S.E.	C.R.	P	Label	H
City Attractiveness Performance	<-	Environmental Outlook	.217	.042	5.100	***	par_24	Accepted
City Attractiveness Performance	<-	Safety and Health	.115	.034	3.346	***	par_25	Accepted
City Attractiveness Performance	<-	Education and Job Opportunity	.142	.032	4.414	***	par_26	Accepted
City Attractiveness Performance	<-	International Level	.026	.032	.807	.420	par_27	Rejected
City Attractiveness Performance	<-	Social Services Responsiveness	.229	.037	6.122	***	par_28	Accepted
City Attractiveness Performance	<-	Tourism and Culture Supply	.085	.042	2.046	,041	par_29	Accepted

3. Research Findings

As mentioned previously, the purpose of current study is to evaluate the antecedent's city attractiveness to attract the potential residents and talents to choose and live in a city. Table 4 above highlighted regression weights of all hypotheses proposed. The highest CR as antecedent of city attractiveness is social services responsiveness. This is to claim that, potential resident and talents considered social services as the most important factor to consider if they want to live in a city (CR: 6.122). The second consideration is the environmental outlook. The environmentally friendly became the second consideration to live in a city (CR: 5.100). While the education and job opportunity comes in the third place (CR 4.414). While the stay and health, tourism and culture supply in the fourth and fifth respectively (CR 3.346 and 2.046). All the respondents agreed that the international level of a city is not the factor to consider as the impact of international level is insignificant on city attractiveness (CR: 0.807).

DISCUSSION

1. Implication for City Branding

City as the destination is a complex construct where the place marketing should be able to provide a satisfaction for all different stakeholders needs to increase the reputation of city brand, competitiveness and attractiveness. This study involved the potential residents and talents to choose the city to live in a city as their final place to live. Many previous research analyzed the perception and involvement of residents (Braun and Kalandides, 2013), but fewer authors were interested to focus on city attractiveness in order to attract the talents, which is commonly generalized for national and international talents (Darchen and Tremblay, 2010). Statistical outputs demonstrated that the related criterion of place quality has different impacts on the attractiveness. Some of city attractiveness such as, educational quality, social and health services, international level, cultural and tourism attractiveness, environmental look are becoming key drivers when a city is evaluated as a place that could attract workers, businessman and talents.

On the other hand, the factors of international level are insignificant. Social and health responsiveness is becoming the most important indicators that respondent considered, this variable is measured by the reachable and accessibility of all social facilities (transportation, health center, entertainment), affordable or availability of job opportunities as well as the availability of social welfare and security. The environmental outlook played a second important role to increase the city attractiveness. All the respondent really cared and concerned about Green areas, well ecological management

Effective pollution management, environmentally housing developer and Green public availability. The existence of good education and job opportunity also dragged respondent attention. It has been proven by its indicators that enhances its attractiveness through Availability of training centers, Affordable of all facilities for educated graduates, the existence of specialized human resources training, the availability of Soft Skill and Hard Skill Training Center and the “link and match” between education and job opportunities.

The attractiveness of health and safety came in the fourth place. Compared with the others variable, these indicators of health and safety did not attract respondent’s attention as a consideration to choose a city to live. This variable is measured with the availability of health center, ensures the safety and security, standardized of general food and beverages and secured feeling for modern public transportation. Culture and tourism have a positive impact to enhance city attractiveness. This, probably when city has Iconic urban performance, Various cultural events advantage, well managed cultural heritages, Green cultural and tourism promotional advantage and Expenditures advantage experience-based or value of money. Unfortunately, the finding of current research, the international level has been showing the insignificant impact to enhance the city attribute attractiveness. Most of the respondents agree that the indicators of international level (Interconnected public transportation, Green reputation of accommodation (Hotel, Cafe, and Airport), Educated and welcome local residents and memorable journey and experience) are not the priority for them to live.

2. Implication for Place Marketing

In accordance with regression weights, the most key determinant factors for city attribute attractiveness are social services responsiveness and environmental outlook. The existence of well social services has become a consideration made by potential residents and talents once they start to be a permanent resident in certain city. Compared with the education and job opportunity in a third place, if the first three categories well blended together, they are going to be effective to enhance city attribute attractiveness. The well-educated residents and talents would be firmly to decide to live in. The infrastructures of social services, environmental friendly and the education center will fulfill their basic needs.

CONCLUSION

Because the brand association is different from various targeted groups, place planning and strategic communication requires detailed and constant analysis regarding the interested and perception of stakeholders. Since this study is engaged with high educated persons and talents, so they are expected to make a decision to be generalized and as a base to take decision. The most three emerging findings for current study, social service, environmental friendly and education center have been playing crucial impact on city attributes. The character of the international level of city, somehow, has been approved insignificant to increase city attribute attractiveness.

Research Limitation and Further Research

To estimate empirical evidence, some research limitations are worth to put into consideration. Firstly, frequently asked question in quantitative research is always around about the quality of respondent surveyed. To minimize this question, early in research methodology, sampling technique, the respondents were screened through sampling method, non-probability sampling technique with purposive sampling. Besides, current research extended previous research concerned on city attribute (Zenker et al., 2013). Further research would like to add others attributes such as city size, the existence of religion services and tolerance aspect.

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IMPACT OF ECONOMIC, FINANCIAL AND POLITICAL RISKS ON TOURISM PERFORMANCE: A CASE OF SOUTH AFRICA

Paul-Francois MUZINDUTSI*
University of KwaZulu-Natal, School of economics and Accounting, University Rd, Westville, South Africa, e-mail: MuzindutsiP@ukzn.ac.za

Fikile DUBE
University of KwaZulu Natal, School of economics and Accounting, University Rd, Westville, South Africa, e-mail: DubeF1@ukzn.ac.za

Jean-Claude MANALIYO
North-West University, School of Tourism Management, Albert Luthuli and University Drive, Mmabatho, South Africa, e-mail: 25842927@nwu.ac.za

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Abstract: The contribution of tourism to a country's economy is determined by country risk measures such as economic, financial and political risk. This study aimed to investigate short and long-run effects of country risk factors on international tourist arrivals and tourism revenue for the South African tourism industry. The sample period consists of monthly time series data of tourist arrivals, tourism revenue, and country risk factors from January 2004 to December 2018. Data was analysed using the Autoregressive distributed lag (ARDL) and non-linear ARDL (NARDL) models. The findings showed that the long-run effects of country risk factors on tourist arrivals and revenue are asymmetric. Economic, financial, and political measures of country risk negatively affect tourist arrivals, however, tourism revenue responds differently to changes in these risk factors. Political risk has the highest effect on the tourism industry compared to economic and financial risk factors. Overall, this study established that both international tourist arrivals and tourism revenue are threatened by financial shocks indicating that an unconducive financial environment has long-term negative implications on the South African tourism industry.

Key words: Economic risk, financial risk, political risk, tourism revenue, tourist arrivals, ARDL

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INTRODUCTION

The international tourism industry has shown stable growth in terms of tourist arrivals and tourism receipts after the 2008 economic and financial crisis, which caused a reduction in tourist arrivals and tourism receipts. During 2009 for example, international tourist arrivals worldwide declined to 880 million from 922 million international tourist arrivals that was recorded in 2008 (United Nations World Tourism Organisation [UNWTO], 2010). International tourism receipts contracted by 6% in 2009 compared with tourism receipts reported in 2008 (UNWTO, 2015). Tourism recovered in 2010 as international tourist arrivals increased by 6.6% to reach 940 million, and maintained its momentum of growth in both tourist arrivals and receipts since then. International tourist arrivals grew to 1.133 billion and tourism receipts reached US$ 1.3 trillion in 2014 (UNWTO, 2015) whereas, in 2019, international tourist arrivals increased to 1.4 billion and tourism receipts increased to US$ 1.7 trillion respectively (UNWTO, 2019a). International tourist arrivals and tourism receipts however, are disproportionally distributed in countries and regions across the world (World Travel and Tourism [WTTC], 2020). There is evidence that advanced economies maintain a larger share of international tourist arrivals and tourism receipts than developing countries due to various factors, including economic, financial and political risks (UNWTO, 2019b). This study investigated the influence of economic, financial and political risks on tourism, focusing on South Africa. Economic risk is induced by factors such as exchange rate, inflation, contract cancellation, uncertainty of economic development, incoherent laws and regulations, lack of financial resources, rising interest rates and tax (Oláh at al., 2019; Platon et al., 2014). On the other hand, financial risk is heightened by factors such as interest rate risk, exchange rate risk, foreign investment risk, refinancing risk, and currency risk (Fan and Luo, 2018), whereas political risk is linked by factors such as crime, corruption, political unrest, internal and external conflicts, terrorism, instability in governance, and expropriation among other factors (PRS Group, 2018).

The tourism industry is susceptible to economic, financial, and political risks. Literature showed that the prevalence of one or many risks makes countries hostile and unconducive for tourism activities (Basu and Marg, 2013; Çertinsoz and Age, 2013 Kandir et al., 2015; Poprawe, 2015), leading to declining tourist arrivals and tourism receipts. Risk is a key factor tourists consider in their travel plan, especially when selecting destinations (Ferreira et al., 2019; Nugraha et al., 2016), indicating that economic, financial and political risks are determining factors of the arrivals of foreign tourists and tourism receipts in countries. Global international tourism demand, for example, was negatively affected by the 2008 global

* Corresponding author

economic crisis (UNWTO and International Labour Organisation [ILO], 2013). Evidence shows that tourism performance in different countries across the world is adversely affected by economic crisis. For example, international tourists to Cuba reduced by 27.8% in 2019 as a result of economic sanctions imposed by the United States of America against the country (Dolgos, 2019). Contrarily, economic sanctions imposed on Iran attracted many inbound tourists, but the sanctions reduced the number of outbound tourists (Farahani and Shabani, 2014). The presence of one or more economic risk factors in a country inhibit international tourists, resulting in reduced consumption of tourism products and services.

Countries subjected to economic risk are often evaded by or become inaccessible for international tourists. For example, when the United States suspended all the United States airlines, cruise ships, private jets and yachts to Cuba, foreign tourist arrivals to the country declined significantly (Dolgos, 2019). In Zimbabwe, the tourism industry was crippled by the western economic sanctions which eroded the ability of the country to provide appealing infrastructure to tourists. Zimbabwe's infrastructure in different sectors deteriorated due to economic sanctions imposed by the US and other western countries (Thabani, 2019). Tourism infrastructure may be viewed as the backbone of the tourism industry. Poor or lack of tourism infrastructure has a negative impact on tourist arrivals. A study conducted in Mauritius showed that a 10% increase in stock of infrastructure leads to an increase (3.2%) in tourist arrivals in the country (Seetanah et al., 2011).

Economic sanctions often cause instability of exchange rates in a sanctioned country. This increases the exchange rate, resulting in the devaluation of a local currency against foreign currencies (Azhar et al., 2018; Dastgerdi et al., 2018). The devaluation of a local currency makes a country affordable to foreign tourists, resulting in increased tourist arrivals. Tourists often react positively to the depreciation of currencies in host countries (Quadri and Zheng, 2011; Tung, 2019; Vojtko et al, 2018). However, the depreciation of a local currency may adversely impact tourism and the economy as a whole due to the fact that it makes imported goods and services expensive, causing inflation (Kandil, 2015).

Brown (2000); Everhart et al. (2003) found that tourism is also threatened by increasing political risk. Tourism, especially international tourism is vulnerable to political risk factors such as conflicts, corruption, crime, political instability and terrorist attacks (Basu and Marg, 2013; Ekine 2018; Yap and Saha, 2013). Within this context, countries perceived to have high political risk experience reduced tourist arrivals and tourism revenue. Politically troubled countries are often avoided by international tourists (Ito and Lee, 2005). Different studies have found that countries with a high perception level of corruption record a low number of tourist arrivals (Ekine, 2018; Poprawe, 2015; Santa-Gallego et al. 2016). This implies that the inflow of tourists increases when the perception of corruption decreases. Poprawe (2015) found that tourist arrivals increase between 2% and 7% if corruption perception indexes decline by one point. In certain countries, corruption has no effect or has a positive effect on tourist arrivals. For example, Yap and Saha (2013) found that tourist arrivals in Uganda increased between 1999 and 2009 amid the country's high level of corruption.

Studies indicate that the occurrence of terrorist attacks drives away tourists (Baker, 2014; Basu and Marg, 2013; Santana-Gallego et al., 2016). Tourists avoid countries subject to terror attacks irrespective of whether the attacks target tourist facilities or not. Tourists choose to visit countries perceived to be safe. Resultantly, the countries that experience terrorist attacks experience a low number of tourists. Santana-Gallego et al. (2016) found that tourist arrivals decline by 1.74% when terror attacks go up by 1%. The inflow of tourists to Egypt and Jordan plummeted in the aftermath of terrorist attacks (Basu and Marg, 2013). After terrorist attacks, potential tourists select to visit other countries perceived as safe, while attacked countries lose tourism revenue (Al-Shorman et al., 2016; Baker, 2014). Certain countries may still attract tourists despite facing terror threats because of the specific tourism products offered by the countries. Terror attacks are unlikely to adversely affect countries that have cultural heritage sites (Santana-Gallego et al., 2016). Political risk linked to political instability was found to have a devastating effect on both tourist arrivals and tourism revenue (Chingarande, 2014; Ingram et al., 2013; Ivanov et al., 2016; Kebede, 2018; Neumayer, 2004). The number of tourists that visited Egypt, for example, fell to 10 million in 2011 from 15 million tourists, which were recorded in 2010 (Chingarande, 2014). Political risk also reduced overnight stays and revenue in Ukraine (Ivanov et al., 2016). The reduction in revenue and tourist arrivals is attributed to tourists' preference to visit politically stable countries over countries in political turmoil. Political instability is not only a threat to tourist inflows and revenue, it also impedes tourism development and operations of tourism businesses.

Tourism in certain country destinations performs poorly due to criminal activities that target tourists. Crime is a serious threat to tourism in both developed and developing countries (Baker and Stockton, 2014; Biagi et al., 2012). Criminals believe that tourists have a lot of money and expensive possessions such as cameras and luggage. Thus, tourists become targets of criminals while they are in host countries. The perception of crime at the macro level has a negative impact on tourist demand in a country; countries with a high level of crime experience a reduced number of tourist arrivals. This adverse impact of crime has been affirmed by multiple studies in different countries including Jamaica, Mexico, South Africa, and Trinidad and Tobago (Lopez and Marcelo, 2019; Matakovic and Mataković, 2019; Mohammed and Sookram, 2015; Santana-Gallego and Fourie, 2020). This decline of tourist arrivals leads to a reduction in tourism revenue in the affected countries. Reviewed literature showed that the tourism industry responds differently to economic, political and financial risks (Azhar at al., 2018; Kebede, 2018; Yap and Saha, 2013), where financial and economic risk factors, such as the deprecation of the domestic currency, can encourage spending by international tourists (Ardahaey, 2011; Muzindutsi and Manaliyo, 2018). This suggests that the impact of economic and financial uncertainties on the performance of the tourism sector may differ from the effect of political risk. Additionally, if a country has a large cohort of domestic tourists, the shift to spending on domestic tourism during the time of economic, financial and political crises can sustain the industry. The implication is that tourism revenue can still grow despite times of uncertainty. This study adds to this debate by examining the short- and long-run effects of political, economic and financial risks on the performance of the South African tourism industry, focusing on the international tourist arrivals and total tourism revue.

MATERIALS AND METHODS

This study adopted a quantitative research method with time series analysis of monthly observations to test short- and long-run relationships between tourist arrivals, tourism revenue and country risk factors for the period January 2004-December 2018. The selection of this sample period was based on the availability of data. Due to the unavailability of data, the sample period for the tourism accommodation revenue analysis was adjusted to the period between January 2007 and December 2018. The number of recorded tourist arrivals in South Africa and the total revenue from tourism accommodation during the sample period was collected from Statistics South Africa (Stats SA). Total revenue from tourism accommodation comprises of seasonally adjusted total real income from hotels, guest houses and guest farms, caravan parks and camping sites, and restaurant and bar sales (Stats SA, 2019). The country's risk components are measured by South Africa's economic, financial, and political risk ratings, accessed from the International Country Risk Guide (ICRG), an investment risk company which provides economic, financial and political risk ratings of 140 countries (PRS Group, 2021). A political risk rating captures how conflict and government instability affect a particular country (Muzindutsi et al., 2021). Economic risk focuses on the possible weaknesses or strengths of a country by rating the growth factors such as inflation, GDP growth, and budget balance, whilst financial risk considers the ability of a country to settle its debt based on foreign debt and the level of liquidity. Political risk has a score of 100, while financial risk and economic risk both have scores of 50 each (PRS Group, 2018). A country with a high risk score has low country risk, whereas a country with low-risk score has high country risk.

This study utilised the Autoregressive Distributed Lag (ARDL) model to assess short- and long-run effects of country risk components on tourist arrivals and tourism revenue. The ARDL model, by Pesaran and Shin (1998) and Pesaran et al. (2001), is a relatively new but a highly favoured and valuable cointegration model. Unlike other commonly used cointegration models such as those of Engle and Granger (1987) and Johansen (1988), the ARDL model is superior in that it allows for variables integrated of order I(0), I(1) or a combination of the two, to be tested for cointegration. However, similar to other models, the ARDL model cannot be estimated for variables integrated of I(2) (Pesaran et al., 2001). In order to ascertain whether the variables under observation were I(2) or not, a unit root test was conducted using the Augmented Dickey Fuller (ADF) test, whose results were confirmed by the Kwiatkowski-Philips Schmidt-Shin (KPSS) stationarity test. To achieve the objective of this study, the following two ARDL equations were estimated:

$$\Delta LTA_t = \alpha_0 + \sum_{i=1}^{n} b_i \Delta LTA_{t-i} \sum_{i=0}^{n} c_i \Delta LER_{t-i} + \sum_{i=0}^{n} d_i \Delta LFR_{t-i} + \sum_{i=0}^{n} e_i \Delta LPR_{t-i} + \varphi_1 LTA_{t-1} + \varphi_2 LER_{t-1} + \varphi_3 LFR_{t-1} + \varphi_4 LPR_{t-1} + \varepsilon_t \quad (1)$$

$$\Delta LTR_t = \alpha_0 + \sum_{i=1}^{n} b_i \Delta LTR_{t-i} \sum_{i=0}^{n} c_i \Delta LER_{t-i} + \sum_{i=0}^{n} d_i \Delta LFR_{t-i} + \sum_{i=0}^{n} e_i \Delta LPR_{t-i} + \varphi_1 LTA_{t-1} + \varphi_2 LER_{t-1} + \varphi_3 LFR_{t-1} + \varphi_4 LPR_{t-1} + \varepsilon_t \quad (2)$$

Where: ΔLTAt is the change in the natural log value tourist arrivals at time t, ΔLTAt is the change in the natural log of tourism revenue at time t, ΔLERt-i is the change in the natural log value of economic risk at time t, ΔLFRt-i is the change in the natural log value of financial risk at time t, ΔLPRt-i is the change in the natural log value of political risk at time t, α, b and c are the short-run effects, while i and 1t refer to the long-run effects and the error-term, respectively. To test for the long-run relationship between the variables, the following hypothesis tests were used:

$H_1: \varphi_1 = \varphi_2 = \varphi_3 = \varphi_4 = 0$ (No long-run relationship exists)
$H_2: \varphi_1 = \varphi_2 = \varphi_3 = \varphi_4 = 0$ (A long-run relationship exists)

This Null Hypothesis was tested against the alternative using the F-Bounds co-integration test were the F-statistic is compared to the critical values within the upper I(1) and lower bounds I(0). If the critical value is larger than the critical values from the upper bound, H0 is rejected suggesting that there is a co-integrating relationship between the variables. Conversely, if the F-statistic is lower than both the upper and lower bounds, it can be concluded that there is no co-integrating relationship amongst the variables. Finally, if the F-statistic lies between the upper and lower bounds it is inconclusive whether co-integration exists or not. In the case that co-integration exists amongst the variables, the following ARDL Error Correction Model (ECM) is estimated as per Pesaran et al. (2001):

$$\Delta LTA_t = \alpha_0 + \sum_{i=1}^{k} b_{1i} \Delta LTA_{t-i} + \sum_{i=0}^{k} c_1 \Delta LER_{t-i} + \sum_{i=0}^{k} d_i \Delta LFR_{t-i}\, \delta ECT_{t-1} + u_t \quad (3)$$

Where: ECT is an error correction term, which measures the speed of adjustment back to the equilibrium in the co-integrating relationships. The same ECM was also estimated for LTR. While the this ARDL model allows for the estimation of the short and long-run relationship between the variables, its major shortfall lies in its restricting assumption that the dependent variable, tourist arrivals, responds symmetrically to the independent variables, economic, financial and political risk, thus rendering incapable of capturing possible non-linear relations between the variables (Cheah et al., 2017). Taking this into account, this study also adopted the NARDL, coined by Shin et al. (2014), to test for co-integration amongst tourist arrivals and country risk, as it is accommodating of these asymmetric short and long-run relationships amongst variables. The NARDL model was also considered to assess if there is an asymmetric relationship between tourist arrivals, tourism revenue and country risk. Following Shin et al. (2014), the estimated NARDL is as follows:

$$\Delta LTA_t = \alpha_0 + \sum_{i=1}^{n-1} b_i \Delta LTA_{t-i} + \sum_{i=0}^{n} (c_{1i}^{+} \Delta LER_{t-1}^{+} + c_{2i}^{-} \Delta LER_{t-i}^{-}) + \sum_{i=0}^{n} (d_{1i}^{+} \Delta LFR_{t-i}^{+} + d_{2i}^{-} \Delta LFR_{t-i}^{-}) + \sum_{i=0}^{n} (e_{1i}^{+} \Delta LPR_{t-i}^{+} + e_{2i}^{-} \Delta LPR_{t-i}^{-}) + \varphi_1^{+} LTA_{t-i}^{+} + \varphi_2^{-} LTA_{t-i}^{-} + \varphi_3^{+} LER_{t-i}^{+} + \varphi_4^{-} LER_{t-i}^{-} + \varphi_5^{+} LFR_{t-i}^{+} + \varphi_6^{-} LFR_{t-i}^{-} + \varphi_7^{+} LPR_{t-i}^{+} + \varphi_8^{-} LPR_{t-i}^{-} + \varepsilon_{1t} \quad (4)$$

For tourism accommodation revenue, LTA was replaced by LTR. The hypothesis tests for the NARDL model are:

$$H_0: \varphi_1^+ = \varphi_2^- = \varphi_3^+ = \varphi_4^- = \varphi_5^+ = \varphi_6^- = \varphi_7^+ = \varphi_8^-$$
$$H_0: \varphi_1^+ \neq \varphi_2^- \neq \varphi_3^+ \neq \varphi_4^- \neq \varphi_5^+ \neq \varphi_6^- \neq \varphi_7^+ \neq \varphi_8^-$$

Subsequently, the error correction model for the NARDL was specified as:

$$\Delta LTA_t = \alpha_0 + \sum_{i=1}^{n-1} b_i \Delta LTA_{t-i} + \sum_{i=0}^{n} (c_{1i}^+ \Delta LER_{t-1}^+ + c_{2i}^- \Delta LER_{t-i}^-) + \sum_{i=0}^{n} (d_{1i}^+ \Delta LFR_{t-i}^+ + d_{2i}^- \Delta LFR_{t-i}^-) + \sum_{i=0}^{n} (e_{1i}^+ \Delta LPR_{t-i}^+ + e_{2i}^- \Delta LPR_{t-i}^-) + \delta ECT + \varepsilon_{1t} \quad (5)$$

The most reliable ARDL and NARDL model was chosen according to the Akaike Information Criteria due to the relatively small sample size. Both the ARDL and the NARDL models were tested for heteroscedasticity, serial correlation and parameter stability to ensure the reliability of the results.

RESULTS AND CONCLUSIONS

1. Descriptive Statistics

Table 1 displays the descriptive statistics of the series. All variables were converted into logarithms for the investigation of the relationship of the elasticities of the variables. From Table 1, it is evident that the standard deviations of all variables are smaller than their means, indicating that the variables did not deviate from their mean values over the period. Moreover, the LER, LFR and LPR seems to be less volatile than the LTA and LTR, with LTR bring the most volatile. With a kurtosis value of three, and a skewness value very close to one, LTA exhibits a normal distribution. This is confirmed by its Jarque-Bera statistic, were it shows a probability value higher than all levels of significance which leads to fail to reject the null hypothesis of normality. Similarly, the LER which has a kurtosis close to 3 and a Jarque-Brea probability value of 0.297555. The null hypothesis is not rejected, suggesting that LER is normally distributed. However, LTR, LFR and LPR exhibit a platykurtic distribution as shown by their kurtoses which are lower than three and Jarque-Bera probability values which are lower than 5% level of significance.

Table 1. Descriptive statistics (Source: Authors computation)

	LTA	LTR	LER	LFR	LPR
Mean	13.50330	7.991381	3.535970	3.629044	4.197527
Median	13.50583	7.992528	3.526361	3.637586	4.197202
Maximum	13.91440	8.320594	3.650658	3.737670	4.269697
Minimum	13.03007	7.489356	3.367296	3.449988	4.119037
Std. Dev	0.157267	0.236041	0.064660	0.062897	0.040193
Skewness	-0.322607	-0.194812	0.180909	-0.614342	-0.103964
Kurtosis	3.032754	1.832214	2.561445	2.571549	2.056516
Jarque Bera	3.130306	9.093190	2.424315	12.69925	7.000480
Probability	0.209056	0.010603	0.297555	0.001747	0.030190
Sum	2430.594	1150.759	636.4746	653.2279	755.5549
Sum Sq. Dev.	4.427202	7.967317	0.748373	0.708128	0.289172

Table 2. ADF and KPSS results (with a constant) Source: Authors computation

Series	Levels		First difference		Integration Order
	ADF t-stat	KPSS LM-stat	ADF t-stat	KPSS LM-stat	
LTA	-2.463083	1.052674	-3.165259	0.006653	**I(1)**
LTR	-2.439760	0.577377	-11.28061	0.121165	**I(1)**
LER	-2.007266	0.968115	-8.084116	0.063447	**I(1)**
LFR	-3.028687	1.009163	------	-------	**I(0)**
LPR	-1.540942	1.493237	-8.417106	0.073599	**I(1)**

Table 3. F-Bounds Co-integration test results and long-run equations (Source: Authors computation)

Model	F-statistic		Lower Bound	Upper Bound	Conclusion
ARDL (TA)	8.299628	5% 1%	3.23 4.29	4.35 5.61	Co-integrated
	Long-run equation: LTA = 0.8006LER – 0.7418LFR – 2.1252LPR (6)				
ARDL (TR)	5.144848	5% 1%	4.01 5.17	5.07 6.36	Co-integrated
	Long-run equation: LTR = 0.3047LER + 0.0157 LFR - 1.3641LPR (7)				
NARDL (TA)	5.351754	5% 1%	2.27 2.88	3.28 3.99	Co-integrated
	Long-run equation: $LTA = 13.3479 + 1.14189LER^{POS} + 1.1071LER^{NEG} – 0.6521LFR^{POS} – 0.5550LFR^{NEG} – 0.2884LPR^{POS} – 1.2063LPR^{NEG}$ (8)				
NARDL (TR)	4.907425	5% 1%	2.87 3.6	4.0 4.9	Co-integrated
	Long-run equation: $LTR = -0.5003LER^{POS} + 0.4179LER^{NEG} + 0.1619LFR^{POS} - 0.2214LFR^{NEG} - 0.6922 LPR^{POS} + 0.5243LPR^{NEG}$ (9)				

Table 4. Error Correction Model (Source: Authors computation)

Model	Variables	Coefficients	Probability
ARDL(TA)	C	10.21102	0.0000
	D(LTA(-1))	-0.134737	0.0747
	D(LER)	0.687220	0.1127
	D(LFR)	-0.565996	0.0524
	D(LPR)	-1.241768	0.1878
	CointEq(-1)	-0.458074	0.0000
ARDL(TR)			
	C	3.938489	0.0000
	@TREND	0.001464	0.0001
	D(LTR(-1))	-0.077048	0.3679
	D(LER)	0.052117	0.8132
	D(LER(-1))	-0.248467	0.2583
	D(LFR)	-0.166880	0.2710
	D(LFR(-1))	0.042031	0.7801
	D(LPR)	0.022887	0.9623
	D(LPR(-1))	1.069953	0.0284
	CointEq(-1)	-0.321256	0.0000
NARDL TA			
	D(LTA(-1))	-0.089479	0.2343
	D(LER_POS)	0.810270	0.2159
	D(LER_NEG)	0.731378	0.2394
	D(LFR_POS)	-0.256517	0.5558
	D(LFR_NEG)	-0.755430	0.0926
	D(LPR_POS)	-0.192134	0.8768
	D(LPR_NEG)	-2.322271	0.1090
	CointEq(-1)	-0.559308	0.0000
NARDL TR			
	C	3.084967	0.0000
	@TREND	0.002830	0.0000
	CointEq(-1)	-0.404703	0.0000

2. Unit root test results

The ARDL models are not reliable if any of the variables are I(2); therefore, to ensure this was not the case, the ADF unit root and KPSS stationarity tests were conducted. These two tests are the most frequently used for testing the order of integration of a variable and their power together lies within their distinct null hypotheses (Moravej, 2016). The results of the tests revealed that LTA, LTA, LER, and LPR are integrated of order 1, indicating that they are stationary only at first difference, whilst LFR is integrated of order zero meaning that it remains stationary at levels. Firstly, the results of the ADF and KPSS tests in Table 2 shows that the variables are integrated of different orders, which supports the use of the ARDL models. Secondly, the results showed that none of the variables are I(2), and thus allowing the use of the ARDL and NARDL models.

3. Analysis of the long-run relationships

Based on the AIC, the best models were ARDL (2, 1, 1, 1) for TA, ARDL(TR) [2, 2, 2, 2], NARDL(TA) [2,1,1,1,1,1,1], and (NARDL(TR) [1, 0, 0, 0, 0, 0, 0] where the values within the parentheses represent the lag number of each variable used in the model. The results of the ARDL and NARDL F-Bounds test and long-run equations are summarised in Table 3.

Both F-statistics of the ARDL(TA) and the 2 NARDL models exceed the lower and upper bound critical values at 1% level of significance, whilst ARDL(TR) exceeds 5% upper and lower bound critical values. This, allows for the rejection of their respective null hypotheses of no co-integrating relationship between the variables. These findings suggest that there is a long-run relationship between tourist arrivals and country risk components as well as tourism revenue and country risk components. The null hypothesis of the NARDL stating that the positive and negative impact of the economic, financial and political risk having the same impact on tourist arrivals is also rejected. This suggests that the observed long-run relationships between tourist arrivals and country risk measures along with tourist revenue and country risk measures are asymmetric. These asymmetric relationships were further solidified by the Akaike Information Criteria results, which favoured NARDL models.

Equations 6, 7, 8, and 9 express the long-run equations of the ARDL(TA), ARDL(TR), NARDL(TA) and NARDL(TR) respectively. Given the confirmation of asymmetric long-run relationships between tourist arrivals and the country risk measures, NARDL long-run equations (8 and 9) are discussed. Equation 8 reveals that positive and negative changes in economic risk rating score have similar long-run positive effects on tourist arrivals. Considering that a high country risk rating value indicates low overall country risk (Howell, 2012), a decrease in the level economic risk (implying increase in economic risk index score) increases tourist arrivals in long-run. This implies that economic stability has a positive long-run implication on tourist arrivals. An increase in the level of an economic risk component such as inflation, cost of living in a destination country decreases demand for tourism in the country (Mihalič, 2002; Ardahaey, 2011). This highlights the significant role that economic risk plays in South Africa's tourist arrivals. The implication is that economic stability in South Africa is crucial for the future of the tourism industry. Equation 8 further shows that the long-run effects of political and financial risks on tourist arrivals are asymmetric, as negative and positive changes in these risks have different effects on tourist arrivals. The opposite signs of the coefficients imply that tourist arrivals increase or decrease with positive or negative changes in political and financial risk scores, indicating that there is a positive long-run relationship between financial and political risk scores and tourist arrivals. This means that a decline in the level of financial and political risks leads to an increase in tourist arrivals. It should be noted that the impacts of both these risks are asymmetric. With regard to financial risk, its positive impact on tourist arrivals is greater than its negative impact. This indicates that the number of tourist arrivals that visit South Africa are more sensitive to increasing financial risk. It is held that an increase in financial risk causes depreciation of a local currency makes travelling more cost effective for international tourists; resulting in increased tourist arrivals (Howell, 2012). Conversely, tourist arrivals in South Africa are more sensitive to an increase in the level of political risk compared with a decrease in the level of the risk. The policy implication of this result is that increased government stability and absence of internal and external conflicts in South Africa may benefit the country's tourism industry in the long-run.

For the tourism revenue on the other hand, equation 9 indicated that the type of relationship that tourism revenue has with the country risk components, depends on the direction of the impact of each component. For example, tourism revenue responds negatively to positive changes in economic risk index score and positively to negative changes in economic risk index score. These results suggest that an increase in the level of economic risk (implying a decrease in economic risk index score) have a negative impact on tourism revenue in the long-run. Similarly, a decline in economic risk index score (implying increase in an economic risk level) was associated with increases in the tourism revenue in the long-run, tourism revenue had a converse relationship with financial risk. A decline in the level of financial risk leads to an increase in tourism revenue. Results showed that a declining financial risk level increases tourism revenue. Finally, a positive relationship was observed between political risk and tourism revenue. A decline in political risk results in decreases tourism revenue whilst a decline in political risk score leads to increases in tourism revenue in the long-run. These results collaborate the findings from previous studies (Baker, 2014; Kebede, 2018; Muzindutsi and Manaliyo, 2016; 2018; Santana-Gallego et al. 2016), which established that the prevalence of country risk factors has a negative long-run effect on tourism sector.

It is noted that LPR had the highest long-run effect on the ARDL(TA), ARDL(TR), as well as the NARDL(TA) and NARDL(TR). This emphasises the key role of political risk in decision making by tourists to visit South Africa, which also affects the revenue generated by the tourism industry in the country. The results from the revenue equation suggest that the tourism revenue benefits from economic and political uncertainties. These findings are unexpected and are different from those for the international tourist arrivals, which are contrary to the previous findings (Chingarande, 2014; Ingram et al., 2013; Ivanov et al., 2016; Kebede, 2018) that linked to political instability to both tourist arrivals and tourism revenue. This suggests the decline in international arrivals due to political and economic uncertainties may not necessarily affect the tourism revenue in the long-run. The plausible explanation of this relationship is reliance on local tourists who would consider the local tourism destination, instead of international destination, during difficult times (Muzindutsi and Manaliyo, 2016). Such a shift to the local market possibly offsets the revenue lost from international tourists. This emphasises the role of local tourists in sustaining the tourism industry during political and economic turmoil. The long-run results further showed that financial uncertainty has a detrimental effect on total tourism revenue as well as the international tourist arrivals. This suggested that financial difficulties create an unfavourable environment for the South African tourism industry as it compromises the spending capacity of local tourists. This is expected as financial risk has been found to have a negative impact on financial marks (Nhlapho and Muzindutsi, 2020) compromising consumers borrowing and spending ability. This showed that a stable financial environment is essential in ensuring the sustainability of the South African tourism industry.

4. Analysis of short-run relationships

Provided those co-integrating relationships, error correction models were proposed with the results summarised in Table 4. These results indicated short-run dynamics between the variables a well as the models' speed of adjustment back to equilibrium. The t-Bounds statistics showed that the error correction terms (ECT) of all of the models were significant as the t-stat is greater than the upper bound t-values at the 5% level of significance. The combination of a negative and significant ECT is the desired outcome for a short-run relationship to exist. This conveyed that for any disequilibrium, there is a correction back to long-run equilibrium (Brooks, 2014). The ECT for the ARDL(TA) and ARDL(TR) model indicates that about 45.8 and 32.13% of any deviation from equilibrium is corrected respectively every month. Similarly, the ECT for the NARDL(TA) and NARDL(TR) suggested that 55.93 and 40,47% of any disequilibrium respectively, is corrected monthly. This showed that the speed of adjustment for the NARDL is significantly larger than its counterparts. The results showed that only negative impacts of financial risk have a significant short-run effect on tourist arrivals. This finding highlights the significance of policy makers understanding that the components of this risk have a major impact on the tourist arrivals. Managing financial risk effectively will simulate the tourism industry.

The discovery of long- and short-run relationships between tourist arrivals and country risk as well as tourism revenue and country risk is consistent with the findings of Muzindutsi and Manaliyo (2016), Perles-Ribes et al. (2016) and Ghosh (2019). The current findings magnify the impact of country risk shock on tourism industry. The tourism industry, as one of the South Africa's largest employers and one of its major sources of revenue is hamstrung by economic, financial and political shocks. There is a need to understand and manage these country risk components. Although the current findings showed that political, economic and financial risks affect the tourism sector, political risk has the highest effect on the sector. In the context, political risk affects the tourism industry in South Africa severely in comparison with economic and financial risks. Creating a stable political environment is essential in ensuring stable growth of the industry. Additionally, a stable financial environment is indispensable for domestic tourists who sustain the tourism revenue during difficult times. The role of domestic tourists in ensuring the survival of the industry was observed during the current period of COVID-19 pandemic.

5. Diagnostic tests

Before estimating the F-Bounds test on both models, residual diagnostic and stability tests were conducted. Table 5 displays the results of the Breush-Godfrey serial correlation tests as well as white heteroscedasticity tests. It is evident from the results that the residuals of all models are homoscedastic and not serially correlated at 5% level of significance. The CUSUM stability test results proved that all the parameters of both models were stable since the CUSUM and CUSUMQ graph stayed within the 5% boundaries during the sample period. These results showed that the estimated models did not violate any econometric assumptions, confirming the trustworthiness of the findings of this study.

Table 5. Residual Diagnostic tests Source: Authors computation

Model	Serial Correlation test (F-stat. p-values)	White Heteroscedasticity test (F-stat. p-values)	CUSUM and CUSUMQ
ARDL(TA)	P values 0.076	P values 0.0646	All models are stable at the 5% level of s
ARDL(TR)	P values 0.0822	P values 0.0716	
NARDL (TA)	P values 0.1671	P values 0.5535	
NARDL (TR)	P values 0.153	P values 0.5413	

CONCLUSIONS

Tourism in some countries, including South Africa, is one of the major contributors to their economy. The contribution of tourism to a country's economy is determined by numerous factors, which influence tourism activities and tourist arrivals. Some of these factors include economic, financial and political risks. Tourism reacts adversely to any changes in economic, financial and political risks because these risks inhibit the inflow of tourists to countries, leading to reduced tourism revenue. Countries with increasing economic risk, financial risk or political risk experience a decline in both tourist arrivals and tourism revenue. The findings of this paper indicate that all country risk components (economic, financial and political risks) influence the South African tourist sector but these components affect tourist arrival and tourism revenue asymmetrically. Political risk has the highest effect on the tourism industry compare with economic and financial risks.

Tourist arrivals in South Africa respond positively to any changes in financial and political risks irrespective of whether the change is an increase or decrease. This means that foreign tourists travelling to South Africa are not deterred from visiting the country by increase or declines in financial risk or political risk. With respect of financial risk, South Africa receives more tourists when this risk increases than when the level of the risk decreases. An increasing level of political risk on the other hand, attracts more tourist arrivals in comparison with tourist arrivals when the level of political risk falls. Similar to financial and political risk, tourist arrivals in South Africa seem to not be influenced by changes in economic risk. The number of tourist arrivals falls regardless of whether the level of economic risk goes up or goes down. Unlike tourist arrivals, tourism revenue responds positively to any changes in economic risk, implying that South African tourism revenue benefits from domestic tourists, during the time of economic uncertainty.

This study established that both international tourist arrivals and tourism revenue are threatened by financial shocks indicting that an unconducive financial environment has long-term negative implication on the South African tourism industry. Our study highlighted the vulnerability of the tourism industry to country risk shocks which has been aggravated by the severe effect of the COVID-19 pandemic on the tourism industry worldwide. South Africa therefore, has to implement friendly economic, financial and political policies. This study, however, used data of international tourism and total revenue. Perhaps separating revenues from domestic and international tourism can shed more light on the topic. Future studies may investigate the impact of country risk on domestic tourism revenue in relation to the international tourism revenue.

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