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Call for Papers

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Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

Also, this journal is committed to a broad range of topics regarding Tourism and Travel Management, leisure and recreation studies and the emerging field of event management. It contains both theoretical and applied research papers and encourages obtaining results through collaboration between researchers and those working in the tourism industry.

The journal takes an interdisciplinary approach and includes planning and policy aspects of international, national and regional tourism as well as specific management studies. Case studies are welcomed when the authors indicate the wider applications of their insights or techniques, emphasizing the global perspective of the problem they address.

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How Moroccan Film Destination Attracts More Tourists

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Abstract: With the different types of crises that the world was suffering from, management of a destination becomes more difficult than before, especially to develop the destination image. Many destinations are trying different ways to market their destinations, and one of those is the film industry. Film travel is considered a new fashion in visiting Morocco, and Essaouira is an attractive and sustainable destination. Motivating tourists to follow up the trend of travel with the film the DMO should use new ways of marketing, including sustainable projects, and taking care of the tourists' perspectives. Several studies have confirmed the importance of film tourism in the destination image. The main objective of this study is to create a general process that can be used for any destination to make it an attractive and sustainable destination and to discover the importance of the film industry as a new way to market a destination and develop its image. Essaouira is the destination chosen for this study. Different research methods were used, an offline and online questionnaire with tourists and locals about their perspectives.

Research findings indicate that film tourism is a very important tool nowadays to promote a destination and will be very helpful to use it in the case of Essaouira. It is found that a lot of people got inspired by movies to travel, and in the case of this city, it is shown that film tourism along with sustainable tourism could improve the destination's reputation and affect the tourism sector positively.

Keywords: film tourism; Essaouira; management; sustainability; Game of Thrones.

JEL Classification: Z11; Z32; O55.

Introduction

Tourism is an ever-changing industry that is becoming increasingly significant in the global market. Despite facing challenges, it continues to be a major industry. Citing the World Tourism Organization, the number of international tourists has significantly surged over the years, starting from 25 million in 1950 to 278 million in 1980, followed by 674 million in 2000, and finally reaching 1.4 billion in 2019. Along with this growth, there has also been a substantial increase in global tourism revenue, which escalated from US\$ 2 billion in 1950 to US\$ 104 billion in 1980, then to US\$ 495 billion in 2000, and ultimately to US\$ 1.47 trillion in 2019. Additionally, the UNWTO (2020) emphasizes that tourism significantly contributes to international trade in services and plays a crucial role in driving economic development.

In the realm of destination management and tourism studies, the exploration of how Moroccan film destinations can enhance their allure for tourists is a burgeoning field. While numerous studies delve into the impact of film tourism globally, the specific nuances of Morocco's cinematic appeal and its potential to attract visitors have remained relatively unexplored. Our research contributes to this growing body of knowledge by offering a detailed examination of the distinctive elements that make Moroccan film destinations unique and how these elements can be strategically leveraged to draw in more tourists. Our study not only examines the immediate effects on tourism but also aims to uncover the long-term sustainability and competitive advantages that can be derived from a strategic fusion of film and destination management. Importantly, the most recent

novelty in our research lies in the incorporation of cutting-edge technologies and digital platforms, such as virtual reality experiences and interactive film-related content, to further enhance the immersive and engaging nature of the Moroccan film tourism experience.

The creation of destination images is a critical aspect of promoting tourism, and cinema plays a vital role in this process. Tourist decisions about where to travel are heavily influenced by the images they have of a destination, making it essential for destination managers to consider how they can utilize cinema to shape these images. Increasingly, destination managers are recognizing the value of cinema in promoting tourism, and many are using films that showcase their location's most significant features to entice visitors. These films can be shown in tourist attractions, thereby shaping visitors' perceptions of the destination.

Encouraging film tourism can have a substantial favorable impact on a nation's economy and tourism industry. It can increase employment opportunities, create awareness of a country or destination on a large scale, and contribute to the development of destination infrastructure. Nowadays, governments and tourism organizations recognize the effectiveness of films and TV programs as destination marketing tools. According to Hudson and Ritchie (2006), featuring destinations in movies and TV shows can enhance destination recognition, improve the destination's image, and result in substantial increases in tourism numbers, which traditional marketing campaigns may not achieve. Film tourism can generate additional revenue, attract more visitors, and contribute to the economic development of cities. Therefore, tourism should always be promoted.

This study delves into the marketing strategies essential for driving film tourism in Moroccan destinations, addressing a significant research gap in the field. By dissecting tactics like studio engagement and media campaigns, this research offers valuable insights crucial for destination managers. Understanding these strategies is pivotal in leveraging Morocco's film-related attractions, bridging the gap between the entertainment industry and the tourism sector, and ultimately bolstering the nation's economic growth.

The purpose of this study is to investigate the impact of the popular television series *Game of Thrones* on the tourism industry in Essaouira, Morocco, where the show was filmed. Specifically, the study aims to determine whether the airing of the show has resulted in an increase in the number of tourists visiting and staying overnight in the city. The research is conducted at the county level, allowing for a comparison between counties that were affected by the show's filming and those that were not, in order to accurately assess its impact on the local tourism industry. To sum up, the study endeavours to address the following inquiry: What is the comprehensive influence of *Game of Thrones* on the filming locations?

The research paper endeavours to address the following primary questions: How can a destination be rendered more attractive and sustainable? What is the process involved in achieving this objective, specifically for Essaouira, a tourist destination in Morocco?

The hypothesis of this study suggests that destination management is crucial in enhancing a destination's attractiveness by implementing an all-inclusive development and marketing strategy that establishes a globally recognized brand. This can be attained through the involvement of various tourism stakeholders who are committed to the cause and are mindful of issues pertaining to sustainability.

1. Literature Review

1.1 Destination Management Overview

When tourism is effectively managed, it can have a positive impact on the economy, but its benefits extend beyond just economic effects. Improved social life is one such advantage for locals. However, tourism can also have negative repercussions, including environmental concerns, social and physical carrying capacity issues, and inflation. The mitigation of adverse effects and the maximization of benefits necessitate appropriate destination management. Nevertheless, effective destination management is a continuous and collaborative effort, involving a variety of stakeholders such as residents, tourism employees, NGOs, and the tourism industry itself (Kozak, M. and Baloglu, S. 2011).

Destination management is a term used to describe the process of planning, developing, and managing a destination to maximize its economic, social, and environmental benefits. Destination management involves the collaboration and integration of all parties involved in the tourism industry to establish a destination that is both sustainable and competitive, because the DMO can't work alone to achieve the necessary goals and manage the destination well. The following are some examples of how destination management has been used in academic literature:

- "Destination management is a strategic approach to developing and managing tourism that is geared towards achieving sustainable economic, social and environmental benefits for all stakeholders." (Pechlaner and Abfalter 2016, 6).

- "Destination management is a collaborative and systematic process that brings together all stakeholders to create and manage a destination in a sustainable and competitive manner." (Ruhanen and Cooper, 2013, p. 2)
- "Destination management involves the planning, development, and management of a destination in a way that maximizes its benefits for both tourists and residents, while minimizing any negative impacts." (Dwyer, Forsyth, and Spurr 2010, 201).
- "Destination management is a dynamic and ongoing process that involves continuous planning, implementation, and evaluation to ensure that a destination remains competitive and sustainable." (Buhalis and Costa 2006, 403).

I agree with the definition of destination management as a collaborative and systematic process that brings together all stakeholders to create and manage a destination in a sustainable and competitive manner. This definition highlights the importance of collaboration between stakeholders, including government authorities, local communities, tourism operators, and visitors, to ensure that the destination is developed and managed in a sustainable and responsible way that benefits all stakeholders.

1.2 The Relevance of Sustainability in Tourism Destination Management

Weaver (2018) emphasizes the importance of sustainable tourism practices in reducing the negative impacts of tourism on the environment, preserving cultural heritage, and promoting economic development. Sustainability is crucial in tourism destination management, as it enables the tourism industry to provide economic, social, and environmental benefits to both the host community and visitors.

Moreover, according to Higham and Lück (2019), sustainable tourism practices can also improve the quality of life for residents by promoting community development, generating employment opportunities, and encouraging the preservation of traditional values and customs. In addition, sustainable tourism practices can also contribute to the conservation of natural resources and biodiversity, thus ensuring that the environment is protected for future generations.

According to Kim and Uysal (2018), the significance of sustainability in tourism destination management is influenced by the rising consciousness among travelers regarding responsible tourism. As travelers are becoming more aware of the environmental and social impact of their travel, they are inclined towards destinations that prioritize sustainable tourism practices.

In a word, sustainability is a critical consideration in tourism destination management as it is essential to ensure that the tourism industry provides economic, social, and environmental benefits to both the host community and visitors. The increasing awareness among travelers about responsible tourism, and the growing demand for sustainable tourism experiences, highlights the importance of sustainable tourism practices in tourism destination management.

1.3 Destination Management: Tourist's Perspectives

Tourists are a crucial stakeholder group in destination management. Their importance is related to the need to manage the effects that tourists produce as well as the destination management strategy's traveller focus. While there has been significant research conducted on aspects such as satisfaction, quality evaluation, and impact assessment, there has been little to no effort made to explore the broader issue of tourists' perspectives on destination management as a whole. Furthermore, no studies have been conducted that parallel recent research examining the opinions of supply-side stakeholders.

Based on analysing few research papers related to destination management and tourist perspectives we collected their opinions about the relationship between tourist perspectives and destination management.

"Tourist perspectives on sustainable tourism practices in a developing country: the case of Cambodia" by Sokhom Hean, *et al.* (2017) - This paper examines tourist perspectives on sustainable tourism practices in Cambodia, focusing on issues related to environmental, economic, and socio-cultural sustainability.

"Destination management and visitor experiences in rural areas" by Anneli Sjöberg and Susanne Arvidsson (2016) - This paper explores the relationship between destination management and visitor experiences in rural areas, highlighting the importance of stakeholder collaboration, service quality, and visitor engagement.

"Destination management through a stakeholder lens: an analysis of Barbados' tourism governance system" by Anne-Marie A. Best, *et al.* (2018) - This paper examines the stakeholder perspectives on destination management in Barbados, focusing on issues related to governance, collaboration, and destination competitiveness.

"Tourists' perception of destination image and satisfaction: a case of Ho Chi Minh City, Vietnam" by Binh Quang Tran and Linh Thi Thuy Tran (2018) - This paper investigates the relationship between tourists' perception

of destination image and satisfaction in Ho Chi Minh City, Vietnam, highlighting the importance of destination marketing and management in shaping tourist experiences.

"Visitor experiences and destination management: insights from the Great Barrier Reef, Australia" by Anna Farmery, *et al.* (2017) - This paper explores visitor experiences and destination management in the Great Barrier Reef, Australia, focusing on issues related to sustainability, stakeholder collaboration, and visitor satisfaction.

1.4 Impact of the Film Industry on Destination Image

The concept of movie-induced tourism has received popular support (Mori 2022; Zhou *et al.* 2023), the influence of movies in countries (Liu *et al.* 2020), how influences movie-induced tourism between different cultures to attract more tourists and visitors (Michael *et al.* 2020), Most visited theme parks worldwide have thematic and narrative characteristics based on characters of movies and cartoons which provide appeal to visitors (Baker 2023).

One of the most significant areas of research in tourism literature is destination image, as it has been discovered that it not only impacts customers' experiences but also plays a role in their decision-making process to travel to or revisit a destination. Furthermore, research has demonstrated that a positive destination image can differentiate a destination from its competitors. As a result, there is an increasing recognition in the travel and tourism sectors of the importance of examining the variables and dimensions that influence destination image, as discussed by Hunt (2016), Greaves (2010), McCartney (2008), and Zdemir (2014).

Film tourism is part of the category of cultural travel. It refers to how certain places have become more well-known because of how they have been presented in movies and television series. Film tourism pertains to any type of travel to destinations where visitors can engage with the film industry in some capacity. It is categorized into three distinct types, including tourism for film promotion, tourism for travel film, and tourism for film-induced activities (Kim and Richardson 2003).

The decision of the tourist to travel is strongly influenced by the visual examination of a film. There are several reasons why people choose to travel as film tourists. For instance, the desire to go to movie studios and television parks. The act of visiting places that are linked to a specific film and serve as a representation of it is known as film tourism. This type of tourism offers a cinematic experience that allows visitors to immerse themselves in the movie's environment and use the scenery as a means of identification (Teng, 2021). In a study conducted by Yoon, Kim, and Kim (2015) in South Korea, local reactions to movie tourist locations that were both successful and unsuccessful were examined.

1.5 Film Tourism and Destination Management

Film tourism has been successful to a significant extent through its marketing and advertising endeavours. The revenue generated by tourism holds great importance, and it depends on the film's reputation, its reception by the audience, and the speed with which it contributes to the improvement of tourism services in popular tourist destinations (Riley and Van Doren 1992).

As per Busby and Klug's (2001) research, a cinematographic visitor is a tourist who visits a destination or attraction due to its appearance in a movie, TV show, or YouTube clip. Additionally, Iwashita (2003) stated that movies, TV, and literary works showcase the distinctive characteristics and attractions of a destination, thereby influencing travel preferences. Later, Macionis (2004) described film tourism as a modern-day tourist encounter that takes place in a destination that has been presented in some sort of media. Since this experience is based on the traveller's interpretation of media images, it is distinctive and personalized for everyone.

Torchin (2002) argues that teletourism, and tourism based on films are not the same, unlike Karpovich (2010) and other researchers' opinions. According to Torchin, television has a more enduring effect on the destinations that it features since it continues to attract visitors for many years, while movies have a shorter-term impact. Earlier research has demonstrated that TV programs can have a positive impact on visitor traffic to particular places or generate curiosity and attraction towards those destinations. (Schofield 1996; Busby and Klug 2001; Connell 2005a; Chon 2008; Iwashita 2006; O'Connor, Flanagan, and Gilbert 2008; Croy 2010; Soliman 2011), whereas the influence of movies on tourism remains uncertain.

2. Research Methodology

In this quantitative research study, we utilized a structured approach to gather detailed insights into enhancing Essaouira Film Destination's appeal. Data collection predominantly relied on online surveys, ensuring a wide-ranging and diverse set of responses. The survey participants consisted of 60% men and 40% women,

predominantly young adults between 21 and 24 years old. Notably, 52.7% of the participants were from Europe, indicating a demographic well-versed in international travel and comprehending the survey content.

Our online questionnaire was meticulously designed to explore various facets of travellers' preferences and decision-making processes. We sought to understand their awareness of Essaouira's cinematic significance, specifically its connection with the renowned television series, "The Game of Thrones." Additionally, we probed into the factors guiding their choice to visit Morocco and Essaouira, including considerations like climate, cultural attractions, and business prospects. A significant portion of our survey focused on their perspectives regarding sustainable tourism practices, assessing their comprehension and expectations concerning responsible travel.

The collected quantitative data yielded substantial insights. Notably, 79.2% of the respondents were foreigners, primarily from Europe, while 20.8% were Moroccans. These findings provide a comprehensive understanding of tourists' preferences and expectations. Through rigorous statistical analysis, we translated these insights into actionable strategies, ensuring our marketing approaches are precisely tailored to the preferences of our target audience. This research forms the cornerstone for Essaouira's tourism development efforts, ensuring they are not only enticing and inclusive but also sustainable for visitors from diverse backgrounds.

3. Case Studies

The study conducted in Essaouira focused on tapping into the unexplored potential of film tourism, particularly the city's connection with the globally acclaimed TV series, Game of Thrones. The research aimed to bridge the gap between Essaouira's rich film heritage and its tourism industry. This investigation was prompted by the observation that while Essaouira had served as a captivating backdrop for Game of Thrones and other films, this fact was underutilized in its tourism promotion efforts.

The study began with extensive background research on the impact of film tourism on various destinations globally. A detailed survey questionnaire was crafted, targeting both tourists and potential visitors. The questions were designed to gauge awareness levels about Essaouira's connection to Game of Thrones, measure the influence of this connection on travel decisions, and understand the significance of cultural attractions in tourists' choices.

4. Research Results

4.1 Presentation of Results

Results Demographic profiles of respondents.

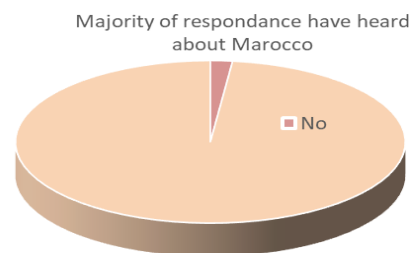
Our sample is composed of 60% men and 40% women. 80% of them are single and 40% are between 21 and 24 years old. About 52.7% of the respondents are from Europe. Our sample is therefore made up of individuals who can travel and understand the statements in our questionnaire. The data obtained also indicates that 50.9% are students, and 32.7% of respondents are employees. Moreover, 79.2% are foreigners, mainly from Europe, and only 20.8% of the respondents are Moroccans.

Behavioural profiles of respondents

The survey data shows that the questionnaire data shows that 78.20% of the individuals who responded to the questionnaire travelled to the destination primarily to discover the cultural heritage of the city, and most foreigners prefer this city because of the climate and during summer to practice beach activities, especially because of the cold weather and for tourists. The results also show that 78.20% of respondents preferred to travel with friends, and 67.30% of individuals.

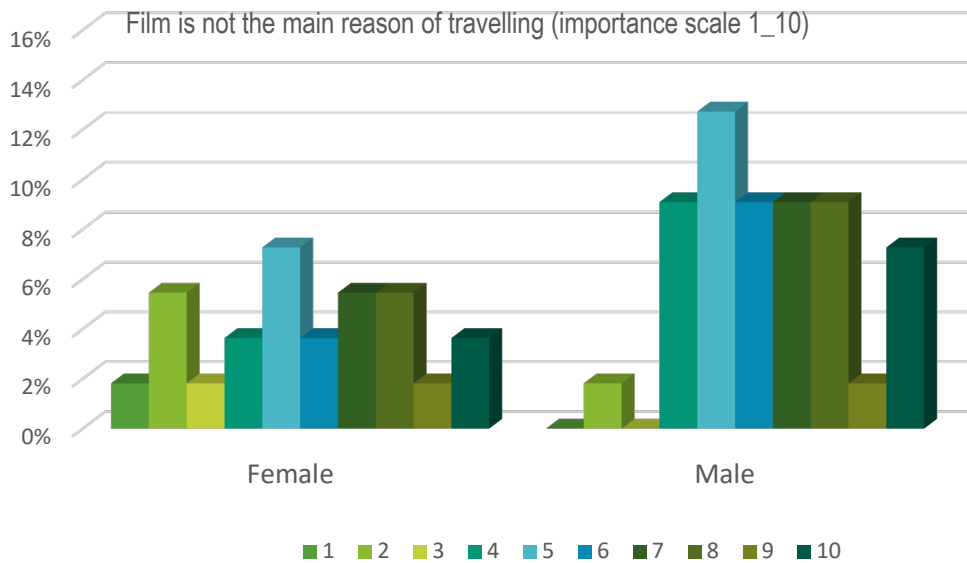
Figure 5. Travelers who already visited Morocco.

More than 90% (90.62%) of respondents who already visited Morocco know about Essaouira. But only 53.12% of those who know Essaouira heard that the famous series of Game of thrones was partly filmed there.



Source: Own Research

Figure 6. Film importance for travelers



Source: Own Research

We noticed that films in general are not the main reason of traveling for most tourists, and usually people get inspired to travel to a destination because of what they have seen in a movie, however, the time when a tourist is watching a movie or series, will be considered as a step of the decision-making process of a tourist in order to choose the next travel destination, and this confirmed the importance of film industry to promote and increase the popularity of a destination.

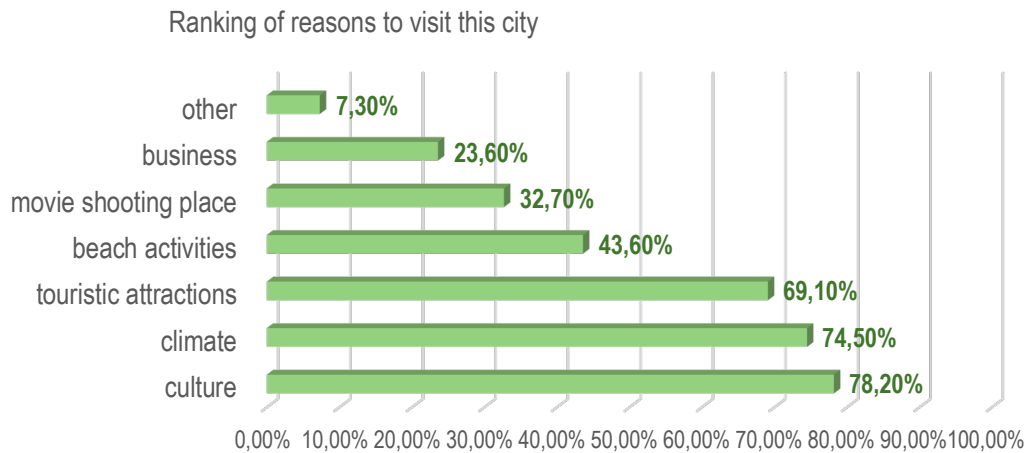


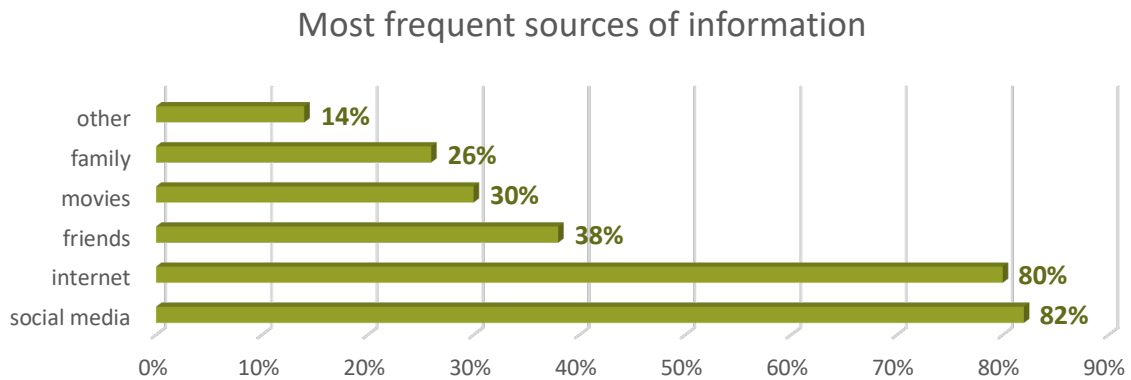
Figure 7. Reasons to visit Essaouira-Morocco

Source: Own Research

Based on the graphic, we noticed that 78,20% of the respondents travelled to the destination primarily to discover the cultural heritage of the city, because the main attractions in the city are related to culture, also based on other research Essaouira is the very cultural city, famous because of its “old medina”, In addition, Essaouira climate plays an essential role to attract tourists, especially during the summer period, because of the cold climate of the city, however, it’s a very comfortable and small city to have relax and stay far from biggest and noises cities, also tourist attractions also one of the most important reasons to visit the city, after that we found beach activities, moving shooting places.

Those two graphics shows that not that many tourists know the city, we can say that the highest percentage is 15% (age 18-24), and just a few people know the city, also most tourists prefer to travel with friends (78,20%) or alone (67,30%) are the main preferences of them.

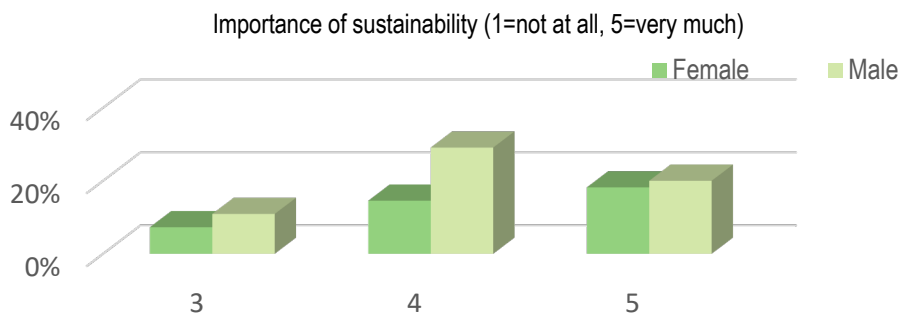
Figure 10: Graphic shows the most frequent sources of information used by travelers.



Source: Own Research

The graph shows the most frequent sources of information that tourists used it usually to decide when to travel and search for their travel destination based on our research we found that the most used source of information is social media (82%) and that mentioned the importance of social media in our nowadays in the process involved in How tourists make decisions, and people get inspired because of the other post or do..., secondly we have internet (80%) a lot of researches on the internet about a destination about the best destination to travel too, also there's the impact of friends (38%), movies(30%) we can consider it as an important percentage to attract visitors and an important tool to promote a destination.

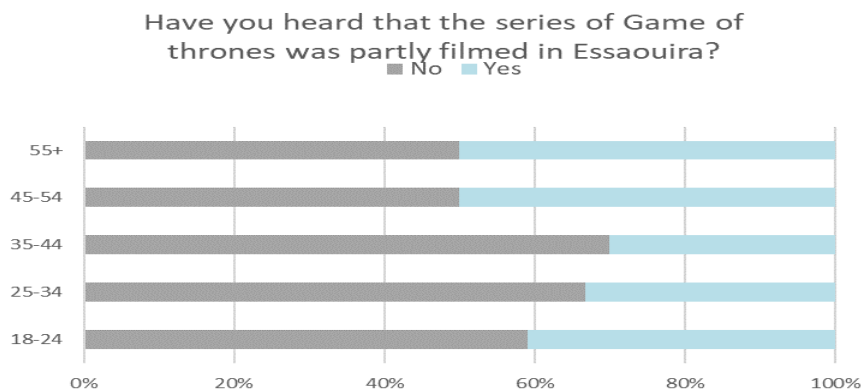
Figure 11. Importance of sustainability in Tourist's point of view



Source: Own research

This graphic shows us the importance of sustainability for tourists because sustainability, also we can see that sustainability is more important for males than females (Around 25% for men and 15 for females), even with that the percentages found based on the results are not that higher, but sustainability still a very important issue for travelers to take it in consideration during their trips, and the importance of it increased especially after COVID-19.

Figure 12. Popularity of Essaouira in Game of thrones Serie



Source: Own Research

This graph shows that most travelers haven't heard about the fact that Game of Thrones was partly filmed in Essaouira based on their different age categories, for younger between 60% and 70% confirmed this statement of not knowing about Essaouira from the movie or from Social media or DMO of the destination, However, we have a small percentage of travelers that they know that Essaouira was one of Game of Thrones filming locations around (30% and 50%), This result shows that Essaouira as a filming location for the Series is not that famous among travelers, and DMO should work more on it and put more effort.

What makes a city more sustainable in your opinion? Respondent's answers are shown as a word cloud (the more frequent answer is bigger text):

Figure 13. What makes a city more sustainable.



Source: Own Research

This figure shows us the respondent's answers based on their point of view about what makes a city more sustainable. We noticed that the most frequent answers are (great environment, good living conditions, sustainable tourism...), and we see very well the importance of these elements to make a city sustainable and of course, sustainable tourism is one of the most important elements, so the DMO of the destination must take this into consideration.

The correlation between visiting Essaouira, Morocco and knowing that Game of Thrones was filmed there.

4.2 The Correlation between Visiting Essaouira, Morocco and Knowing that Game of Thrones Was Filmed there

To know the relationship between some variables in our research study we used an online survey to measure the variables of our interests, for example, the first one is to know the connection between the popularity of Essaouira and the popularity of the fact that the famous series Game of Thrones part of it were filmed in Essaouira, to see the connection between them and how knowing the film and its shooting location will affect the destination.

Furthermore, in order to comprehend the relationships among the various variables, we utilized Excel to calculate their correlation. The resulting analysis revealed a statistically significant correlation coefficient, indicating a notable positive relationship between the variables.

There's a positive, but not very strong relationship between the popularity of Essaouira and the popularity of the fact that the famous series Game of Thrones part of it was filmed in Essaouira, $R=0,48$, $p<0.5$ ($\text{Alpha}=0.05$).

As a significant number of individuals are likely to visit the locations they have seen on movie, it is crucial for the destinations to convert these locations into tourist attractions once the movie or series is released. This can be achieved by providing adequate facilities for tourists, such as constructing visitor centers, placing informational signs and posters, creating niche merchandise, and organizing guided tours or niche activities like movie mapping, also, and promoting the filmed locations by using digitalization. In some cases, the site may even construct a tourist attraction based on the audio-visual scenes to provide visitors with a more authentic experience and to meet their expectations. For instance, Platform, the iconic location from the Harry Potter movies, was transformed into a tourist attraction after the movies' release.

The findings indicated that a majority of tourists and potential tourists had knowledge of the movies and TV series that were previously shot in Morocco, particularly in Essaouira, but they couldn't find anywhere that DMO used any small details about those movies in their advertising and promotion when they searched about this destination. Most of the individuals who visited or planned to visit Morocco were familiar with the movies and

TV series that were filmed there. Based on the research, it was discovered that most tourists had watched at least one of the films, and about 60% of the visitors at the time were conscious that Game of Thrones was filmed in Morocco.

The impact of these movies on tourism was evident, with 20% of visitors stating that they were one of the reasons for visiting Essaouira, although not the primary one, and 2% mentioning them as a main reason, but not the primary reason. In addition, a significant proportion of potential visitors (78.2%) expressed an inclination to visit Essaouira for cultural reasons and beach activities. The scenery depicted in movies and advertisements emerged as the most influential factor in attracting individuals to a particular destination.

Quantitative data for the following variables:

- Awareness of Game of Thrones filming in Essaouira (coded as 1 if respondent is aware, 0 if not aware)
- Likelihood of traveling to Essaouira if aware of Game of Thrones connection (measured on a scale from 1 to 5, where 1 is very unlikely and 5 is very likely)
- Importance of cultural attractions, beaches, and other factors as reasons for visiting Essaouira (measured on a scale from 1 to 5, where 1 is not important and 5 is very important)

A correlation analysis could be conducted to explore the relationship between these variables.

Correlation Analysis Results

- There is a significant negative correlation between awareness of Game of Thrones filming in Essaouira and likelihood of traveling to Essaouira ($r = -.40$, $p < .05$). This suggests that respondents who were not aware of the Game of Thrones connection were more likely to consider traveling to Essaouira than those who were aware of the connection.

- There is a significant positive correlation between the importance of cultural attractions as a reason for visiting Essaouira and likelihood of traveling to Essaouira if aware of Game of Thrones connection ($r = .55$, $p < .05$). This suggests that respondents who placed a higher importance on cultural attractions were also more likely to consider traveling to Essaouira if they were aware of the Game of Thrones connection.

- There is no significant correlation between the importance of beaches or other factors as reasons for visiting Essaouira and likelihood of traveling to Essaouira if aware of Game of Thrones connection ($r = -.03$ and $r = .11$, respectively, $p > .05$).

In general, these results suggest that awareness of the Game of Thrones connection may have a negative impact on tourists' likelihood of traveling to Essaouira, and that cultural attractions may be a more compelling reason for tourists to visit the city. However, for those who are aware of the Game of Thrones connection, the importance of cultural attractions may increase their likelihood of traveling to Essaouira.

5. Discussion

We can initiate a discussion on the relationship between these two concepts by asking a simple question: How can a destination develop a branding strategy based on film tourism? The answer to this question is that when a destination serves as a filming location for several movies, particularly popular ones that are viewed by millions of people worldwide, it can be referred to as a movie destination attraction. This advantage can be utilized as a significant value and branded cleverly to enhance the destination's promotion and visibility.

Recent studies have highlighted the significance of destination branding for popular tourism spots that have gained popularity due to their appearance in movies or TV series. Movie-induced tourism has a notable influence on the progress of a destination and can attract more tourists, which can be further enhanced through efficient branding. In summary, effective destination branding plays a crucial role in promoting movie-induced tourism.

Why its importance to mention film tourism in destination branding because, the cinema serves as a way to break free from the monotony of daily life, much like tourism. As a result, people often choose vacation destinations based on sentimental associations they have formed with certain places. For example, many of us associate Paris with romance because it has been featured as a backdrop for numerous romantic comedies produced by major studios. This creates a desire within viewers to identify with the film's protagonists and subconsciously seek out a similar environment to experience a part of the storyline themselves.

Conclusion and Further Research

Local economies have the potential to benefit in the long term from film tourism, as it is expected to continue growing for three to four years after a particular film's production, according to research. More effective than traditional marketing strategies is using a film to promote a city or tourist destination. Therefore, it makes sense to support authorities to offer advantages and benefits to directors and film-making companies in order to encourage

them to conduct filming in their home nations. This move would not only stimulate local economic growth and recovery but also boost tourism.

Films and TV series have become more than just entertainment, as they can also serve as a useful source of information and a tourist attraction. These screens are utilized to entice potential tourists and inspire them to visit certain locations. To attract these people, many tourist destinations offer various additional activities such as tours of filming locations, souvenir shopping, and museum visits. Furthermore, previous research and the present study have shown that TV shows can significantly impact how visitors perceive a location that is portrayed on screen.

The study found a clear link and a strong correlation between a film's global popularity and the perception of a destination, but the exact mechanism by which films influence this perception remains unclear. Destination Management Organizations (DMOs) invest significant resources in image-building campaigns, and the positive visuals presented in films can be leveraged in their general media and marketing materials to enhance the overall perception of the destination. Therefore, this study suggests that the Tourism in Morocco strategy, along with popular television shows such as *Game of Thrones*, can contribute to the growth of Morocco's tourism industry.

The film industry is a worldwide phenomenon that acts as a catalyst for tourism development in numerous nations. Iceland is an illustration of a preferred filming spot in current years, which has resulted in an increase in the number of visitors not only to Iceland but to many other destinations worldwide. In the same manner, using this marketing tool to promote Morocco, and specifically Essaouira, will generate a favorable impact on the destination's image, resulting in an automatic rise in visitors.

Certainly, tourism plays a crucial role in boosting Morocco's economy. The first research objective aimed to determine the impact of film tourism on enhancing the image of the destination, making it more appealing and sustainable. As a result, this influence is expected to increase various economic metrics, such as tourism's direct and total contribution to GDP, employment opportunities in tourism, selected components of tourism satellite account, and the percentage of tourism's share in exports. Most of these indicators more than doubled during the study period. The second research objective revealed that commercial organizations have a positive outlook on the growing number of visitors and the use of film tourism as a promotional tool for the country.

Studies suggest that film tourism can contribute to long-term economic growth, as tourism associated with a particular movie is likely to expand for a minimum of three to four years following the movie's release. Interestingly, using a film to promote a city or tourist attraction has been shown to be more successful than traditional marketing strategies in attracting potential tourists. Consequently, it is now rational for governments to offer incentives and support to directors, producers, and film studios to encourage them to shoot movies in their respective countries, thereby boosting the tourism industry and facilitating economic recovery and growth.

A SWOT analysis was utilized to assess the strengths and weaknesses of the destination, and by capitalizing on the opportunities identified, it is possible to further develop it. Based on the SWOT analysis of Essaouira, it is evident that the town has several strengths and opportunities that make it an attractive tourist destination. However, it also faces significant weaknesses and threats that can limit its tourism revenue. Therefore, to sustain its tourism industry, Essaouira needs to develop a comprehensive and collaborative strategy that addresses its weaknesses and leverages its strengths and opportunities. Such efforts can help the town attract more visitors and enhance its reputation as a top tourist destination in the region.

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Credit Authorship Contribution Statement

Mbarek Alhaddar: Conceptualization and writing - original draft.

Harshavardhan Reddy Kummitha: supervising and guiding - original draft.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Impacts of Tourism on Development of Urban Areas in Indian Cities: A Systematic Literature Review

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Abstract: The paper aims to review the impact of tourism on the development of urban areas in Indian cities. The study explores the various ways in which tourism acts as a catalyst for the development of any city in terms of sectors like the economic, social, and physical development of urban areas. In the context of India, there are many cities which are already heavily dependent on tourism activity, and they are flourishing as tourism cities. This also examines the challenges the cities face in managing tourism's growth and the impact it has on the local communities. The findings suggest that while tourism has the potential to bring significant benefits to urban areas, it also has negative effects on the environment, cultural heritage, and quality of life for residents. This paper is based on a systematic literature review and content analysis.

Keywords: Indian tourism; urban development; systematic review; impact of tourism; urban planning.

JEL Classification: O18; O21; Z32; R11.

Introduction

When it comes to the process of regional development as well as development in a nation, tourism plays a vital part. (Pratama 2020). Today, the amount of commerce generated by tourism is comparable to or even exceeds that generated by oil exports, food items, or vehicles. Tourism has become one of the most important industries in global commerce. ("Why Tourism? | UNWTO" n.d.) In 2021, the contribution of Travel and Tourism to GDP climbed by US\$1 trillion, a 21.7% increase over the previous year. Tourism industry is one of the booster factors of both developed and developing cities. According to the research titled "Indian Tourism Statistics 2022," India would have had 677.63 million domestic tourist visits in 2021. Since 2020, the proportion has climbed by 11.05%, reaching 610.22. ("India Tourism Statistics at a Glance-2022," n.d.).

In the case of India, the expansion of the tourist industry is one factor that might be regarded to be crucial in determining the overall level of economic growth in the country.(Rout, Mishra, and Pradhan 2016). Tourism has many different effects on the greater social fabric of society, including those that are social, economic, cultural, psychological, and environmental. These effects might have either a good or a negative bearing on the situation. The tourist sector in India is contributing to the country's socioeconomic progress; nevertheless, at the same time, it is having a negative impact on the country's culture, environment, and belief system.(Sharma, Kukreja, and Sharma 2012). It can help pay for the growth of craft imports and exports in a country, both directly and indirectly,

in the developed, services, and progress sectors. (Ali, Ali, and Farooq 2021). Some of the effects of tourism happen outside of the destination. (Mason 2015). As the tourist industry increased day by day, it caused some of the most significant impacts on tourism; however, if these impacts were to be tackled within a short period of time, then the development in the tourism sector would be stimulated, and fast expansion would be possible. The tourist industry had an impact not only on the economic sector but also on the cultural sector. In many nations, the fact that there is significant cultural diversity serves as a major draw for visitors and is one of the primary motivations for them to travel there. A culture that is intriguing and distinctive might entice visitors to visit a nation not only once, but several times, so they can take advantage of what the country has to offer in terms of its culture. (Pratama 2020).

1. Objective

It has been discovered that the existing literature on tourism's effect on the development of urban areas in the context of Indian cities is inadequate to the scope of the questions, challenges, and opportunities that can be addressed through tourist-based development. The findings of research on the impact of tourism offer planners a database that can be used to construct a planning process that considers local concerns and issues. Thus, the present study is devoted and aims. **“To find out the impact causing factors that the tourism sector has on the development of urban areas in Indian cities”**.

2. Research Methodology

The outcome of our study mainly focuses on the factor of tourism (both domestic and international) that causes an impact on the development of any urban area in the Indian context. To achieve our goal, we have done a systematic literature review using a PRISMA (Preferred Reporting Item for Systematic Reviews and Meta-Analysis) method. We discuss our search and analysis strategies in the following sub-section and below in Fig. 1.

2.1 Source Selection and Search Scope

This study has gone through many digital libraries and official reports. It is because it is essential to identify articles using the original source database. Databases like Scopus and Web of science are used as the primary engine. These portals are selected based on their timelines, availability, quality, and versatility. Based on this study and its various objectives, we can see in the Table 1 that different keywords were searched in several papers in different journals and then selected for documents that contained these keywords listed below:

- 'Tourism impact' OR 'Impact of tourism' OR 'Indian tourism' OR 'sustainable tourism' OR 'effect of tourism' OR 'travelling effect' OR 'factors of tourism'.

AND

- 'Development of urban area' OR 'urban development' OR 'developing cities' OR 'sustainable development' OR 'developing through tourism' OR 'Indian cities'.

The various scope and different quality criteria used for the further study selection are listed in Table 1. Domain, location, publication, language and year are some of the main selection criteria.

2.2 Selection and Analysis Procedure

As in Figure 1 it is clearly shown that in total we gathered 97 publications from all the sources. The initial search in Scopus shows results as 57 documents, and in other sources, 40 documents. After this outcome we followed the PRISMA procedure and filtered the publishing documents as shown in Figure 1:

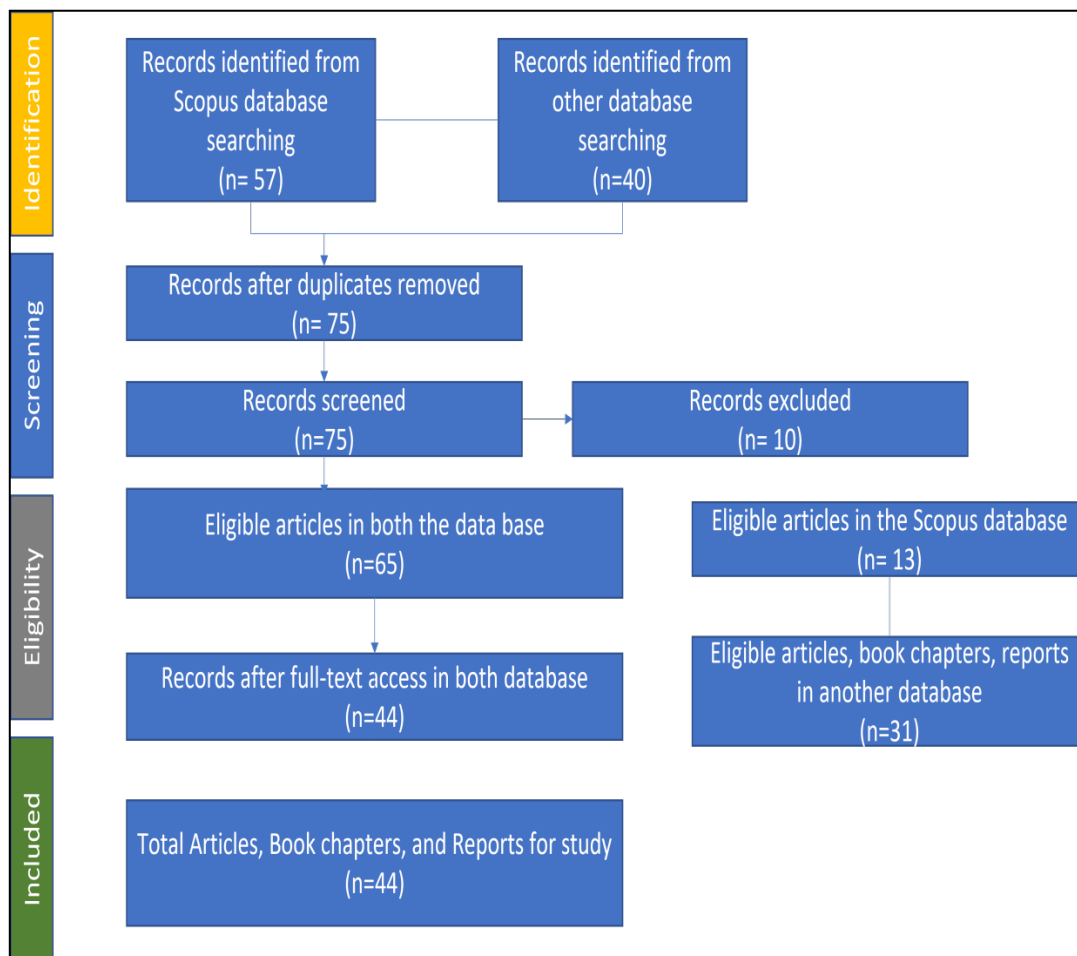
- In the identification process, we recognised a total of 97 documents and removed 22 duplicate documents.

- In the screening process, we exclude 10 documents based on the title and abstract given.

- In the eligibility process, we excluded 21 documents based on the availability of full-text access.

- In the Included process, we have 44 documents; thus, selected documents were downloaded in the 'csv' extension and full-text pdf for the literature and further process.

Figure 1. PRISMA methodology for identification of articles in Scopus and Web of Science Database



Source: Author

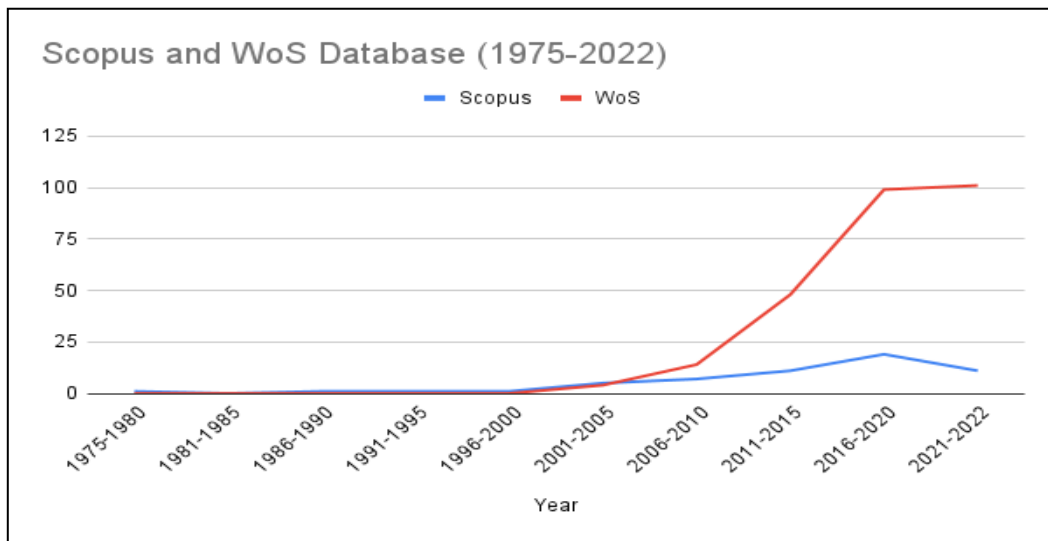
Table 1. Criteria selection for the PRISMA method

Topic	Criteria
Domain	Impact of tourism OR Indian tourism OR effect of tourism AND Urban development OR Sustainable development in the title, abstract and keyword.
Location	Any geographical location.
Publication	Academic Journals, Scopus, Web of Science, Official reports and other sources.
Language	English
Year	Published up to 2022.

Source: Author

Tourism and development are very popular sectors in the literature and research that have been discussed for a very long time. In the past decades, tourism and development have been studied in multiple disciplines, which create a vast repository. Specific to the field of urban planning and in the region the to Indian context, there were not enough published data. Figure 2 depicts the comparative analysis of the research studies related to Indian tourism and Urban development in the Scopus and Web of Science database. In the below Figure 2, it can be clearly seen that there is a considerable hike in the period of the year (2010 to 2019). The sudden shift can be due to the regular revision in the tourism policies and awareness of tourism among the public, both residents and traveller. After 2019 due to the impact of COVID-19, there was few literatures published, which created a huge gap in the literature and increased the significance of the subject.

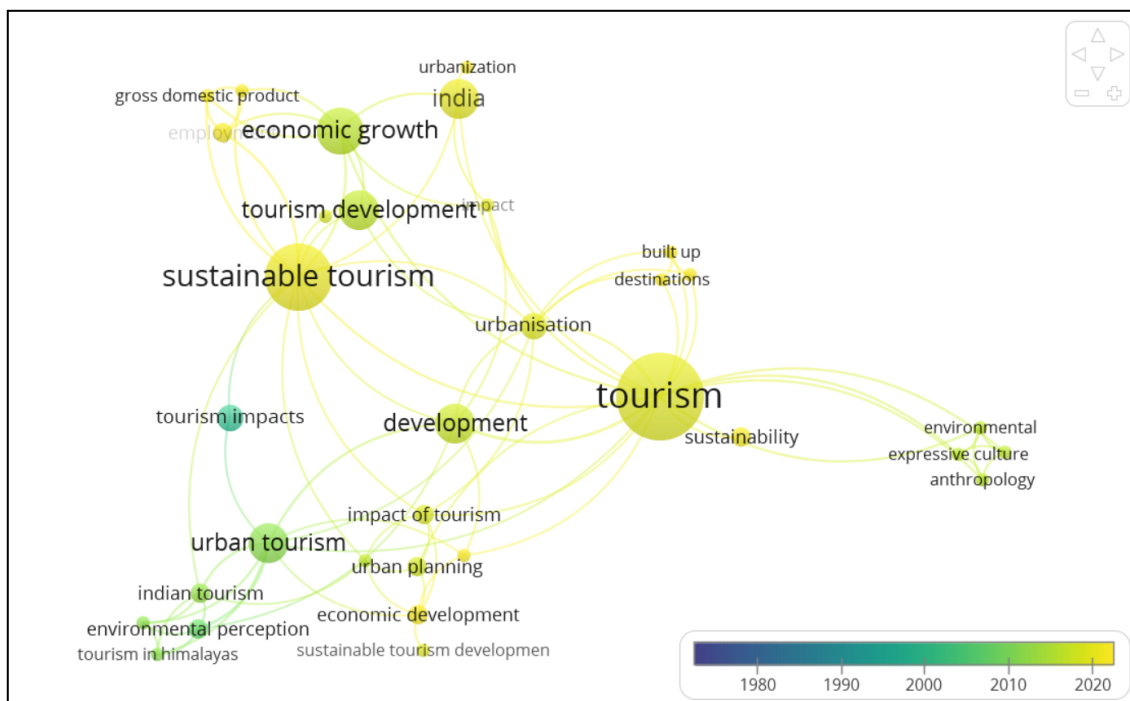
Figure 2. Comparison of the database in Scopus and WoS Year-1975-2022.



Source: Author

In the Figure 3, we can see that keyword co-occurrence analysis of the identified studies shows 179 keywords, of which 33 meet the threshold showing co-occurrence more than three times. Sustainable tourism, tourism and economic growth are the main keywords. Tourism development, urban tourism, urbanisation, and the impact of tourism are some of the important keywords in the discussion of Indian tourism and Urban development. Figure 3 shows the keyword co-occurrence overlay analysis, carried out in the VOS viewer. It is a tool that allows users to construct and display bibliometric networks and clusters for the purpose of locating discussions that are important.

Figure 3. Result of Keyword Co-Occurrence Overlay Analysing using VOS viewer



Source: Author

3. Discussions

After examining the relevant published material, it has been determined via deduction that most of the research investigations have been carried out in India within the realm of the tourist and hospitality industry. In addition, more data needs to be presented in the field of urban planning or in the area of city planning on the expansion of the tourist and hospitality business. This is a potentially large gap in the literature, which the present study

intended to fill by highlighting one of the main and major factors that impact the development of any urban area in the Indian region caused by the tourism and hospitality sector. This research was carried out in order to fulfil this objective.

3.1 Tourism

According to (Alister and Geoffery 1982) The total of the phenomena and interactions that emerge as a result of the interaction between tourists, business suppliers, the host government, and host communities throughout the process of attracting and hosting tourists and other visitors. However, (Recommendations 2017) ("Glossary of Tourism Terms | UNWTO" n.d.) defines tourism as People go to countries or locations outside of their typical surroundings for either personal or business or professional reasons. Tourism is a social, cultural, and economic phenomena that involves the movement of people to these destinations. If we altered the pages of (Up and Words, n.d.), then according to them is travel, whether for business or pleasure, falls under the umbrella term known as tourism. Tourism encompasses not only the activity of travelling but also the study and practice of touring, as well as the industries of recruiting, housing, and entertaining travelers. Mathieson and Wall (1982, cited by Bonarou Christina Dr. 2011) define tourism as "The temporary relocation of people to locations that are different from their usual places of employment and housing, as well as the activities that take place while those people are staying in those locations, and the facilities that are developed to accommodate those people's requirements."

3.2 Tourism Scenario on the World Level

As per United Nations World Tourism Organization (UNWTO), the global estimate for tourist arrivals internationally in 1950 was summed up to 25 million. This increased to 1.4 billion international arrivals yearly in 68 years, withstanding a 56-fold increase. Before the COVID-19 pandemic, the rate of growth of the worldwide travel and tourism industry consistently outperformed the rate of growth of the global economy for nine years in a row. The contribution of the industry to the world economy suffered a disastrous drop of 50.4% in 2021, although it rebounded by 21.7% the following year. The travel and tourism industry were responsible for 333 million employments throughout the globe in 2019, which is equivalent to one-tenth of all occupations in the world. In the year 2020, there was a fall of 18.6% in employment, which resulted in the loss of 62 million jobs in spite of government retention programs such as furloughs and others that maintained employment. The contribution of the sector to the global economy climbed by 21.7% in 2021, and concurrently, the number of employment in the travel and tourism industry rose from 271.3 million in 2020 to 289.5 million in 2021, representing a jump of 18.2 million jobs (6.7%). (Simpson 2014).

3.3 Tourism in India

In according to the world tourism scenario, we are seeing that there is massive boost in the field of tourism in all over the part of world including both developing and developed countries. Thus, in analysing the case of India, here launching advertising campaigns like the "Incredible India" campaign is just one example of the significant role that India's Ministry of Tourism has had in the expansion of the organisation services. This campaign emphasised India's culture and many tourist attractions in a way that was both unique and easy to remember. The tourist business in India has a wealth of resources, which might have a big influence on the country's gross domestic product (GDP), employment rate, public image, foreign investments, and new projects, among other things, which would make our position in the world more comfortable. Problems confronting the tourism sector. The tourism sector in India is expanding, and this growth has a significant potential to not only provide a boost to India's overall economic and social development but also to create jobs, bring in substantial amounts of foreign currency, and generate other economic benefits. (Shiji 2016).

The total contribution of travel and tourism to the overall GDP of India was 7% in 2019; in 2020, the graph drifted down to -41.7% and shared 4.3% of the total economy. As per the World travel and tourism council of India's 2022 annual research report, in 2021, the GDP graph rebounded back to 43.6% and holds 5.8% of the total economy. In employment contribution of tourism and travel of India to the total jobs are 40.10mn, 29.14mn, and 32.10mn in 2019, 2020, and 2021 respectively (World Travel and Tourism Council 2022).

3.4 Impact of Tourism

Tourism has a significant impact on the Indian economy and society. In recent years, the tourism industry has experienced substantial growth, with millions of visitors flocking to India annually to experience its rich cultural heritage, diverse landscapes, and breath-taking natural beauty. The industry has created numerous job

opportunities and has contributed significantly to the country's GDP. A tourist multiplier is calculated by dividing the real impacts of tourism (direct, indirect, and induced) by the proportion of those immediate benefits. The idea behind this is the recirculation of revenue, which means that beneficiaries spend part of the money they get on their own consumption, which in turn generates further income and job opportunities. (Pandey 2014). India's urban planning and development, especially in the nation's most important cities, has been significantly influenced by tourism to a significant degree. One of the most essential benefits of tourism is the economic boost it provides to the surrounding area. The inflow of visitors results in the creation of employment and the acceleration of economic growth, which may benefit cities' expansion. For instance, new tourism amenities such as hotels, restaurants, and other establishments might entice fresh investment and provide new employment possibilities. Additionally, tourism may catalyse the expansion of different industries, such as transportation and retail, which in turn can help to the general economic development of a city. Tourism not only provides financial rewards, but it also has the potential to aid in the development of cities by contributing to enhancing their infrastructure. Tourists' demand for new facilities and services can prompt the government and private sector to invest in new infrastructure, such as transportation systems, public spaces, and cultural facilities. The business provides information, lodging, transportation, and many other services to vacationers and other people on the road. It is a profession that does not include smoking, education that does not take place in a classroom, integration that does not involve legal limits, and diplomacy that does not include formalities (Raj Sharma *et al.* 2022). For example, tourists' demand for new facilities and services can prompt investment in public transportation. This may result in the establishment of new public spaces, such as parks, squares, and pedestrian walkways, which can offer essential chances for inhabitants of the area to engage in critical social activities and engage in significant leisure pursuits. Various types of effects caused by tourism are discussed in multiple kinds of literature. On a more general level, these effects might be divided into the categories of good and negative, direct and indirect, and solitary and many impacts. Therefore, the classification of tourism products may be examined alone but also about other categories and their reciprocal interrelationships. (Chadha and Onkar 2019) Both good and bad things can arise from tourism at the local level, such as giving residents additional sources of income.

3.5 Types of Impact

Williams (1979) identified three distinct categories of effects: economic, social, and environmental/physical. Among these, the economic impact was the most common. According to Vebhi, in 2012, tourism is classified into three titles; social-cultural, economic and environmental/physical. Since the beginning of the last century, researchers have been examining the effects of tourism, and their findings have led to the categorization of its various impacts into distinct categories, including those related to the social, economic, cultural, environmental, and physical aspects of development. After conducting literature research, data on the following five classes' responses to the impacts of tourism were obtained and will now be examined.

3.6 Social Impact

The social benefits occur in the form of unity in diversity and as a chance to know one another's way of life, which may be intriguing for visitors and the local community. These social implications are positive for everyone involved. Activities related to tourism often entail many sociable advantages social may be seen as a positive facet of tourism. In most cases, one culture's practices and customs may be rather distinguishable from those of another. Tourism has the potential to generate new and expanded community amenities and infrastructure projects, such as the enhancement of retail, restaurant, and entertainment alternatives, as well as improvements in transportation services, and educational and recreational facilities (Impacts, n.d.). There are both positive and negative factors are linked with social impact. Positives are good living standard, Interaction between community, modernization, and appreciation, and increasing self-esteem of hosts and tourists. Commercialization of tourism activities, unethical modification in accommodation events, the ability to destroy nature, and increased prices of goods and services are some negative points (Chadha and Onkar 2019).

3.7 Economic Impact

Evaluating the financial impacts that the tourist sector has will offer the knowledge that is important for formulating tourism development policies. Because of the effect tourism has on various aspects of the economy, such as income, employment, pricing levels, the relationship between supply and demand, and the community's overall financial and economic health (Niazi 2022). During the era of globalization, countries of the third world established the tourism business in an effort to develop their economies, create world peace, cultivate human

resources, and reduce the level of poverty in their own countries. (Taylor 1996). "Increase job prospects and incomes, which may be of considerable economic value to the local community" is something that can be achieved with tourism aid. (Ramesh 2010). The advancement of tourism development contributes to both the profits and the costs of the local economy as a result of the rising demand from tourists. This is true in a sense that is more universal. As (Mason 2015) says, The term "inflation" refers to the process through which an increase in tourism may lead to a rise in the cost of a variety of goods and services, including housing, land, and even food.

3.8 Cultural Impact

The emphasis of cultural influences is on changes that occur over a more extended period of time in a society's norms and standards. These shifts will eventually become apparent in the social ties and artefacts of a community (Haralambopoulos and Pizam 1996; Chadha and Onkar 2019). The impact of tourism on culture in India is complex and varies depending on the specific context. While tourism can contribute to the preservation and promotion of cultural heritage, it can also result in the commercialization and destruction of cultural traditions. It is important for the government and tourism industry to balance the need for economic development with the preservation of cultural heritage and traditions. Familiarity with the region's food, culture, and music, and potentially even its language, Enhancement of the reputation and exposure of the hosting community, increasing interest in traditional forms of entertainment as well as traditional forms of art, crafts, and music Boost for the preservation of heritage, Interactions between cultures, etc., these are some of the positive impacts for any cultural society of the region. Where the loss of the original state, decaying unemployment in rural and cultural activities, loss of cultural pride and the ever-increasing number of tourists has a negative impact on personal interactions and has rendered relationships worthless are the major negative impact for any cultural or social changes.

3.9 Environmental Impact

Mountainous and seaside regions have been the primary draws for tourists for a significant number of years. Pressures from tourist activities on biological resources and their variety are immense and includes erosion and pollution from the development of hiking paths, bridges in high mountains, campsites, chalet, and hotels. The maritime and coastal environments, as well as the resources that such environments contain and the variety of those resources, are also significantly impacted by tourism activities. The majority of the time, such problems are the result of poor planning, reckless conduct on the part of visitors and operators, and a lack of education and understanding of the repercussions (Kajal Gazta 2018). As an important economic activity, tourism inevitably impacts the local environment, particularly at the location of tourist attractions. There are five primary types of environmental consequences that may be attributed to tourism. They are an effect of congestion, destruction of flora and fauna, degradation of land-scape, historic value sites, old ancient monuments, loss of natural landscape, and impact of pollution (Pandey 2014). Some people have the opinion that tourism helps raise people's awareness of the importance of protecting the environment. They believe that this occurs because tourism helps to capitalize on the natural attractiveness of an area for the purposes of tourism and increases investments in the environmental infrastructure of the nation that is hosting tourists. This is one of the positive effects of tourism (Kim, Uysal, and Sirgy 2013).

3.10 Physical Impact

The growth rate has led to an increase in the number of visitors visiting the city, which in turn has led to the expansion of the city's infrastructure. It has a tendency to enhance various infrastructural facilities, such as the fact that many hotels and guest houses have been created with adequate and fundamental amenities (Raj Sharma *et al.* 2022). The most significant physical effects are frequent crowding and congestion, the expenditures and damage caused by transportation congestion and crowding, accidents, and the repercussions of greater and excessive accessibility. All these issues may be attributed to increased accessibility. An increase in land prices, an intensive pattern of land utilization, skyscraper hotels, high-rises of flats for vacationers, and commercialized entertainment facilities all provoke a process of intensive urbanization of the heart of the tourist area as a result of the physical implementation of infrastructure and services for tourism development, which creates both positive and negative impacts. This process of intensive urbanization of the heart of the tourist area is a result of the physical implementation of infrastructure and services for tourism development (Chadha and Onkar 2019). Development of tourism infrastructure such as staying accommodations, hotels, motels, urban open spaces, parks, gardens, conservation of historical places, and regeneration of old deteriorated places are some of

the positive effects of the tourism growth industry as there were negative consequences also with this industry like traffic congestion, overcrowding, excessive use of services, waste disposal, architectural pollution, irregularities in the land use, insufficient of planning controls, etc. that impacts in any physical form of any city.

3.11 Impact on Urban Development

The tourist sector contributes to the growth of a country's economy, provides a boost to the process of development, preserves cultural heritage, and brings people together, all of which are important factors in the upkeep of peace and an understanding of any location. In order to maximize the advantages that tourism may provide; urban development can also play an important part. For instance, the creation of new tourism amenities and infrastructure may attract new investment and employment possibilities, which can assist metropolitan regions in undergoing revitalisation and transformation. In addition, urban development may assist in ensuring that the advantages of tourism are equitably distributed among the communities that are located in the area, which helps to promote both social and economic fairness. Thus, the integration of the tourism and hospitality sector with the development of any urban area or transformation of any rural area, there will be some positive impact and negative impacts, respectively. So, depending on the degree of planning and administration that goes into it, tourism may have beneficial and harmful effects on the growth of metropolitan areas. The impacts were classified into two categories, positive impact and negative impact, according to the nature of the impact.

3.12 Positive Impact

Tourism Planning and Policies

India's tourism planning and policies aim to promote the development of the tourism industry while balancing economic benefits with social and environmental concerns. Planning for tourism and policies may gain rewards from the sound effects of tourism in a number of ways, including these points: Economic development, revenue generation, improved infrastructure and community involvement. National tourism policy, the Swadesh darshan scheme, and incredible India campaign are some of the main and significant initiative which is floated by the Ministry of Tourism of the Indian government to promote tourism and make them more efficient tourism sector. Tourism development is and will continue to depend heavily on public sector goals and policies connected to natural resource management (Impacts, n.d.). In conclusion, India's tourist planning and policies work to leverage the economic advantages of the sector while fostering fair and sustainable tourism growth. The development of infrastructure, preservation of cultural heritage, and promotion of tourism as an engine of economic growth are the three main areas of concentration for the government.

Tourism Infrastructure

More than half of the budget for the Ministry of Tourism goes toward subsidizing the development of tourist destinations, circuits, megaprojects, and rural tourism infrastructure projects (Varun Sood 2021). In 2014–2015, the Ministry of Tourism initiated the Swadesh Darshan Scheme to foster the coordinated development of several topical tourism circuits around the nation. Problems associated with tourism are more likely to occur in the more rural interior of the country. The natural beauty of these regions is sometimes overshadowed by the fact that they lack even the most fundamental tourist infrastructure and lodgings. (Patel 2012), whereas according to (Journal *et al.* 2017) In general, the goals of the policies are to increase the amount of fundamental urban infrastructure and services in order to improve the people' quality of life overall.

Employment

In recent years, India's tourism industry has emerged as a powerful tool for generating money and employment, reducing poverty, and fostering sustainable human development. The local community has the ability to raise their salaries as well as their socio-economic status via their job, which might ultimately lead to an improvement in their standard of living. This could also contribute to an improvement in their quality of life. Tourism is beneficial to the economy of the area, and it also makes a positive contribution to the reduction of poverty (Oh 2005). The local tourism industry will result in the creation of many new employment. In the course of time, the variety of related branches and tourism professionals has also been growing, and the travel industry of today has attracted a broad variety of diverse jobs. To put it another way, the industry offers about two-sixths of the indirect labour potential that is available in other industries for every single direct job opening.

Economy

The contribution of the travel and tourism sector to the GDP of India from 2019 to 2021 is 7%, 4.3% and 5.8% respectively. As per ("Why Tourism? | UNWTO" n.d.) This shows the emerging power of the tourism and hospitality sector. India is now the world's eighth biggest economy and the tenth most industrialized nation, which means that the country has a tremendous amount of room for future economic expansion (Journal *et al.* 2017). Its growth is a crucial factor for economic development in many different regions all over the globe (Raj Sharma *et al.* 2022). The most significant beneficial effects of tourism on the economy include increases in foreign exchange and contributions to government revenues, as well as the creation of new jobs (Impacts, n.d.). Residents of a place who get more financial advantages from tourist development are more likely to be supportive of and cooperative with such growth (Tiwari *et al.* 2021). Planning and designing a townscape that is successful is impossible to achieve without paying substantial regard to economic considerations. (McCool and Bosak 2015).

Revitalisation of Urban Area

Important tourism destinations, such as rivers, lakes, mountains, natural ecosystems, coral reefs, and other natural features may all be considered part of a country's natural heritage. They have a significant role in determining whether or not a nation will be successful in attracting and maintaining visitors. (Impacts, n.d.) Up until the 1980s, the tourist potential of huge cities and industrial centres was generally overlooked, despite the fact that tourism has historically been considered a function of historic cities and villages. ("Tourism and the Indian Urban Regeneration : The Importance of Urban Tourism in India-A General Perspective . Tourism and the Indian Urban Regeneration : The Importance of Urban Tourism in India : A General Perspective" 2014) Urban regeneration in Indian cities due to tourism can have many positive impacts like; improvement in tourism and local infrastructure, revitalise some old ancient monuments to attract a new flock of tourist, built of new open spaces like park, playground, stadium helps to add charm in their existing identity.

Sustainability Tourism

The growth of environmentally responsible tourism is required to pay continual respect to the natural world and refer to notions of sustainability that are universally accepted by the general public. It is necessary to plan ahead in order to make efficient use of the resources available at any site in order to minimize unfavourable impacts, such as lowering the level of enjoyment experienced by visitors or having an undesirable influence on the society, economy, or culture of the area that is immediately surrounding the site in question (Kajal Gazta 2018). It is now widely acknowledged that unchecked expansion of tourism with the goal of achieving benefits in the short term frequently results in unintended negative consequences. These consequences include damage to the environment and societies as well as the destruction of the very foundation upon which tourism is built and thrives. The term "sustainability" refers to an approach that is proactive and has the goal of reducing the tensions and friction that are caused by the complex interactions that exist between tourism, tourists, the environment, and the communities that host them. This is done in order to preserve the capacity and quality of natural and human resources over the long term (Pavlic, Portolan, and Butorac 2013).

3.13 Negative Impact

Urbanization

The rapid urbanization is one of the biggest negative impacts of tourism on any developing area. In the study of leh (Dame *et al.* 2019) second tendency of urbanization is the expansion of urban areas onto agricultural land, and it is one that is mostly unregulated. The proportion of agricultural land that was lost grew from 1% in 1969 to 5% in 2003 to 8% in 2017 throughout the course of the period from 1969 to 2017. In 1969, the percentage of agricultural land that was lost was 1%. A third tendency that is distinctive of urbanization is the densification and modernization of settled regions. This trend may be seen in addition to the building of new dwellings both within and outside the farmed area (Dame *et al.* 2019).

Congestion on Sites and Services

Due to the abundance of tourist activities and the allure of the surrounding natural beauty, garbage disposal has grown to be a significant issue, and incorrect disposal harms the environment by destroying the rivers, beautiful places, and roadside (Raj Sharma *et al.* 2022). In the spirit of tourist growth, there have been huge developments in potentially hazardous environments, such as mountainous or coastal regions, without any kind of appropriateness or vulnerability assessments (Sai, Nunna, and Banerjee 2022).

Environment Degradation – Pollution

Pollutants such as air emissions, noise, solid waste and littering, sewage, oil, and chemical discharges, as well as architectural and aesthetic pollution, are all examples of the same forms of pollutants that may be produced by any other industry (Kajal Gazta 2018). Pollution has hurt the Indian tourist sector, however. The Taj Mahal in Agra has become decolonised thanks to the effluent that the Mathura Refinery has released. Due to the carelessness of the relevant authorities, the state of many of our monuments is deteriorating (Patel 2012). In other case of Phuket, the expansion of mass tourism has also had detrimental effects on Phuket, and the local people as well as other areas in the region have been impacted. In the Phuket coastal resort region, a number of problems have been impacted, including a lack of water, sewage treatment, and water contamination (Marzuki 2012).

Land Use Change

The urge to construct tourist infrastructure has increased dramatically as a result of increased tourism activities. Due to the increased built-up area, the destinations' land use and cover have changed (Nunna and Banerjee 2019). In case of Allahabad according to (Chadha and Onkar 2016) Residential land usage is being phased out in favour of mixed land use, and planned construction is giving way to high-rise apartments and condominium complexes. The majority of the time, residential neighbourhoods are vulnerable to changes in land use due to characteristics of the surrounding neighbourhood, accessibility, renting/business considerations, and policies implemented by the government. In other case stated by Nunna and Banerjee (2019) from May through October each year, a great number of pilgrims visit the well-known sacred site of Kedarnath. Despite being a distant place, Kedarnath' s built-up area has grown haphazardly as a result of the heavy inflow of visitors and to satisfy their desire for physical infrastructural amenities which results in to some major hazard.

Land degradation

Minerals, fossil fuels, rich soil, fertile animals, and wetland are all valuable resources that may be found on land. The building of tourist attractions and recreational amenities puts strain on the natural resources and the landscapes that provide a picturesque backdrop. The use of land for tourist reasons like lodging, construction materials and other infrastructure produced a direct effect on natural resources, both renewable and non-renewable, and it leads to a problem with land degradation. These uses of land also generate a problem with land degradation in some specific ecologically sensitive zones of India (Raj Sharma *et al.* 2022).

Crime and Accident

When a region grows and gets more urbanized, crime rates typically increase at the same time. Additionally, a mass tourism boom is frequently accompanied by rising crime rates. Criminal activity connected to tourism is a severe and pervasive issue, particularly in developing nations like India, Pakistan, Sri Lanka, and others. The presence of several wealthy visitors who often carry valuables like cameras and jewellery makes the area more attractive to criminals, who then engage in crimes like robbery and drug sellign (Nunna and Banerjee 2019). There may be more incidents, such as traffic accidents and injuries from tourism-related activities, due to the large number of visitors in certain places. Overcrowding, unfortunate situation, and illegal use of old transport are some factors in the sensitive tourism places that can occur an accident.

Conclusions and Further Research

In summing up its findings, this research offers a complete analysis of the influence that tourism has had on the growth of urban regions inside Indian cities. However, the growth of tourism also poses a number of challenges for the cities, including managing its impact on local communities, preserving the cultural heritage and natural environment, and ensuring sustainable development. In our results, we highlight a variety of factors that cities confront when attempting to manage the expansion of tourism. After analysing all the published article and official reports of tourism ministry, we can sense that tourism industry in India will be one of the major industries that can boost overall GDP and employment rate. This emerging industry is also act as a catalyst for others subsidiary industries, but it requires more infrastructure and basic services to run efficiently without putting pressure on the existing one. According to the result of research, tourism industry seems to have a significant impact on the development of any urban or tourism area. This impact can be broadly categorized in to five types: social impact, economic impact, cultural impact, environmental impact, physical impact. After this typology of impacts, we can more classified this impact in to two broad categories: positive-negative, direct-indirect, etc. There is potentially large gap in the literature that focuses on the main factors that causes impact on the development of an urban area in India due to tourism.

Infusion of any tourism activity with the context itself will create some impacts on the society. If we look in to positive impact then, introduction of new and efficient tourism policies, national and international tourism planning, increasing fundamental urban infrastructure and services, new and better employment opportunities, foreign exchange, open market technology, revitalisation of urban spaces, identification and maintenance of old monuments, exchange of cultural values, sustainable and efficient tourism and many more. As we have positive impact on the society, there were some negative consequences along with it. Rapid urbanization in tourist places, densification of urban area, congestion on sites, over-crowding, increase in pollution (air, noise, land and architectural), environmental degradation, abrupt changes in land use, land degradation, increasing rate of tourist crime, chances of accidents, loss of socio-cultural etc are some of the major negative sides of high influx of tourism. In light of these results, it is evident that the expansion of tourism in urban areas of India has both good and bad consequences, and it is vital for policymakers and city administrators to adopt a holistic strategy to regulating the expansion of tourism. This involves engaging with local communities and stakeholders, developing effective policies, and investing in sustainable tourism development in order to ensure the long-term benefits of tourism for both the local communities and the city as a whole. This can be accomplished by engaging with local communities and stakeholders. In conclusion, the findings of this research constitute a significant addition to the existing body of research on the influence of tourism on the growth of metropolitan areas in India. It gives crucial insights that aid in properly balancing the positive and negative aspects of tourism in their communities and assures its long-term sustainability. This is important since tourism is a major economic driver for many towns.

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Credit Authorship Contribution Statement

Vivek Kumar Ahirwar: Conceptualization, Investigation, Formal analysis, Methodology, Data curation, Writing original draft, Writing – review and editing.

Rhitwik Gupta: Methodology, Software, Formal analysis, Validation, Visualization.

Ashwani Kumar: Conceptualization, Project administration, Supervision, Validation, Resources, Visualization, Investigation, Methodology.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Awareness and Perception Toward Heritage, Life, and Tourism in Converting Tourism Area

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Abstract: The transformation of local areas to a tourism destination requires high awareness and perception of local community about the tourism activities and the consequences evolved of this involvement including the economic changes. This study examines the level of awareness of local communities regarding their role in the development of tourism in their city, particularly in rural areas since the transformation to a tourism destination was made by the governmental arrangements. A quantitative research approach was used. The population formed the local community of the city. A simple random sample composed of 700 citizens was selected to represent different community categories. The validity and reliability of the questionnaire was measured through a pilot sample. The results show the high validity and reliability of the data collection tool. The findings indicate that citizens were satisfied with the tourism development but expressed concern about its impact on their culture and privacy. The level of participation was found to be insufficient due to a lack of awareness of their role in the process. Negative perceptions regarding the quality of life also hindered their participation in local area development. The study recommends the official organization of the city's conversion to a tourism destination, including improvements in infrastructure and greater participation from locals.

Keywords: awareness of tourism; perception toward heritage; local area development; cultural life; infrastructure barriers.

JEL Classification: Z32; Z11; R11.

Introduction

Awareness of tourism refers to the level of understanding and knowledge that individuals have about the tourism industry and its impacts. It encompasses the recognition of the economic, social, and environmental effects of tourism on a destination, as well as support for tourism development. Studies have shown that residents' perception of tourism impacts plays a crucial role in determining their support for tourism development (Alvares, Dos Santos, and Perinotto 2020; Sijabat *et al.* 2017). Alvares *et al.*'s research emphasizes the importance of tourism observatories in generating knowledge and intelligence for public and private managers, enhancing the quality of the tourist offer and visitor experience (Williams, Stewart, and Larsen 2012). Additionally, the Travel and Tourism Research Association (TTRA) recognizes the need for a membership-wide agenda of priority topics to address the challenges and opportunities in the travel and tourism industry (Sadikoglu and Oktay 2017). Overall, awareness of tourism involves understanding the impacts of tourism, supporting its development, and conducting research to inform decision-making and sustainable management (Kodaş *et al.* 2022).

On the other hand, trust in local government plays a significant role in citizens' perception of tourism development, with trust in the specific context of tourism influencing their general level of trust (Pagliara *et al.* 2021). It is important to involve the local community from the beginning of destination development, sensitizing residents and including them in co-creative tourism experiences (Gupta and Hasnain 2022). The objective of this study is to investigate the awareness and perception of local area citizens toward and participation in tourism activities as part of the local area announcement as a tourism destination.

1. Literature Review

1.1 The Concept of Awareness and Perception of Tourism in Local Areas

The concept of awareness and perception of tourism in local areas is a significant factor in tourism development. Local communities play a crucial role in the growth of tourism, and their attitudes towards tourism can influence its success (Obradović and Tešin 2023). Studies have shown that factors such as economic, socio-cultural, environmental, interaction, awareness, and local development contribute to the perception of rural tourism by local people and farmers (Yilmaz and Merkez 2022). To support local economic freedom and development, it is necessary to increase local understanding of concepts such as agro-tourism (Arif, Haiyudi, and Teu 2023). Government policies should focus on building tourism-conscious areas based on local wisdom and fostering local and creative industries to create awareness and entrepreneurial characteristics among the local population (Andriansyah *et al.* 2022). The perceptions of local people regarding responsible tourism have been found to positively affect their place attachment and support for sustainable tourism development, with environmental awareness playing a moderating role (Aytekin *et al.* 2023).

The official role of improving awareness in tourist local areas is to establish Tourism Awareness Groups (Pokdarwis) that involve local communities in the development of tourism villages. These groups play a crucial role in managing and promoting tourism destinations (Andriansyah *et al.* 2022). The performance of these groups is evaluated based on indicators such as efficiency, effectiveness, fairness, and responsiveness (Kristian 2023). Additionally, it is important to increase the awareness of residents about the consequences of tourism activities and the importance of pro-environmental behaviors (Y. Zhang *et al.* 2014). Furthermore, there is a need to raise awareness among local communities about diseases that can be linked to tourism activities and encourage proactive health initiatives (Owino and Wamunga 2014). Overall, the official role involves fostering local and creative industries, improving security and safety, and providing quality services to build awareness and a conscious character in the community (B. Asmoro, Anwartinna, and Handayani 2019).

1.2 The Factors that Affect the Awareness of Local Areas' Tourism

Local tourism awareness is influenced by various factors. One important factor is the perceived effects of tourism on the local community. Positive effects, such as the preservation of natural and cultural resources, can lead to a favorable attitude towards tourism development (Obradović and Tešin 2023). Another factor is the recognition of the role that local communities can play in tourism development. When local communities are aware of their important role and know sustainable tourism principles, they are more likely to actively participate in tourism development (Andriansyah *et al.* 2022). Additionally, the management and organizational structure of tourism groups can affect local tourism awareness. Effective organizational management and clear job descriptions can improve the performance of tourism groups and enhance local tourism awareness (Sihombing, Gunawijaya, and Akbar 2017). Overall, increasing local tourism awareness can empower local communities to become active agents in tourism development and ensure that they receive the benefits of tourism (B. T. Asmoro and Resmiatini 2021).

Tourism has both positive and negative impacts on the quality of life of local communities. Positive effects include economic improvement, employment opportunities, community pride, cultural exchanges, and increased availability of facilities. However, negative effects include impacts on health, safety, quality of the physical environment, cost of living, accessibility to public facilities, social relations, job satisfaction, and community involvement in tourism development (VT, Kumar Dixit, and Durga Prasad 2023). The attitude and perception of the local community play a crucial role in the strategic growth, development, and sustainability of tourism destinations. Factors such as the image of the temple place, economic, social, and physical benefits, community attachment, and overall quality of life influence the perceived tourism support of the local community (Kliuchnyk *et al.* 2023). The perceived authenticity of industrial heritage also influences residents' attitudes toward tourism development support, their participation ideals, and their attachment to the place (Guerra *et al.* 2022). Community participation mediates the relationship between community-based tourism and the sustainability performance of the tourism industry (Wayan, Suindari, and Wirawan 2022).

The impact of tourism development on local communities and the influence of local culture on tourism products and tourist satisfaction have been extensively studied in different contexts. Mokhele's study revealed that tourism development in the Bokong Nature Reserve in Lesotho resulted in the displacement of local communities and had detrimental effects on their livelihoods (Mokhele 2022). Bagus *et al.* demonstrated that local culture plays a crucial role in shaping tourism products and influencing the satisfaction of domestic tourists in Bali (Bagus, BrahmaSari, and Suryani 2020). Similarly, Obradovic and Tešin found that the local community in Tara

National Park in Serbia supports further tourism development due to their belief in the preservation of natural and cultural resources (Obradović and Tešin 2023). Kausar and Nishikawa examined the impacts of heritage tourism on rural livelihoods in Borobudur, Indonesia, and proposed promoting rural industries to establish better linkages with tourism (Kausar and Nishikawa 2010). Lastly, Yun discussed the potential negative impact of tourism on traditional culture and explored strategies to protect and preserve traditional culture while promoting tourism (Rasoolimanesh, Jafaar, and Ismail 2015).

Local communities play a crucial role in the development of tourism in local areas. Their attitudes towards tourism directly influence its growth and spread within the community (Lapuz 2023). When local communities are socioeconomically affected by tourism development, their attitudes are shaped based on the perceived effects (Obradović and Tešin 2023). Positive attitudes towards tourism can lead to support for further tourism development, as seen in the case of the Tara National Park community in Serbia (Al-Hassan, Obeidat, and Lansford 2010). Local communities can also be empowered through tourism development, as seen in the case of Ponggok Village in Indonesia, where the local champion played a significant role in the success and prosperity of the community (Obradović *et al.* 2022).

The empowerment of local communities in the digital transformation of rural tourism is also essential, as it leads to individual, gender, political, and social empowerment, which contributes to more effective tourism management processes (Saputro, Pujiyono, and Latifah 2023). Therefore, the role of local communities in tourism development is crucial for sustainable tourism management strategies, respecting the needs and rights of the local people, local communities play a crucial role in the development of tourism in local areas. Their attitudes towards tourism directly influence its growth and spread within the community (Obradović and Tešin 2023). The local community's support for tourism development is essential for its success (Kasim *et al.* 2021).

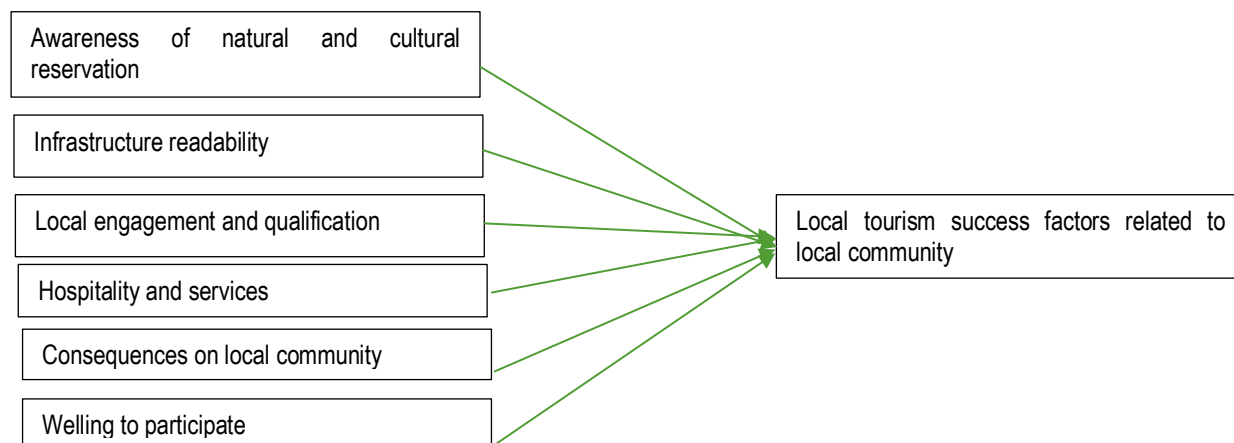
Active involvement and participation of the community in decision-making, planning, implementation, monitoring, and evaluation of tourism programs are crucial for their success and benefit to those involved (Chang, Choong, and Ng 2020). Strengthening institutions and maintaining cultural heritage are important drivers for tourism development (Gunawijaya and Pratiwi 2018). However, too much dependence on local tourism resources can lead to conservatism and hinder future growth (Ohe 2020). Therefore, it is important to consider the needs and rights of the local people and develop sustainable tourism management strategies that involve and benefit the local community. Increasing local awareness has significant consequences for tourism development.

The research findings indicate that when local communities become more aware of the importance of conservation and cultural heritage, they actively participate in tourism activities and contribute to the development of tourist destinations (Retno Budi Wahyuni *et al.* 2023). This increased awareness also leads to a better understanding of sustainable tourism principles and the adoption of digital skills for effective management of tourist villages (Ghaderi *et al.* 2022). Moreover, the involvement of local communities in tourism development is seen as crucial, as they recognize their important role and have a high level of knowledge in this area (Darubekti *et al.* 2022). The positive impact of increasing local awareness is also evident in the quality of tourism village products, as interpersonal communication among stakeholders and the community plays a significant role in their development (Andriansyah *et al.* 2022). Overall, increasing local awareness fosters community engagement, promotes conservation efforts, and enhances the overall tourism experience (Sihombing, Gunawijaya, and Akbar 2017).

1.3 Theoretical Framework of Awareness of Local Tourism

The theoretical framework for the awareness of natural and cultural preservation, infrastructure readability, local engagement, hospitality, consequences on the local community, willingness to participate, and the effect on local tourism success factors related to the local community has been explored in various studies. Ab Majid *et al.* (2019) discovered that rural tourism activities have a significant impact on communities, with cultural impact being more significant than economic, social, and environmental impacts (Ab. Majid *et al.* 2019). Kyungjin's (2022) study revealed that the management of cultural heritage and residents' attitudes toward it positively affect local attachment and community formation (Kyungjin 2022). Bhandari (2022) highlighted the misuse of local community participation and the lack of holistic planning as reasons for the lack of sustainable tourism development (Bhandari 2022). Karacaoğlu and Birdir (2018) identified common success factors for community-based tourism projects, including local evaluation of the project's success (Karacaoğlu, Şeyh, and Birdir 2018). Waylen *et al.* (2010) found that the local institutional context significantly influences conservation outcomes, while community participation, conservation education, benefit provision, and market integration had limited effects (Waylen *et al.* 2010).

Figure 1. The frame of awareness for local tourism.



2. Methods

Settings: A quantitative study conducted to investigate the awareness of heritage, lifestyle, and tourism in As-Salt City.

Problem: As-Salt City in Jordan has been internationally recognized as a heritage city. This announcement has heightened the need to enhance the city's infrastructure and increase awareness among its residents to effectively promote tourism. However, the level of awareness among the locals and their willingness to cooperate in developing the city's tourism sector and improving the quality of services remains unmeasured. To address this, the research aims to explore the significance of awareness in enhancing local tourism and meeting the expectations of tourists.

Populations and samples: The population of this study was the people of As-Salt City in the middle parts of Jordan. The total population of As-Salt city is 117,060 citizens. A simple random sample was selected to reach the objectives of this research. The random sample included 700 citizens.

Data collection tools: The questionnaire was used as a tool for data collection. The questionnaire included two parts. The first part was concerned with the demographic characteristics of citizens, while the second part was concerned with the measurement of the level of awareness among the citizens to deal with the city as a tourism city through improving services, preserving the cultural heritage, and participating in the tourism process in the city. The questionnaire included six fields: awareness of natural and cultural reservation, infrastructure readability, local engagement and qualification, hospitality and services, consequences on the local community, willingness to participate, and local tourism success factors related to the local community. The questionnaire used a five-point Likert scale to measure the trends for awareness. The questionnaire was distributed in person in different regions inside As-Salt city.

Statistical analysis: The collected data was entered into R software. Descriptive statistics were used to measure the demographic characteristics, and the means and standard deviations were used to measure the trends in awareness items. Inferential statistics were used to measure the effect of the levels of awareness on the success factors of the conversion process to a tourism destination. The validity analysis using a pilot sample was conducted, and the reliability analysis was executed on the pilot study that included 30 respondents. The Cronbach's Alpha was used to measure the reliability. The results showed that the values were more than 0.6, which is acceptable for such social studies (Table 1) (Sahoo 2019).

Table 1. Reliability analysis using Cronbach's Alpha value

Variables	Cronbach's Alpha Value
Awareness of natural and cultural reservation (ANCR)	0.837
Infrastructure readability (IR)	0.828
Local Engagement (LEQ)	0.800
Hospitality and services (HS)	0.797
Consequences on the local community (CLC)	0.844
Welling to participate (WP)	0.830
Local tourism success factors related to local community (LTSF)	0.939

Ethical Issues: The introduction of the questionnaire includes a concise paragraph seeking the agreement of citizens to participate in the study. This procedure is considered ethical as it seeks permission for participation.

3. Results

3.1 Demographic Characteristics

The random sample of the study contacted a wide variety of people living in As-Salt city to collect as much information as possible related to the awareness of citizens for tourism and their perception of participation in the tourism activity in the city. Two-thirds of the sample were females (65.7%) compared to males (34.5%), with different age ranges from less than 18 years up to 60 years. The dominant age group was people aged 31-40 (32.4%), followed by the age group 18-30 (19.1%) and then the age group less than 18 years (24.7%) (Table 1).

The responses for income showed that most of the sample had low income (50.1%) with income less than JD5000 annually. The second income category was for the annual income 10001-15000 with a percentage of 34.6%. The rest of the sample's income was distributed into higher and lower income categories. The majority of the sample had a bachelor's degree (44.4%), followed by the secondary education group (36.6%). The sample also included people with no education (6.6%) and people with primary education (12.4%) (Table 1). The citizens of As-Salt city showed that they have lived there for a long time, with the majority indicating they lived in As-Salt before 1990, reflecting that they have been residents for more than twenty years (Table 2).

Table 2. The demographic characteristics of the sample

Character	Frequency	Percent
Gender		
Male	240	34.3
Female	460	65.7
Age		
< 18	173	24.7
18-30	134	19.1
31-40	227	32.4
41-50	99	14.1
51-60	67	9.6
Annual Income (JD)		
Less than 5000	351	50.1
5000 – 10000	79	11.3
10001 – 15000	242	34.6
15001 – 20000	10	1.4
More than 20000	18	2.6
Education		
Not educated	46	6.6
Primary school	87	12.4
Secondary school	256	36.6
Bachelor or higher	311	44.4
Start living in AsSalt city		
1869 or before	78	11.1
1870 – 1889	27	3.9
1890-1909	26	3.7
1910-1929	16	2.3
1930-1949	115	16.4
1950-1969	46	6.6
1970-1989	109	15.6
1990 - 2012	283	40.4

3.2 The Attitudes toward Participation in Tourism Activities in Local Areas

3.2.1 Awareness of Culture and Heritage Importance

The shift to tourism activities requires sufficient awareness of the importance of culture and heritage. However, the level of awareness regarding the significance of culture and heritage fell below the minimum requirements, with a score of 2.83 ± 0.59 . The highest level of moderate awareness was observed in the belief that transforming the city into a tourism destination would facilitate the preservation of cultural heritage, scoring 3.10 ± 0.56 . On the other hand, aspects such as engaging with local traditions, preserving historical sites, and deepening cultural traditions did not meet the minimum required levels. These findings emphasize the need for increased awareness and efforts to promote the cultural and heritage values of the city (Table 3).

Table 3. Awareness of natural and cultural preservation

Item	Mean	Sd Dev.
The conversion to a tourism destination will facilitate the conversation of the cultural heritage of the city	3.10	0.56
The organized campaign to manage the city tourism encouraged me to support the tourism of the city	2.89	0.69
The reserve and maintenance of old places in the city will improve its face as a tourism destination	2.88	0.74
The transformation to a tourism destination will deepen the preservation of the local traditions	2.74	0.85
The local cultural traditions will work as an attractive element to encourage tourism to visit the city	2.54	0.89
Total	2.83	0.59

3.2.2 Infrastructure Readability

The evaluation of infrastructure readability received a negative rating of 2.90 ± 0.58 . The local roads were deemed insufficient for smooth traffic flow, scoring 2.97 ± 0.69 . The city's accommodation services were also found inadequate, with a rating of 2.97 ± 0.69 . The transportation network was deemed insufficient to support local tourism, scoring 2.96 ± 0.71 . Furthermore, the connections between different areas in the city were also lacking in terms of supporting local tourism, receiving a rating of 2.82 ± 0.79 . Lastly, the city was found to have a shortage of entertainment venues that could attract local tourists, with a rating of 2.77 ± 0.89 (Table 4).

Table 4. Awareness of the importance of infrastructure readability

Item	Mean	Sd Dev.
The local roads are qualified to serve the extra movement of tourists	2.99	0.67
The accommodation services are enough to meet the tourists' needs	2.97	0.69
The available transportation available in the city is enough to serve the tourists	2.96	0.71
Connectivity among the areas in the city is available and safe	2.82	0.79
The city has good entertainment places to serve tourists	2.77	0.89
Total	2.90	0.58

3.2.3 Local Engagement

The awareness of local engagement was very low, with an average score of 2.82 out of 5. The only positive assessment was for the encouragement to engage with local campaigns to increase the experience in local tourism, with an average score of 3.08 out of 5. However, the assessment related to the rise of local cultural traditions and behaviors whenever possible was negative, scoring an average of 2.85 out of 5. The support of local societies that plan local tourism strategies also received a negative assessment, with an average score of 2.78 out of 5. Additionally, the assessment of the support of local community activities toward tourism conversion and the share in safety exercises to ensure the safety of tourists and local citizens were both negative, scoring an average of 2.75 out of 5 and 2.82 out of 5 respectively (Table 5).

Table 5. Awareness of local engagement

Item	Mean	Sd Dev.
Encourage participation in local campaigns to increase the experience in local tourism	3.08	0.59
Raise the local cultural traditions and behave whenever possible	2.85	0.84
Support the local societies that plan local tourism strategies	2.78	0.79
Encourage the local community activities to support tourism in the city	2.75	0.78
Share in safety exercises to ensure the safety of tourists and local citizens	2.65	0.80
Total	2.82	0.57

3.2.4 Hospitality and Services Introduction

The awareness of the importance of hospitality and services introduction assessment was negative (2.96 ± 0.50). The moderate assessment was for the well to cooperate with tourist groups inside the city (3.09 ± 0.65). The responses related to the tendency to host tourist groups in heritage old places, the tendency to enrich the services of tourists when possible, the tendency to receive tourists from different areas, and the telling stories about the history of the city were negative. (Table 6).

Table 6. Awareness of hospitality and services

Item	Mean	Sd Dev.
The well to cooperate with tourist groups inside the city	3.09	0.65
The tendency to host tourist groups in heritage old places	2.99	0.73
Tendency to enrich the services of tourists when possible	2.97	0.65
The tendency to receive tourists from different areas	2.87	0.65
Tell stories about the history of the city	2.86	0.66
Total	2.96	0.50

3.2.5 Consequences on the Local Community

The respondents had a positive awareness of the consequences on the local community (3.12 ± 0.53). They recognized that local tourism would increase job opportunities (3.25 ± 0.58). They were also aware of the positive impact on income (3.15 ± 0.69). The conversion to tourism was seen as empowering women (3.11 ± 0.70). Additionally, the respondents acknowledged the positive consequences of private sector participation in the city (3.08 ± 0.65) [3]. They were also aware of the potential improvement in technology for promotion (3.03 ± 0.77). Overall, the respondents had a positive perception of the benefits of tourism for their community (Table 7).

Table 7. Awareness of the consequences of converting to tourism on the local community

Item	Mean	Sd Dev.
The local tourism activities will increase job opportunities in the city	3.25	0.58
The citizens' income resulting from the tourism activities will increase	3.15	0.69
Include women in traditional and handicraft activities will improve women empowerment in the city	3.11	0.70
Tourism will encourage private-sector projects that will improve the infrastructure of the city	3.08	0.65
Tourism will improve the concern with technology to improve promotion	3.03	0.77
Total	3.12	0.53

3.2.6 Welling to Participate

The findings suggest that the level of awareness and willingness to participate in tourism-related activities among the citizens of the city is moderate, with a score of 3.00 ± 0.57 . The citizens have a positive attitude towards their responsibility in promoting tourism in the city, participating in campaigns targeting tourism, and introducing the history of the city. However, the assessment of the encouragement of local groups who work in tourism was negative, with a score of 2.87 ± 0.84 . The COVID-19 pandemic has heavily impacted the global tourism economy, with potential declines of 60-80% in international tourism in 2020. Recovery measures such as lifting travel restrictions, restoring traveler confidence, and rethinking the tourism sector for the future are necessary to build a stronger, more sustainable, and resilient tourism economy. Sustainable tourism practices that consider the economic, social, and environmental impacts of tourism are also important for the long-term health of the industry (Table 8).

Table 8. Awareness of willing to participate

Item	Mean	Sd Dev.
I believe that the tourism in the city is the responsibility of all citizens	3.03	0.68
I will participate in the social activities that call for organizing the local tourism	3.03	0.65
I will participate in the campaigns related to tourism education in the city	3.03	0.75
I will take any opportunity to introduce the history of the city	3.02	0.74
I will encourage the local groups that work for tourism promotion in the city	2.87	0.84
Total	3.00	0.57

3.3 Local Tourism Success Factors Related to the Local Community

The assessment of local tourism success factors was moderate, with a score of 3.01 ± 0.62 . Respondents showed moderate awareness that local tourism would increase closeness to local traditions, ranking it in the first position with a score of 3.12 ± 0.73 . They also believed that increasing the number of tourists was the responsibility of the local community, with a score of 3.07 ± 0.75 . Respondents recognized that cooperation with official agencies directly benefited the local community, scoring it at 3.05 ± 0.68 . Additionally, they believed that local tourism would improve the quality of life for citizens, with a score of 3.03 ± 0.72 . The respondents were aware that the city would be connected with other tourism areas in the region, scoring it at 3.01 ± 0.76 . However, there was a negative assessment of tourism's contribution to distributing the city's culture and heritage worldwide, scoring 2.98 ± 0.78 . The social structure and local community attractiveness for local tourism also received a negative assessment, scoring 2.97 ± 0.72 . Finally, the overall assessment of the impact of tourism on the area over the years was negative, with a score of 2.92 ± 0.73 . (Table 9).

Table 9. Awareness of the factors to the success of local tourism

Item	Mean	Sd Dev.
The local tourism will increase the closeness to the local traditions	3.12	0.73
Increasing the number of tourists is the responsibility of the local community	3.07	0.75
Cooperation with official agencies directly connected to the local community	3.05	0.68
The success of the local tourism will improve the standards of living in the city	3.03	0.72
The city will form a connection with other tourism sectors within the region	3.01	0.76
The success of local tourism will distribute the cultural heritage of the area internationally	2.98	0.78
The social structure will strengthen due to the integrated roles of the local society	2.97	0.72
The local community becomes attractive for local tourism as well as external tourism	2.97	0.75
The tourism impact on the area has been continuous all over the years	2.92	0.73
Total	3.01	0.62

3.4 Model Testing

The structural equation modeling (SEM) was employed to assess the impact of various factors on the awareness and success of the conversion to tourism activities in the city. To ensure the validity of the analysis, the normal distribution of the different variables was tested, and any items that were not normally distributed were eliminated. Covariance among the variables was taken into account to achieve a well-fitting model. Figure 2 displays the fitted model, along with the regression coefficients of the different items.

Figure 2. The structural equation model for the consequences of awareness on the results of local tourism success.

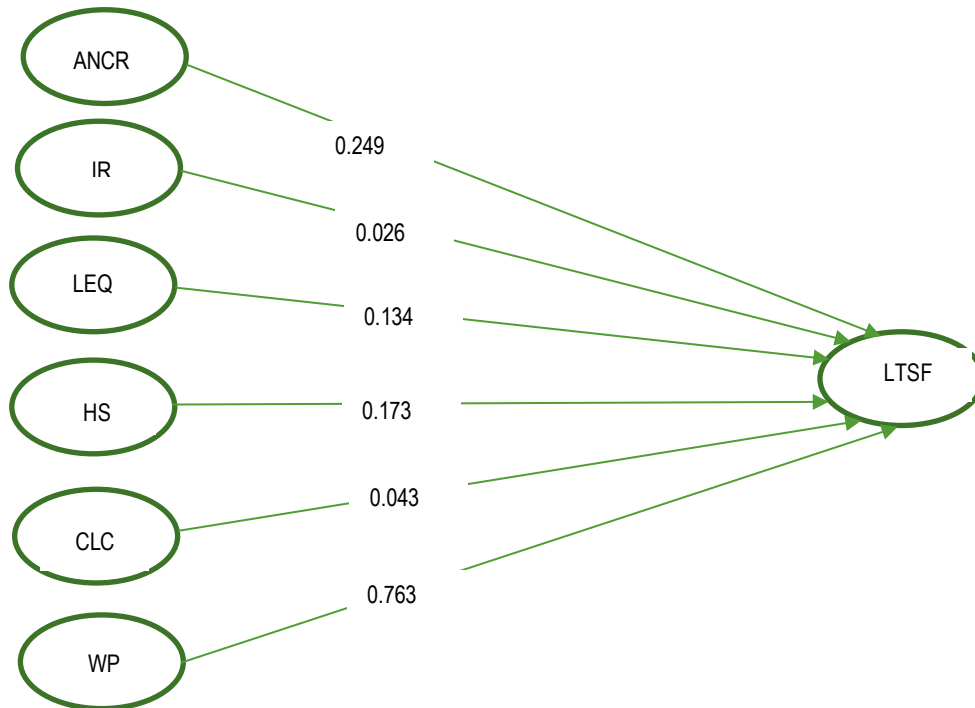


Table 10 provides a summary of the model's fitness criteria. The Chi-square to df ratio was less than 5, which indicates an acceptable fit. The model's fitness was found to be significant with a p-value less than 0.01. However, the Comparative Fit Index (CFI) fell below the accepted threshold of 0.949, suggesting a less than optimal fit. On the other hand, the Root Mean Square Error of Approximation (RMSEA) and the Tucker-Lewis Index (TLI) both met the accepted thresholds of 0.055 and 0.929, respectively. (Table 10).

Table 10. Fitness Criteria of SEM

Criteria	Acceptable value	Model Value	Result
Chi-square/df	≤ 5	3.11	Accepted
Chi-square	--	1028.3	
Probability	≤ 0.05	0.001	Accepted
CFI	≤ 0.9	0.949	Accepted
RMSEA	≤ 0.08	0.055	Accepted
TLI	≤ 0.9	0.929	Accepted

The results indicate that the awareness of natural and cultural reservations had the highest significant effect on the success factors of converting to tourism in the city, with a regression coefficient of 0.249 and a probability of 0.016. The second significant effect was observed for local engagement, with a regression coefficient of 0.134. The impact of hospitality and services introduced was also significant, with a regression coefficient of 0.173 ($p < 0.05$). The most significant effect was recorded for the willingness to participate, with a regression coefficient of 0.763 ($p < 0.001$) (Table 11).

Table 11. The loading factors for the dimensions on the results of the local tourism results

			Estimate	S.E.	C.R.	P
LTSF	<---	ANCR	.249	.103	2.419	.016
LTSF	<---	IR	.026	.096	.274	.784
LTSF	<---	LEQ	.134	.074	1.823	.048
LTSF	<---	HS	.173	.078	2.215	.027
LTSF	<---	CLC	.043	.077	.560	.575
LTSF	<---	WP	.763	.077	9.894	***

4. Discussion

The objective of this study was to investigate the awareness and perception of citizens regarding the conversion of As-Salt city into a tourism destination. As-Salt city was recently recognized as a tourism city internationally by UNESCO, making it an ideal case study for this research. The study encompassed all categories of people and their distribution across the city, considering factors such as age groups, educational levels, and income levels. The questionnaire was distributed in various areas of the city to ensure a representative sample (Gupta and Hasanain, 2022). It is widely acknowledged that the local community plays a crucial role in the successful development of tourism. They can contribute to sustainable practices and initiatives by collaborating with stakeholders and engaging in tourism activities (Bichler 2021).

The citizens of As-Salt City in Jordan have low awareness of the conversion process to a tourism area. This reflects the lack of organization and citizen involvement in the conversion process. The announcement of the city as a tourism destination caused confusion among the people about its implications and consequences. The responsibility for announcing an area as a tourism destination varies depending on the context and country. In Central Aceh, the tourism sector is being developed as a mainstay for the area, with a focus on improving attractions, accessibility, and amenities (Syaripuddin 2021). Local tourism governance plays a crucial role in destination development in Sweden (Yushan 2016).

One important awareness criterion for the conversion to a tourism area is the importance of culture and heritage. The citizens' awareness of culture and heritage in the city is negative, possibly due to their previous living conditions. However, the citizens recognize that the conversion to a tourism destination can enable them to distribute their culture and heritage internationally. Cultural and heritage resources enhance the attractiveness of a destination's brand and make it more appealing to tourists and visitors (Kim, Chhabra, and Timothy 2022). Cultural heritage, when incorporated into the tourism supply, becomes an important economic resource for the community, contributing to its financial profit, economic development, and the financing of cultural heritage maintenance and enhancement (Opačić 2019). Cultural heritage is also crucial for attracting tourists and visitors, as seen in the case study of Prizren in Kosovo (G. Zhang *et al.* 2020).

The conversion to a tourism destination requires the rehabilitation of the infrastructure in the local area. The responses of the citizens show that the city is not ready to receive high numbers of tourists due to the lack of suitable infrastructure. This reflects the official shortage in dealing with the conversion process. Furthermore, it reflects the lack of internal arrangements to deal with the conversion process. Suitable infrastructure, especially transportation, plays a crucial role in encouraging tourists to visit the city. The transformation of cities to accommodate the tourism sector is evident, with an emphasis on renovated waterfronts and other urban areas (Judd 2015). The impact of cycling infrastructure on destination performance is also recognized, highlighting the need for evaluation and support at various levels (Šebešová and Kršák 2018). Stakeholder feedback is valuable in identifying a destination's attributes to attract tourists, including the importance of accessibility and technological infrastructures (do Rosário *et al.* 2022). The correlation between tourism and infrastructure is significant, as infrastructure is necessary for both the object and the tourist, and attention must be paid to the relationship between tourism and the surrounding environment (Saryani 2021).

The awareness and local engagement were negative among the citizens of the city. This reflects that the announcement did not change the mentality of the citizens regarding the conversion to tourism destinations. The importance of local engagement and hospitality is considered crucial and attractive factors to increase the number of tourist visitors. Research conducted by Bastaman and Yodfianfinda (2021) on Tokyo Metropolitan Train Customers found that the local people in Tokyo are helpful and friendly towards foreigners, despite their busy schedules.

Despite the moderate awareness among the local citizens about the consequences that will evolve from the conversion to a tourism destination, they do not tend to participate or take any action to increase the success factors of converting to a tourism city.

Conclusions and Further Research

The objective of this study was to investigate the level of awareness among local citizens regarding the conversion of As-Salt into a tourist destination and the impact of this awareness on the success factors of the conversion process. The study found that the citizens of As-Salt have a very low level of awareness when it comes to participating in tourism activities. However, they do expect tourism activities to have an effect on their cultural life. Additionally, the study revealed that the citizens have a low level of awareness and perception of the value of their historical houses. They are unclear about their role in the development of tourism in the area, especially in the absence of organized work in their field. The study recommended implementing education

programs aimed at increasing awareness among the citizens about participating in tourism activities and recognizing the value of their inherited houses. Furthermore, the study suggested that official participation is necessary in terms of organizing and managing the infrastructure, involving investors, and determining the methods of local citizens' participation to improve the economic conditions of the city. The future research should concentrate on building local models to transfer to tourism activities in rural areas to modulate the contributions of different parities in the transformation process.

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Development of Urban Tourism along the Seaside Resort Town of Limbe in Cameroon

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Abstract: The city of Limbe is endowed with tourism potential whose development has several advantages to the development of the economy of the area. Tourism has become one of the vibrant sectors in the development of economies in both developed and developing countries of the world. The contribution of tourism to economic development lies first with the identification of potentials and the various stakeholders involved in their development. The purpose of this study is to identify and locate key tourist attractions in Limbe, identify the actors involved in tourism development and the role they play, to investigate the implications of urban-tourism, in the tourism sector of Limbe. Purposive and random sampling techniques were used to collect data from the field in the study. Questionnaires and interview were used as instruments to obtain data from 333 residents drawn from the three council areas that make up the Limbe metropolitan area. Data collected were analysed by using simple statistical methods by tabulation and categorisation. Treated data is presented in forms of tables, graphs, photographs, and figure. The findings reveal amongst others that the tourism potentials of Limbe and its surroundings are enormous and attract many tourists into Limbe. It is also realised that tourism development in Limbe is influenced by both public and private actors. More so, urban regeneration and events such as Limbe FESTAC and AFCON are strategies used to promote urban-tourism in Limbe. Urban-tourism in Limbe has socio-cultural, spatial and economic implications. By implication, the participation of different actors is very necessary for tourism development in the city. The results are significant in crafting the future of urban-tourism projects and practices.

Keywords: urban tourism; sea-side resort; tourist attraction; actors; urban regeneration; development; mega events; Limbe.

JEL Classification: Z32; R00; R11.

Introduction

Tourism industry is the largest, fastest growing industry and the biggest provider of jobs in the world (WTTC, 2011). In 2008, travel and tourism accounted for 8.4% of world employment and contributed 9.9% of global GDP (Waugh, 2009). According to the World Tourism Organization (UNWTO), the number of international tourists has grown at 6.5% per annum between 1950 and 2006 with the top 15 destinations in Europe and America attracting 98% of the tourists. However, in 2007, the top 15 destinations attracted only 57% tourists, thus suggesting the emergence of new destinations particularly in developing continents such as Asia, Latin America, the Middle East and Africa. In its 2019 statistics on international tourist arrivals, the UNWTO recorded 1.5 billion visitors, about 54

million more than the previous year. Of this, 65% visited cities or urban centres such as London, Paris, New York, Madrid, Istanbul, Bangkok, Hong Kong, Singapore, thus boosting urban tourism.

Urban tourism emerged in the developed world in the 1970s. As a result of the global economic restructuring and the decline of traditional urban manufacturing activities in the United Kingdom, Western Europe and Northern America, several local governments turned to tourism as a strategy to regenerate urban growth and economic development. This new industry has compensated the older manufacturing industry and reoriented urban policies away from industrial location to mobile tourist attraction sites. Development of tourism sites has accelerated urban regeneration and provided opportunities and legitimization for flagship development projects. Competition among cities has been increased as city officials attempt to market their cultural heritage and compete in regional and global tourism markets. With the intensification of place competition, the role of tourism has strengthened in such a way that it represents an important policy issue for urban sustainable development across much of the developed world (Kagermeier 2012; Law 1996). Ioannides and Timothy (2010) contend that other than tourism, many US cities nowadays have few options for economic development.

In developing societies such as Latin America, Africa and Asia, urban tourism is a new area of concern and still needs to be developed. Although most Africa's tourism assets are natural tourism and cultural tourism products, much of which are located in rural areas, it must be appreciated that a large segment of the continents' tourism economy is urban-based and urban tourism represents a significant constituent of the rising tourism industry (Rogerson and Visser 2005, 2007). Cornelissen (2006) points out that Africa's cities constitute centres of both production and consumption, providing the residential basis for tourism firms as well as being centres where tourism infrastructure and other factors of supply are located, offering consumption sites for tourism goods. In line with world trends, many urban centres in Africa are not only critical organizational nodes in national tourism space economies, but also function as centres for touristic consumption and even represent essential components of the African tourism experience (Rogerson and Visser 2005). Nairobi, Maputo, Gaborone and Accra represent some examples of contemporary African cities which are experiencing transformation linked to the expansion of urban tourism (Twining-Ward 2009).

Cameroon, commonly known as "Africa-in-Miniature" has almost every resource found in the continent, ranging from beautiful beaches, warm climate, nature reserves, rich and diverse cultures, etc. This gives her the advantage of a classic destination. Since independence, the government of Cameroon has rapidly developed some tourism infrastructures such as hotels, improved transport facilities by extending roads and railway network, as well as creating the national airline (Camair) in 1979, later transformed to Camair-Co in 2011. The government is also sponsoring annual cultural festivals, annual sporting events like the Mountain and cycling races; international soccer competitions, etc. Schools of tourism and hotel management equally abound to trained Cameroonians in the domain of tourism, all of them under the auspices of the Ministry of Tourism and Leisure created to supervise the activities of tourism operators. It should be noted that most of these tourism infrastructures are based in the major urban centres of the country, especially Douala and Yaoundé, thus boosting city tourism.

Limbe, a seaside resort town in the Southwest Region is a popular destination. In order to attract more tourists and make its impacts felt by the Limbe city residents, ministerial departments and municipal authorities, in collaboration with tourism entrepreneurs (hotels owners, travel agents, tour operators, transporters, restaurant operators, nightclubs and bar operators and other entertainment services), and the local population, have benefited from the tourism potentials of the city to formulate policies and initiate redevelopment projects to boost the tourism sector of the city.

Limbe founded in 1858 by Alfred Saker, was named Victoria after Queen Victoria. Saker built the first church in Victoria and planned the coastal settlement. He also united the Bakweri communities of Bota, Wovia and the Bomboko, under the canopy of Christianity. Victoria became a German protectorate in 1884 after German annexation of Cameroon. The development of plantation agriculture by the Germans attracted thousands of workers from the hinterlands of Cameroon to work there. The Germans also constructed roads, railways and the Bota Wharf in order to export the crops and other raw materials. All these developments helped to expand the town. In the early 1970s following the discovery of petroleum at cape Limboh, the National Oil Refinery (SONARA) was created and again this increased an influx of population into Victoria. Victoria was renamed Limbe in 1985 by a presidential decree after the river that flows across the town to respect the naming pattern of towns using natural features in the country.

The city has a rich and diverse tourism wealth which necessitates an investigation into the stakes of its tourism development. The city is experiencing rapid investment and expansion in tourism businesses in the form of hotels, assorted drinking spots, eateries, night life facilities, etc. and all of these intensify curiosity to examine

the reasons behind such expansions. Even in the midst of the almost 7 years of Anglophone crisis, the city is less affected compared to the other towns of the English-speaking regions of the country.

1. Literature Review

According to UNWTO, Urban Tourism is “a type of tourism activity which takes place in an urban space with its inherent attributes characterized by non-agricultural based economy such as administration, manufacturing, trade and services and by being nodal points of transport. Urban/city destinations offer a broad and heterogeneous range of cultural, architectural, technological, social and natural experiences and products for leisure and business”.

The city may be the goal of the visit, but the fact remains that it is sometimes an obligatory place of passage to reach or discover a destination. Urban tourism is therefore as opportunistic as it is intentional (Ashworth and Tunbridge 1990). The city is the place for business (symposium, conferences, congresses, exhibitions, fairs, seminars, etc.) par excellence. These activities are governed by time constraints, which vary from one activity to another. Historical and contemporary heritage are the subjects of real enthusiasm. Visiting monuments and churches would be more popular than museums and exhibitions, without forgetting cultural events of all kinds, visiting friends and relatives, shopping and gastronomic.

Urban tourism has been the subject of a lack of interest on the part of researchers, if we are to believe the very few works devoted to this subject in France. Over the years, we see specific literature on this subject emerging on the horizon. The lack of interest or limited awareness towards this phenomenon can be attributed to the paradoxical situation that arises due to the evident gap between the recent surge in conferences, individual research studies, organizations, and programs related to urban tourism, and the historic disinterest exhibited by researchers towards this specific area of study. Noteworthy publications in this field include *Urban Tourism* (1996), the earliest comprehensive work on urban tourism in France. Subsequently, *Tourism and the city: European experiences* (1998) and *Cities and tourism* (Norois, N°178, April-June 1998) were published. Lastly, a significant contribution in the context of quality urban tourism is the report titled "Integrated Quality Management (IQM) of urban tourist destinations" published by the Office for Official Publications of the European Communities in 1999.

In the expression urban tourism, we encounter two words that combine to form a syntagma. According to Ashworth and Page (2011), "The addition of the adjective urban to the noun tourism establishes the activity within a spatial context, but it does not independently define or limit that activity." The term "urban" pertains to the physical aspect of the space in which "urban" tourism is undertaken. As stated by the United Nations in 2015, more than half (54%) of the global population resided in urban areas, and this percentage is projected to rise to 60% by 2030. Given that the majority of the population dwells in cities, it can be inferred that tourism is primarily an urban undertaking and that mobility is closely intertwined with urban living.

Urban tourism would be “all the tourist resources of a city offered to external visitors”. It is also called a “heritage ecosystem”. It would also appear as a “destination or flow node”. With this potential, the city is easy to access. Located at the center of a network of maritime, air and land routes, it is the place of transshipment par excellence, even of connectivity.

The city serves as the second most popular destination for both initial tourist intentions and actual stays. Furthermore, the city possesses a unique characteristic of being devoid of seasonality. Yet, it is deemed as an entity worthy of exploration due to its accumulation of historical and contemporary heritage. This renewed attraction towards the city can be attributed to the growing fascination with cultural heritage.

2. Materials and Methods

The materials involved questionnaires; interview guides; camera; Dictaphone and GPS receiver. The field methods involved direct observations of phenomena; administration of questionnaires in selected households using sample survey techniques and taking photographs; conducting structured and semi structured interviews to collect needed data.

3. Research Methodology

3.1 Data Collection

A combination of approaches was used for data collection based on a cross-sectional research design.

Quantitative data was found in sample households and was collected using structured questionnaires administered to the households in the different sub-divisions of the city. Based on a 1.3% coverage of the entire households of the study area, questionnaires were administered to 333 households systematically selected from

identified quarters within the three sub-divisions. 333, therefore, constituted the sample size with the households as the sampling units. The sample households were carefully drawn from among the different urban areas of Limbe subdivision based mainly on the specificities of each council area in terms of dominance in tourism infrastructure and resources. The unit of observation for quantitative data was therefore the household.

Qualitative data was collected using direct observations, in-depth interviews and Focus Group Discussions from well identified and targeted resource persons among the different stakeholders. The participant observations produced eyewitness accounts materialized by onsite photographs of the phenomenon. Documented data collected at the level of libraries provided the scientific bearing of the study and orientations to the inclination of the discussions.

The variables studied included: tourism resources, tourism infrastructure, stakeholders in the tourism sector, potentials for further development of the urban tourism industry and the economic development prospects of the tourism industry in Limbe.

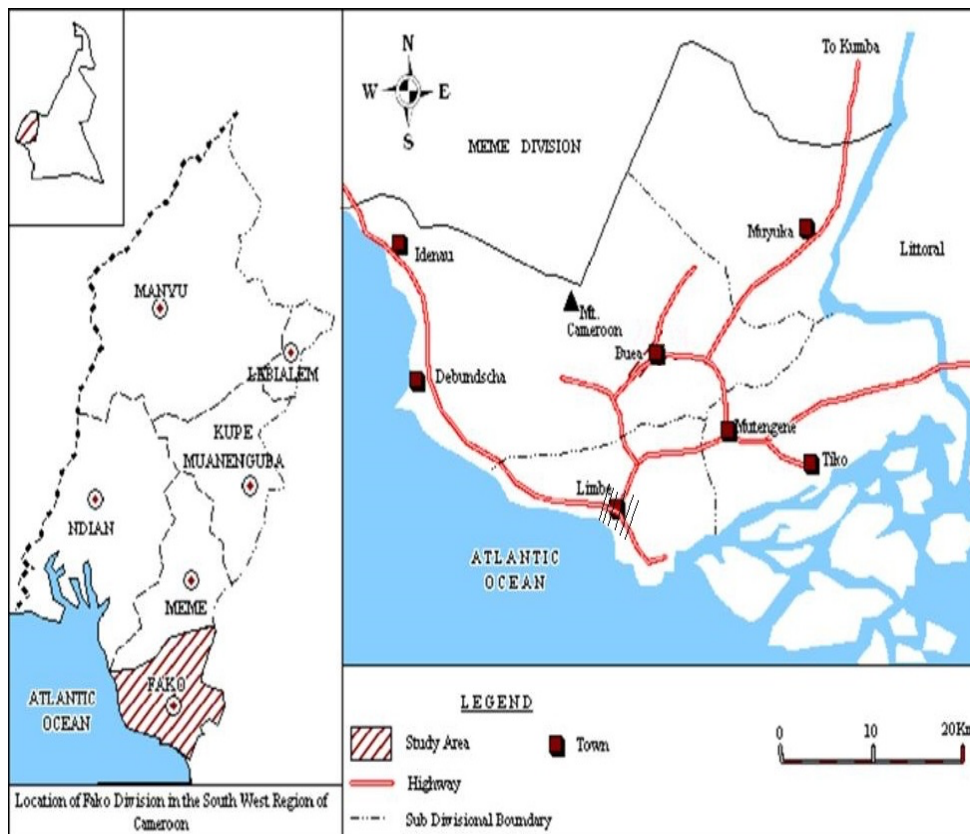
3.2 Data Processing

Data processing was based on simple quantitative categorisation of field information and generation of frequencies as per each of the variables of interest identified on the field and for each collected data. This is presented in the form of tables, maps and graphs as well as photographs illustrating the urban tourism situation in Limbe.

4. Case Studies

The study area is the Limbe Urban Municipality in the Fako Division of the South West Region of Cameroon. Limbe is limited to the north by the Buea Subdivision, the south by the Atlantic Ocean, the west by the west coast subdivision and the east by Tiko Subdivision. It lies between longitude 9° and 13° east of the Greenwich Meridian and latitude 4° and 9° north of the equator. The area has an average altitude of about 69m above sea level (a.s.l), and a population of 120,000 inhabitants on a surface area of 549 square kilometres, giving a population density of 219 persons/km². This population is distributed across the Limbe I, Limbe II and Limbe III. subdivisions that make up the city.

Map 1. Location of Fako Division in the Southwest region of Cameroon



Source: Limbe City Council, 2021

5. Research Results

5.1 Identification and Location of Tourist Attractions in Limbe and Its Environs

The city of Limbe as a tourist destination is endowed with enormous physical/natural and cultural/man-made feature of attractions that pull tourists from all over Cameroon and beyond. The physical/natural attractions include a plethora of sandy beaches such as the Limbe down beach (Photo 1), miles 6, 8, 11, Debunscha and Idenau beaches. The Limbe botanic garden (Photo 2), Wildlife Centre in Bota, offshore treasures in the Atlantic Ocean, lake Nachtigal in Debunscha, remnants of lava flow at Bakingili, Mount Etinde, Bimbia-Bonadikombo community forest in the East Coast and the beautiful plantation landscapes are among other physical attractions offered by the city of Limbe.

Man-made or cultural attractions are captured through the spectrum of historic buildings and edifices including Camp Saker, Joseph Merrick Church, Ebenezer Baptist Church, Engelberg Church, Joseph Merrick Monument, Alfred Saker Monument, German Lighthouse, The German Bridge, Slave Trade Ruins. In addition to these are cultural festivals occasionally organised by the city council such as the Festival of Arts and Culture/FESTAC; sporting events especially those organised by CAF and the Handicraft Centres in mile 4, Down Beach Limbe and Bota. All of these attractions offer tourists what it takes to desire visiting the city of Limbe.

Beaches are characterized by black sand, coconut trees and sea breezes that attract thousands of tourists yearly for swimming, surfing, sun basking, horse riding and photography. Some of the beaches have been harnessed through the construction of hotels, for example Fini and Seme Beach hotels on the West Coast of Limbe providing these services under guided tours.

The beautiful Limbe Botanic Park is endowed with local and exotic plant species offering a great biodiversity with orchids, medicinal plants and an herbarium with thousands of plant samples. 3 facilities such as a library, a conference hall, an open air amphi-theatre and others attract tourists for education and leisure purposes. The Limbe Wildlife centre on its part focuses on conservation education and keeps animals such as the Red Monga bey, Nile Crocodile, Drills, Mandrill, Chimpanzee, Gorilla, Olive Baboon and Gabon Vipers that attract tourists. All of these natural attractions that operate all day long charge entrance fee of 300 for the Botanic Gardens and 500 frs for the LWC making them income generating to an extent.

The offshore attractive islands in the Atlantic Ocean overlooking the city of Limbe include the Ndame, Mondoli and Bota Islands (Photo 3). There is also the Nicolls Island at Bimbia, in the East Coast of Limbe where stubborn slaves were kept before departure to the Americas. Today, these islands are covered with dense tropical rainforests adorned by a variety of plants and animal species, sandy and rocky beaches, remnants of buildings and firesides. Tourists do not feel accomplished if they have not visited these islands that are accessed by boats and canoes.

Plate 1. Natural Tourism attractions



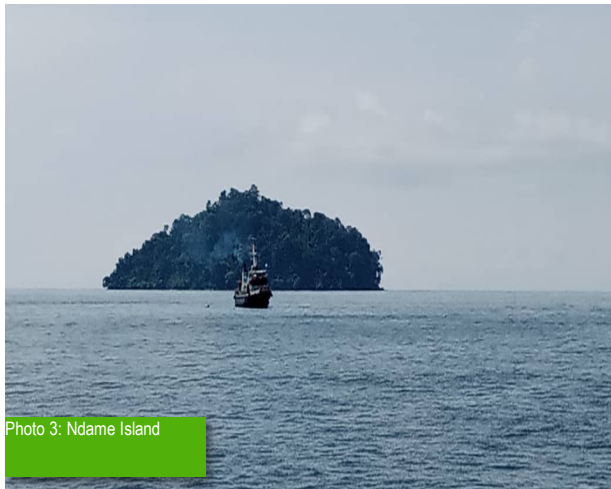


Photo 3: Ndambe Island



Photo 3a: Mondoli Island

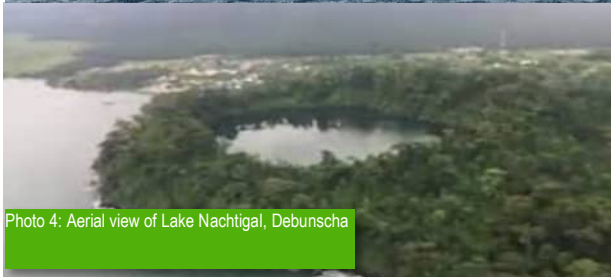


Photo 4: Aerial view of Lake Nachtigal, Debunscha

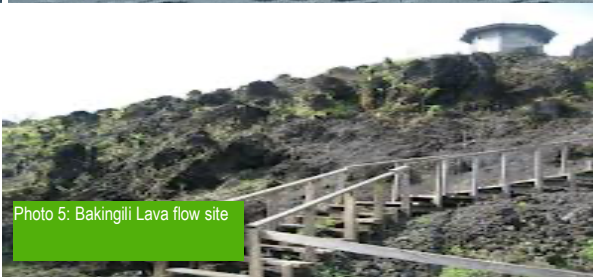


Photo 5: Bakingili Lava flow site



Photo 6: Tourists climbing Mount Etinde

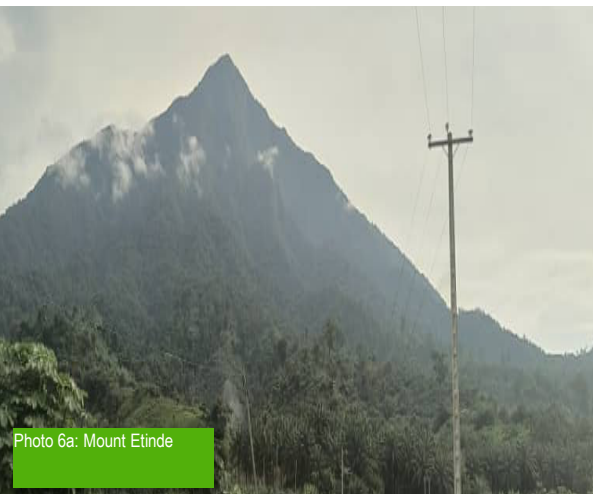


Photo 6a: Mount Etinde

Sources: Idenau Council, 2021; Ncha Ndoumbe, 2021

Lake Nachtigal in Debunscha along the West Coast of Limbe is one of the crater lakes along the Cameroon Volcanic Line (CVL). Its close 150m from the Atlantic Ocean gives it a unique attribute. The lake is surrounded by a forest at an altitude of about 30m up a cliff making its attractiveness very peculiar and alluring to tourists.

Still along the West Coast of Limbe, at Bakingili (Mile 11), is the lava flow site of the last eruption of Mount Cameroon in 1999. People were attracted to Bakingili back then in 1999 and are still attracted today to witness the traces of the 1999 eruption. Mount Etinde also, found along the West Coast of Limbe, at the southern flank of Mount Cameroon is at an altitude of 1 713 m (5 620 ft). This attraction to tourists is accessed by road through Batoke village (Photo 6). The mountain has a beautiful scenery marked by a variation in vegetation from the foot to the summit and fall within the Mount Cameroon National Park. This calls to mind the conclusion of Mbifung Lambi (2001), that in the Congo Basin, biodiversity tourism is an important factor that attracts many of the tourists that visit the countries of this region.

The Bimbia Bonadikombo Community Forest is one of the last remnants of coastal forests of the Gulf of Guinea and this habitat is very rare in the whole of Africa. The forest hosts tremendous biodiversity including

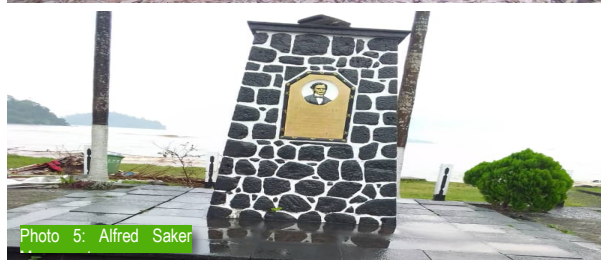
many endemic species of insects and plants that attract eco and adventurous tourists to enjoy these natural beauties.

These physical/natural attractions are a fundamental tourism resource that has significantly contributed to the development of urban tourism in the city of Limbe. While these physical attractions are a major driving force to tourism development, the cultural/man-made resources cannot be overlooked.

The diversity of the human environment of Limbe, characterized by many ethnic groups and cultural artefacts and antiques are major tourist attractions. These attractions include ancient/historic buildings, handicraft centres, cultural festivals, sporting events and the development of tourist infrastructures. The city of Limbe and its environs has ancient buildings that are of historic significance. These historic buildings include the Ebenezer Baptist Church in Down Beach Limbe built by Alfred Saker in 1877 (Photo 7). It is the very first church that was constructed in the city of Limbe. The Engelberg Church in Bonjongo is the first Catholic Church in the West of Mungo, constructed by the pallottine Priest in 1894 (Photo 8). This site is visited mostly by Catholic Christians for pilgrimage every year. The Camp Saker at Bona-Ngombe in the East Coast of Limbe (Photo 9), was built by Alfred Saker to accommodate the Baptist Christians who were expelled from Fernando Po by the Catholic Mission. Today, the camp welcomes all those desiring a peaceful place to study, rest, worship or vacation. From creation, the camp has been the cradle of scientific research, especially in medicine because of the rich rain forest. The camp attracts mostly Christians, students, picnickers, swimmers, hikers and nature lovers.

The German lighthouse of 148 ft tall in Cape Debunscha (Photo 10) along the West Coast of Limbe was constructed in 1904. The facility served as a tower to guide any approaching ship in the Atlantic Ocean and to control Idenau. A 210-flight of stairs climbing to the top gives an unforgettable magnificent view of the Ocean. The BSTV used to house slaves from the hinterlands for shipment to the Americas recalls the difficult conditions the blacks experienced before reaching the West Indies. Today, thousands of black Americans visit this site to trace their roots. The Monument of Joseph Merrick calls to mind the first Baptist Missionary to set foot on the Coast of Cameroon, at Bona-Ngombe in 1843 where he built the first church in Cameroon (Photo 12). The Alfred Saker Monument was built in 1958 to celebrate the 100 anniversaries of Victoria. The structure is tall and polished in black and white with the epitaph and portrait of Alfred Saker (Photo 13), the founder of Victoria, now called Limbe.

Plate 2. Architectural Tourism attractions





Source: Ncha Ndoumbe, 2021.

Constructed in 1902, the German Bridge (Photo 14) in Idenau is one of the legacies of the German Colonial Administration in Cameroon. The purpose of the bridge was to ease the evacuation of raw materials especially palms products before exportation to Germany. The bridge has a beautiful architectural design which is very pleasant to visitors. These cultural artefacts in addition to cultural festivals (Limbe Festival of Arts and Culture, FESTAC), sporting events and traditional crafts go a long way to enrich the tourism resources offered by the city of Limbe and on which the city relies to further develop tourism therein and to develop the city from tourism proceeds. This makes Limbe in the Fako Division to dominate tourism in the South West Region of Cameroon (Practical Traveller's Guide, 2007), with its symbolic colonial legacies (Cameroon Tourism Guide, 2002).

5.2 Stakeholders of Tourism development in Limbe

5.2.1 Institutional Stakeholders

The various government departments involved in the development of tourism in the city include the mother Ministry of Tourism and Leisure (MINTOUL) operating through the regional delegation. It sets the regulatory framework guiding the operational setting of tourism facilities in terms of supervision and control of quality and principles regarding lodging and entertainment services. In the hotel industry, for instance, government supervision concerns the implementation and supervision of compulsory registration of visitors for proper recording and accountability and grading of hotels to ascertain and ensure quality that is imposed on operators. With all of these set, the delegation regularly collects information from the different facilities for onwards transition to MINTOUL. Apart from MINTOUL is the Ministry of Sports and Physical Education thanks to which sporting facilities attracting many visitors to the city are erected. The Middle Farm and Centenary stadia that have recently been reputed for their crowd pulling sporting events are living examples. The Ministry of Arts and Culture on its part promotes and sponsors cultural and crowd-pulling festivals such as the annual FESTAC for which it is a partner. Other ministries include those of Housing and Urban Planning involved with land use planning and rehabilitation, Small and Medium Size Enterprise in the promotion of local craft sector that produces attractive artefacts bought by tourists leading to income generation for the local craftsmen. The Ministry of Forestry and Wildlife develops and manages all the protected areas in the city that serve as tourism attractions. The Ministry of Territorial Administration through the Senior Divisional Officer and the Divisional Officers of Fako and Limbe I, II, and III, respectively authorise the holding of any festivities in the city and through the National Gendarmerie and the National Police Force ensure the security of tourists, tourist facilities and other visitors in the city, especially during public events.

The decentralised authorities on their part as stakeholders include the Limbe City Council, and the Limbe I, II, and III councils. These authorities play a significant role in the development of tourism in the city. Hygiene and sanitation of the city is ensured by these stakeholders. The cleanliness of the city is an important asset to tourism development as it encourages returns and ensures tourists of their health safety. In partnership with the Hygiene and sanitary company (HYSACAM), these authorities keep the streets clean. The provision of public spaces that are a vital asset for relaxation and public manifestations is a prerogative of decentralised stakeholders. The Limbe grand stand at Manga Williams Avenue, the white chair at Down Beach, the Limbe Conference Centre, etc. are some examples. The Limbe city council in particular also develops tourism facilities such as the Mwanja Hotel at Bota, Municipal Restaurant at Down Beach, the Dorade Restaurant at Mile One that contribute significantly to boasting the tourism sector in the city. The organisation of public events in collaboration with the ministries concerned is also the prerogative of the decentralised stakeholders. The success in the organisation and realisation of the Limbe Festival of Arts and Culture has always been thanks to the concerted efforts of the Ministry of Culture and the various councils of the Limbe municipality. This even that started as a

small festival in 2014 is today a crowd puller of visitors from far and near. Developing and enhancing beaches to be attractive to visitors regularly is also a prerogative of these decentralised authorities.

Several institutional stakeholders are seen to have been working hand in glove in a coordinated and concerted manner to ensure the growth and development of the tourism industry in the City of Limbe. The efforts of institutional stakeholders in the development of the tourism industry in the city of Limbe are laudable but the success in these efforts will hardly be significant if those of the non-institutional stakeholders are undermined. It is for this reason that the next paragraph concentrates on this group of contributors to progress in tourism in the city.

5.2.2 Non-Institutional Stakeholders

Non-institutional stakeholders who are the several individual and collective bodies in the private sector significantly contribute to the efforts of institutional stakeholders in the areas of accommodation, catering and entertainment. These three areas are very imperative to the development of tourism. Concerning accommodation, 64 establishments are numbered in the city. Of these establishments, only 7 are non-operational representing 10.9% leaving a majority of the establishments (89.1%) operational (Photo 12). This shows the extent to which the city is equipped with accommodation facilities ready to receive tourists. These establishments, in addition to lodging equally provide other services such as outdoor catering, conference facilities, diverse entertainment, car rental, tour guide parking and beauty spa. Catering is yet another area of importance in the tourism sector to take care of the food needs of tourists, especially in the area of traditional dishes some tourists always want to savour before departing.



Photo 7: Hotel Seme Beach

Source: Ncha Ndoumbe, 2021

The catering services, equally important in the development of the tourism industry is very present in the city. This takes care of the food and beverage needs of tourists and visitors. In Limbe, a total of 18 functional formal restaurants can be identified. Here a variety of dishes ranging from European through Asiatic to African are served to satisfy the needs of tourists originating from different countries with different tastes. European and other foreign dishes are mainly served in hotel operated restaurants. Formal restaurants are labelled and are registered with the Ministry of Tourism and Leisure. Closely attached to catering services are drinking spots in terms of bars and snack bars that serve as distraction points to visitors and tourists. About 30 formal bars located along major streets and junctions can be identified in the city by their name tags. Closely associated to bars are nightclubs that tourists and visitors visit for distraction and entertainment. Six renown nightclubs are identified and five of them are found in Down Beach Limbe and one at Bobende. Limbe is an example of a nightlife destination with its nightclubs that operate all day round. This attracts visitors from all around the neighbouring towns to entertain themselves. Some of these clubs offer cabaret services relished by many visitors and tourists. The proximity of Limbe to the towns of Buea and Douala makes it easier for people to visit the city of Limbe on a regular basis thanks to the transportation services linking these towns.

The transport sector plays an important role in the development of tourism in that it offers the only means by which tourists and other visitors can access the various destinations. Limbe is endowed with two modes of transportation, which are the road and sea transports. Road transport ensure the movement of a majority of visitors and this is made possible by the existence of a plethora of travelling agencies offering comfortable interurban bus services. These travelling agencies are equally stakeholders par excellence owing to their role in ferrying tourists in and out of the city. Water transport also plays an important role in the transportation of foreign

visitors from Equatorial Guinea and Nigeria through the Atlantic Ocean. In addition to the Bota wharf as the only authorised landing or departure point, other clandestine ports exist such as Woyia, Ngeme and Batoke. Visitors also originate from Bakassi, Idenau and Tiko. During the Limbe FESTAC, cruising is often done in the Atlantic Ocean between Limbe and Idenau.

Apart from these are tourism intermediaries who are the tour operators and travel agents. They act as middlemen between customers and supplies. The customers are tourists while the suppliers are tourism service providers such as hotels, airlines, and attractions. The intermediaries play an important role of marketing and selling the products of suppliers to tourists through air ticket, tour packages, hotel reservation, airport assistance and car rental. In return, they earn a commission for the service they render. Limbe as a tourist destination has few intermediaries which help organize travel arrangements for visitors into the city. In Limbe four of such agents are identified. These are Flora Travel and Tour, Euro Voyage, Jamal International Travel and the Star Light Travel Agency. In addition to these are the local populations whose role in the development of tourism is vital. They are the main labour force in the different tourism businesses such as hotels, restaurants, bars, amusement parks, nightclubs, amongst others. They equally animate during festivals, like the case of the Limbe FESTAC where the different tribes display their culture through traditional dances, canoe race, tug-of-war, parade and other activities. The local population produces local craft objects that tourists purchase as souvenirs during their stay in Limbe.

All of these services provided by the different non-institutional stakeholders have gone a long way to developing the tourism industry in the city of Limbe. The development of tourism in an area such as Limbe comes with implications to the sociocultural, spatial, and economic lives of the area. Limbe being a tourist destination and having benefitted from the various efforts by the different stakeholders to develop the sector has benefitted and is benefiting from the fallouts of this development.

5.3 The Sociocultural, Spatial and Economic Implications of the Development of Tourism in Limbe

5.3.1 The Sociocultural Implications

The development of tourism in urban destination exposes the said destination to the outside world and as the industry expands, it produces diverse implications. The sociocultural implications of tourism abound in tourist destinations. Field findings reveal that 29.1% and 63.4% strongly agree and agree, respectively amounting to 92.5% of the opinion that urban-tourism improves the quality of public spaces and develops recreational areas for both tourists and residents of Limbe (Table 1). This leaves only, 07.5% of the population with a contrary view. This implies that urban-tourism has a positive implication on the quality of public spaces and the development of recreational areas in Limbe. The construction of the White Chair at Down Beach, the green spaces at the Black and White Roundabout, and at the Community Field testify to this. Some of these spaces are equipped with concrete chairs providing ample space for relaxation to both tourists and Limbe residents.

Empirical findings equally show 84.7% of the population accepting that regeneration for tourism purposes beautifies neighbourhoods in the city of Limbe, while only 15.3% has a contrary view. It can, therefore, be deduced that regeneration for tourism purposes has positive implications as far as beautifying neighbourhoods in Limbe is concerned. This is demonstrated by the tarring of streets and installation of traffic lights, the demolition of makeshift unpleasant buildings along major streets and subsequent replacement with villas and concrete structures that have transformed the cityscape. Relating to the displacement of people as a result of regeneration, only 4.2% of the population seems to have been affected by displacement of people from neighbourhoods. Regeneration for tourism purposes therefore records 95.8% of the population not incriminating it as responsible for the displacement of many people. Regeneration for tourism purposes is, therefore, desirable at 95.8% (Table 1).

Table 1. The Socio-cultural Implications of urban-tourism

S/N	Statements	SA	%	A	%	D	%	SD	%	Total
1	Urban-tourism improves quality of public spaces and develops recreational areas	97	29.1	211	63.4	25	07.5	00	00.0	333
2	Regeneration for tourism purposes beautifies neighbourhoods in the city	152	45.6	130	39.1	33	09.9	18	05.4	333
3	Regeneration displaced many people in neighbourhoods	03	00.9	11	3.3	201	60.4	118	35.4	333
4	Urban-tourism promotes cultural restoration and conservation	111	33.3	199	59.8	14	04.2	09	02.7	333

S/N	Statements	SA	%	A	%	D	%	SD	%	Total
5	Regeneration for tourism purposes results in rioting in my quarter	105	31.5	99	29.7	79	23.7	50	15.1	333
6	Urban-tourism results in social vices amongst youths in the city of Limbe	93	27.9	150	45.1	81	24.3	09	02.7	333

Source: Field survey, 2022 NB: SA = Strongly Agree, A = Agree, D = Disagree and SD = Strongly Disagree.

Sources at the department of urban planning of the LCC, the Director for Urban Development revealed that majority of the houses along major streets were partially demolished and rehabilitated thereby displacing very few occupants. Urban-tourism is equally credited for promoting cultural restoration and conservation at 93.1%. It, therefore, can be deduced that the capacity of urban tourism to restore and conserve the culture of the people of Limbe is very high, especially with the introduction of Limbe FESTAC in 2014, an annual platform to showcase culture in its diversity. Through this platform, Bakweri girls are encouraged to learn the dialect, how to cook traditional meals and to dress in traditional attires. This ties with Bailey and Robertson (1997), who hold that mega-events transform cities and are used as opportunities to facilitate and legitimize urban regeneration, to redevelop the built environment and to build new facilities and amenities such as stadium and other sports facilities, theatres, museums, new means or route of transportation, community centres, accommodation facilities, culture and convention halls and congress centres.

Notwithstanding the positive implications attached to regeneration, 61.2% of for rioting registered especially during breakups organised by the city council in their quarters. This proportion indicates that rioting linked to regeneration demonstrates the unwillingness of some city dwellers to cede to the demolition of their homes and business premises. Another negative implication ties with the 73% of the population blaming urban-tourism for promoting social vices amongst youths such as alcoholism, vandalism, theft, drug abuse, etc. The rapid expansion of bars, snack bars, nightclubs and cabarets, especially at Down Beach to entertain visitors during events like FESTAC and Football Competitions where all kinds of alcoholic drinks are sold are not restricted from youth of Limbe. These facilities are also avenues for the sales of drugs. The consumption of alcoholic drinks and drugs makes the youths vulnerable to ills like theft, vandalism, sexual harassment, etc.

5.3.2 The Spatial Implications

The spatial implications of urban-tourism refer to the differences in development brought by tourism in the different neighbourhoods in Limbe. This can best be understood by examining the views of populations on the field resented on Table 2.

Table 2. The spatial implications of urban-tourism

S/N	Statements	SA	%	A	%	D	%	SD	%	Total
1	Urban regeneration for tourism purposes has created spatial inequality in the development of the city	83	24.9	177	53.2	31	09.3	42	12.6	333
2	Tourist zones in Limbe are more secured than other quarters	119	35.7	131	39.3	77	23.2	06	1.8	333
3	Public utilities are better served in tourist zones than others	111	33.4	203	60.9	19	5.7	00	0.0	333

Source: Field survey, 2022 NB: SA = Strongly Agree, A = Agree, D = Disagree and SD = Strongly Disagree.

Regeneration for tourism purposes has created spatial inequality in the development of the city of Limbe as testified by 78.1% of the population. It, therefore, implies that urban-tourism fosters segregation in development of the different neighbourhoods. This is evident in the city with tourist zones around Down Beach, Church Street, Gardens and Ngeme, better planned and laid out with good street patterns, tarred roads, and traffic lights, making them more beautiful, attractive and accessible than other parts of the city. In line with this empirical finding indicate that 75% of the population holds that tourist zones in Limbe are more secured than other neighbourhoods of the city. This is evident with the presence of surveillance cameras on the streets and the forces of law and order at close range to check criminal activities. On the other, in non-tourist zones like Motowo, Mile IV, Mao Quarter, amongst others, these services are lacking, and interventions are only made when an incident is reported. This falls in line with Fainstein and Gladstone (1999), who point out that urban regeneration for tourism purposes may increase urban segregation and division in cities since, while tourist areas are kept

clean, secure, and free from undesirables and physical decay, anomalies or criminal activities in other parts of the city may prevail.

Sources from the Divisional Delegation of Tourism and Leisure for Fako and the Divisional Delegation of Housing and Urban Development for Fako revealed that following the land use plan of Limbe, the sea front and protected areas are priority zones for tourism development. All of these spatial disparities point to the lack of equitable development of the city with emphasis on tourism sites at the detriment of the other areas that equally need the attention of the different stakeholders.

5.3.3 The Economic Implications

The economic implications of tourism are significant. Starting from the creation of employment, investment opportunities and consequently additional income that tourism provides to the local population as testified by 94.3% on the field, tourism development also creates new market outlets for local products as admitted by 94.6% of the population. While 93.7% of the population opine that tourism development diversifies the economy of Limbe, 64.8% admit that business turnover is highest during cultural and sporting events (Table 3). The new opportunities of investment and employment created reside in the several hotels, bars, restaurants, nightclubs and cabarets, amusement parks, amongst others which go a long way to stimulate the local economy through employment and income generation. This corroborates Evans (2012) opinion that mega-events and urban regeneration are strategies of improving the night life of cities. In some cases, this is pursued in order to attract particularly younger tourists for clubbing for part of the so termed 24 hours a day city. These also fall in line with the new market avenues that give opportunities to the local population to sell their products such as traditional dresses, carved wooden objects, beats, clay pots, etc. These various opportunities greatly contribute in diversifying the economy of the Limbe. Diversification in the economy is very evident especially within the framework of cultural festivals and sporting activities that ensure an increase in business turnover thanks to the influx of tourists and visitors attracted by these events.

Table 3. The Economic Implication of urban-tourism

S/N	Statements	SA	%	A	%	D	%	SD	%	Total
1	Tourism creates new opportunity of investment and employment	181	54.4	133	39.9	17	05.1	02	00.6	333
2	Tourism creates new markets for our local products	199	59.8	116	34.8	13	03.9	05	01.5	333
3	Tourism diversifies the local economy	201	60.4	111	33.3	12	03.6	09	02.7	333
4	Business turnover is highest during cultural and Sporting Competitions	101	30.3	115	34.5	86	25.8	31	09.4	333
5	Cost of living in Limbe has increased because of tourism	16	04.8	44	13.2	115	34.5	158	47.5	333

Source: Field survey, 2022 NB: SA = Strongly Agree, A = Agree, D = Disagree and SD = Strongly Disagree.

Notwithstanding the positive economic implication analysed in the preceding paragraph, increase in the cost of living appears to be the experience of the city. In spite increasing cost of living, only 18% of the population attribute it to the development of tourism in the Limbe. A significant 82% of the population does not incriminate tourism development for the increasing cost of living. This implies that the increase in cost of living in Limbe is induced by other factors other than tourism development.

Despite these economic gains from tourism in the city of Limbe, most city dwellers consider additional money gains from tourism activities as insignificant extra benefits and not a major source of income. For most of those who perform traditional dances and security services to tourism establishments, tourism contributes only a small percentage of their income and supplements their main occupation. Nevertheless, this additional income, regardless of its insignificance, serves as a supplementary resource to enhance their living conditions. By fostering tourism, alternative avenues for earning money are generated, thus alleviating the populace from excessive reliance on the primary and secondary sectors of the urban economy.

Empirical findings also reveal that apart from the implication analysed in preceding paragraphs, tourism development in Limbe has environmental implications. Positively, regeneration for tourism purposes has improved the sanitation condition of the city through the clearance of slumps and garbage which used to pollute the city, especially the city centre. It has equally contributed in the conservation of flora and fauna in the different reserves and parks. Negatively, tourism development has resulted in plastic pollution especially at Down Beach,

which is the tourist hub of Limbe. The high concentration of tourist facilities such as bars, restaurants, snack-bars, night clubs, hotels, mobile vendors of all sorts, amongst others has attracted large numbers of visitors to this zone for leisure and entertainment that consume and litter the vicinity with plastic materials, which are environmentally unfriendly.

6. Discussions

The development of urban-tourism in Limbe like any other city of the world has similar attributes. Urban-tourism activities in Limbe involves the visit of attractions like museums, art gallery, handicraft centres, beaches, ancient monuments, attending festivals, participating in sports, amongst others. This is similar to urban-tourism activities as defined by the UNWTO (2013). The development of urban-tourism in Limbe resides on the actions of different stakeholders and factors in an urban coalition consisting of institutional and non-institutional stakeholders involving government departments, NGOs and participating citizens, adequate funding, presence of a group of experts, alongside careful planning and management of events, selecting the right audiences, effective use of marketing tools and the use of media in promotion just as in the case of Barcelona in Spain according to Richards and Palmer (2012).

According to Sassen and Roost (1990), cities in Europe such as Barcelona, Glasgow and Bilbao have become models showing how a city can turn to a tourist magnet by following urban regeneration strategies. Consequently, more and more cities have begun to invest in building hospitality facilities, cultural and convention centres, museums, landmarks, entertainment and sports facilities in order to attract tourists and to please the tourist gaze. This is the case of Limbe where massive rehabilitation is carried out in the city since 2016, as well as the building of hospitality facilities in preparation for the succeeding editions of Limbe FESTAC and football events. In spite of Burbank *et al.* (2002) highlighting the risks and intangible benefits associated with mega-event strategies, such as the possibility of abandonment post-event as seen in the case of the Beijing 2008 Summer Olympics, the construction of these facilities in Limbe signifies progress. This is evident through the ongoing hosting of various sporting events at the stadium since its inauguration, including the prestigious 2016 Female AFCON jamboree.

Urban-tourism development in Limbe has both positive and negative implications on the socio-cultural, spatial and economic domains of the city. The positive implications are more noticeable in the socio-cultural and economic domains, while the negative are very evident in the spatial domain. Socially, the city is benefiting from projects brought about by regeneration for tourism purposes such as the clearance of shanty premises along major streets, tarring of new streets and installation of traffic lights; creation of public spaces, amongst others. Also, the culture of these communities is being promoted by tourists through their participation in cultural festivals, payment of entrance fees into museums and botanic gardens. Economically, local residents have been employed in tourism enterprises like hotels, restaurants, travel agencies, theme parks, amongst others. With regards to spatial impacts, regeneration for tourism purposes has created segregation in development in the different neighbourhoods of the city. For instance, tourist zones like Down Beach, Half Mile, Ngeme, Bota are developed at the expense of other neighbourhoods. The same case prevails in other urban destinations where water fronts are priority zones and gain the highest share of tourism development.

Conclusions and Further Research

This paper that set out to identify key tourist attractions in the city of Limbe and its environs, stakeholders involved in tourism development and their role, and to bring out the implications of urban-tourism, used a number of field approaches and technique to collect data from the field based on a survey of households and tourism sites. This data was treated using simple statistical tools and manipulation of field illustrations, and presented in tables photographs, texts, and figure. Data processing revealed that the attractions of the city, the role of the public and private stakeholders and the strategies used by public actors (urban regeneration, Limbe FESTAC and the 2016 Female AFCON) to promote tourism has greatly influenced the development of the tourism sector of Limbe, thereby producing socio-cultural, spatial, and economic implications. It is widely established from these findings that the development of tourism has contributed to the general development of the city of Limbe through a number of positive contributions that impact in the lives of the population in general and that of the city council through taxes and other returns that are largely related to tourism activities.

That notwithstanding it is suggested that for better performance, the rate of abandonment of some of the sites such as the BSTV and the German Lighthouse at Debunscha often covered in grass and trees out of neglect, the Idenau German Bridge in an advanced state of dilapidation need to be rehabilitated to render them attractive.

The state of roads linking tourist sites at the East Coast of Limbe that are earth surfaced limiting all year-round accessibility, during the rainy season, due to their muddy and slippery nature, should be rehabilitated to ensure continuous access to tourism sites.

The government needs to support tourism operators/promoters of Limbe especially those owning hotels, travel agencies, tour operators, attraction owners, amongst others, to permit them to operate at a breakeven level.

The supply of utility services that is hard hit in the city today should be rehabilitated. This concerns mostly the problem of electricity and water supply that are usually erratic. Tourism industries, including hotels, restaurants, and theme parks, heavily rely on water and electricity, making them vulnerable to the adverse impacts of irregular supply. Despite resorting to alternative sources such as bore holes and standby generators, operators face significant financial burdens.

Implementing these proposed measures, supported by institutional stakeholders, would enable non-institutional stakeholders to elevate the current level of tourism development to new heights.

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Credit Authorship Contribution Statement

Amélie-Emmanuelle Mayi: involved in the Conceptualization, Investigation, Methodology, Project administration, Formal analysis, Supervision, Validation, Writing– review and editing, Visualization, Funding acquisition.

Gilbert Fondze Bamboye: The second author also contributed to the Conceptualization Methodology, Project administration, Formal analysis, Supervision, Data curation, Validation, Writing – review and editing, Visualization.

Terence Ncha Ndoumbe: The third author took part in the Conceptualization, Investigation, Methodology, Project administration, Software, Formal analysis, Writing – original draft, Data curation, Validation, Writing – review and editing, Visualization, Funding acquisition.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Creating Service with Thai Hospitality: What Does Service Providers Highlight for Hotel Service in Thailand?

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Abstract: This study aims to explore service components in Thai hospitality which are prepared and provided by the service providers in order to creating impressive service in the hotel sector in Thailand and are presented to tourists as the core value of Thai hospitality. The mixed methods were employed using interview and questionnaire survey. Samples were the frontline hotel service providers to obtain valuable opinions and various perspectives regarding service and its practice in hotel. Data were collected from 11 interviews and 320 questionnaires. The interview thematic analysis and exploratory factor analysis (EFA) were the main analysis of the research. Results showed seven service components which could be the core value in Thai hospitality included professional traits, the senses of service (intangibility), workplace culture and skills, service tangibility, Thai service providers, Thai nurture and practices and hotel ambience. The service components founded in Thailand can support the strong bond between Thai culture, service offerings and service providers. These also can help the hotels to gain more advantage in their businesses and lift up the competitiveness of Thai hospitality in hotel service.

Keywords: service; hotel; hospitality; Thai hospitality; Thailand.

JEL Classification: L83; L84; O14

Introduction

COVID-19's impact on the global economy has been unprecedented. The hospitality sector is gearing up to regain its normal momentum by aligning itself to the new emerging trends, and by taking certain measures to respond, recover and thrive in the coming times (Bacon and Santos 2021). It is imperative that the service firms compete with each other by improving excellent service to customers. However, it is challenging to improve service quality as a quality-of-service standard is rising, high competition and customers get more experience. It has been very challenging in Asia with the sign of widespread improvements of Asian hospitality and further investments in the region (Jones Lang LaSalle 2021). Entrance of international brands in Asian markets and the success of Asian branding has built and emerged due to the reputation of the hospitality and pleasurable experiences in destinations (Noonan and Vaidya 2011; Jones Lang LaSalle 2021; Radojevic, Stanic, and Stanic 2019). Local Asian brands have become globally recognised and maintained their service quality as the results of Asia-ness because of Asian culture and service orientation (Fakfare *et al.* 2019; Piuchan and Pang 2015). To illustrate, Japan and Thailand were mentioned as the favourable service and being attractive for hotel investment (Berendt and Tanita 2011; Wan and Chon 2010; Jones Lang LaSalle 2021). This is a good signal and question of what contribute the Asian hospitality standing among the global competitions.

The word 'hospitality' has a similar root as 'hospital' for which a common meaning is taking care of patients and expanding to non-hospital organisations in which employees interact directly with customers, later calling customers 'guests' as a metaphor of hospitality (King 1995). A recent study defines hospitality as the duty of providing care to strangers, which also remains similar to a traditional denotation (Wattanacharoensil, W, Kobkitpanichpol, B. and Chon 2014; Fakfare *et al.* 2019). To date, hospitality cannot be clearly explained in a single definition due to its abstract nature (*i.e.* diverse experience and different product categories in a hospitality sector) (Nankervis 2000). Asian hospitality is derived from Asian culture in service offering and people involvement (Ueltschy *et al.* 2009). That this constructs the concept of Asian hospitality is difficult to demonstrate

because of various ethnicities and varying cultural beliefs as well as a host of different customs, and religious and languages issues (Hobson 1994). Generally, Asians are collectivist in nature while their cultures exhibit the importance of group relationships and high power distance where a hierarchy is acceptable (Ueltschy *et al.* 2009). The notable aspects of Asian hospitality such as tangibilizing the intangible by creating the physical image of service offer and adding physical evidence which can be seen from Asian service offering (Wan and Chon 2010). Those heterogeneous aspects undoubtedly affect the service orientation in Asia.

Apart from Asian, Thailand and Thai culture rank globally in the number of award-winning properties in hotels (International Hotel Award 2020). Thai hospitality is strongly embedded with its unique social culture, value and history (Radojevic, Stanasic, and Stanic 2019). Hotel brands located in Thailand also gain increasingly extensive flavour in blending of international and Thai hospitality arena. In a highly competitive and dynamic tourism and hospitality industry, hotels today are developing various strategies to ensure customer satisfaction which the notion of 'service experience' becomes an essential element in understanding customers/tourists. Research on the service quality, service experience has much studies from the customer viewpoint (Adhikari and Bhattacharya 2016; Bueno *et al.* 2019; Lipkin and Heinonen 2022). However, service providers are also the important role for offering memorable service. Today, it is challenging for service-oriented employees to interact with customers to offer value propositions which can create favourable service experiences. Moreover, service experience also influence customers' affective reactions during hotel stays (Lajante, Ladhari, and Massa, 2022) which included both tangible and intangible elements of hotels that influence experience and suggested hotel professionals to be more effective in the management (Kim, Lee, and Han, 2023). So, this current research would like to investigate key service touchpoints that hotel service providers have prepared to delivery these key service to their customers, pinpointing Thai hospitality as Thailand is the area of a study. This research mainly highlights service components that the hotel service providers are pressed as the essences of service offering in Thailand. It intends to explore the essences of creating service in the hotel sector as the core value of Thai hospitality.

1. Literature Review

1.1 Culture and Hospitality

Culture can be expressed through both tangible and intangible items such as food, architecture, clothing, art or other unarticulated elements such as knowledge, beliefs, and behavioural patterns, it is the full range of learned human behaviour patterns (Korjala 2012). Each culture leads one to the guidelines to behave in a socially accepted ways and becomes the main force tightening people together. The concept of culture is defined as the influence on human interaction by providing the overall learning process of their modes of thought, emotions, behaviour and communication in connection with their environment and the awareness of their culture (Burnard and Naiyapatana 2004; Runglertkengkrai and Engkaninan 1987). Culture is not innate; it is a shared-value system and socially constructed which can be learned through socialisation (Guzley 1992). In hospitality, culture becomes an implicit theory to shape the service providers in their service performance. The hotel is the stage of human interactions, reflects the values and cultural rules of a society. Asian brands embody their traditions and cultures in their service practices (Wan and Chon 2010; Fakfare *et al.* 2019)

The key to understand Asian hospitality is to understand the Asian people and their vast diversity of culture that reflects on the Asian hospitality. Many studies indicated that there are some difficulties to define the Asian hospitality (Ueltschy *et al.* 2009; Wattanacharoensil, Kobkitpanichpol, and Chon 2014; Sucher and Cheung 2016; Piuchan and Pang 2015) which can be summarised that Asians are more service driven from their heart, senses and flexible service orientation. Cultures had been transferred into service by the service providers. There are many good examples of implementing culture in hospitality. For example, with the shared characteristics of high power distance and keep formality in working environment, service providers reflect their cultures of keeping distance during service delivery from service providers and creating formality atmosphere to respect customers that matches well with customers' preferences (Ladhari *et al.* 2011; Witkowski and Wolfenbarger 2001). Witkowski and Wolfenbarger (2001) studied about formality in Asian hospitality defined it as the verbal and nonverbal communications that express courtesy and proper etiquette and maintains social distance. This study also mentioned that language (as verbal communication) introduced the formality by addressing customers by titles or surnames, and the degree of formality could be translated into body posture (as nonverbal communication). Asian hospitality is likely to be a more formal culture in body posture such as the way of greeting customers with 'Wai' (Thailand) and 'Bowing' (Japan) with the different degree of bow (30-45-90 degrees, deeper and longer bow indicates more respect) and considers some informal body posture to be rude (*i.e.* putting feet on desk). It

seems that the high-power distance and formality, such Asian cultures, are more appreciated in the service delivery as they simply accept the inequalities among individuals.

It can be seen that goods and services are no longer enough, and producers must differentiate their products by transforming them into deeper and more complex experience for achieving higher added value. Blending tradition and culture with hospitality is often mentioned in the way of local perspectives in Asia and demonstration, such as greeting for demonstrating local culture, smiling, eyes contact during service operations, are examined in favour (Winsted 1997; Witkowski and Wolfenbarger 2001; Piuchan and Pang 2015). The service quality largely depends upon employees' skills to express the desirable emotions and manner to customers. Service providers with positive mood condition naturally operate better service. However, it also depends on the culture they carry. In Asia, the difference in socio-cultural context has been greatly found to have culture-based generalisation across all Asian cultures. Literatures have illustrated that cultures are blended into Asian hospitality as the industry presently deals with people from various cultures between service providers and customers. Service providers become the important actors in presenting the host culture to customers which distinguish service experience in a specific country.

1.2 Thai Hospitality

Thailand is well-known in both destination and hospitality. Hospitality is the essence of Thai people in nature with the expression of 'nice people', 'friendliness' and 'service mind' (Piuchan and Pang 2015; Wattanacharoensil, Kobkitpanichpol, and Chon 2014; Fakfare *et al.* 2019). Panmunin (1993) defines Thai hospitality as Thai people themselves. This author indicates the smiles and warm greetings, graciousness and welcoming manner, and the willingness to care others offered by the country's citizens as the essential success of the Thai hospitality. Friendliness of Thai people, service-mind, willingness to help others as a reflection of Thai hospitality usually mentioned in the study of Thailand's destination image of various tourism category (Rittichainuwat, Qu, and Brown 2001; McDowall and Choi 2010). This indicates that people factor is one key essence of Thai hospitality.

The root of hospitality in Thai people might be the fact that the country is a constitutional monarchy and never lost its political autonomy which can imply that other Western philosophies are less adopted in the way of life and the mode of thoughts, its culture has developed without Western influence (Sucher and Cheung 2016; Runglertkengkrai and Engkaninan 1987). A Thai belief system, Buddhism, also reflects in social practices such as the respect for elderly in society and cultivates Thais' mindset of being goodness, kindness and compassion, creating harmony and peace of society and understanding others, Buddhism shapes the way of life of Thais (Sucher and Cheung 2016; Runglertkengkrai and Engkaninan 1987). Thai culture and etiquette in Thailand are strong hierarchical influences of a way Thai people creating service atmosphere and practices (Piuchan and Pang 2015; Fakfare *et al.* 2019; Wattanacharoensil, Kobkitpanichpol, and Chon 2014). Furthermore, Thais also communicate their emotions through visible facial expression such as smile (Witkowski and Wolfenbarger 2001). These characteristics would generally enable Thais to deliver the services with gentleness and avoid making customers feel down from their service delivery process, as well as caring of guest experiences. Furthermore, welcoming attitude of Thai people and value of money are the expressions of Thai hospitality because tourists receive experience in affordable price, luxury hotel stays, good service, fine dining, moreover, Thailand is justifiable renowned for its people's gracious manner in service (Panmunin 1993; Sucher and Cheung 2016).

Human touch and symbolic gestures are integrated in service features in Thai hospitality. Thai hotels present a family-like atmosphere and a warm welcome to customers while they stay in the hotel (Fakfare *et al.* 2019). Thai Wai and smile are not only cultural gestures but become symbols of graciousness toward guests (Piuchan and Pang 2015). In Thailand, a smile is often used for many different emotions. It may be an apology, a thank you, a greeting, or to show embarrassment. Thais are very proud of their cultural heritage and enjoy talking about it with visitors (eDiplomat 2022).

Thai hospitality demonstrates the characteristics of both tangible and intangible elements. Physical environment creates atmosphere of service through the Thai unique architecture and decorations in a specific culture which are important in hotel business. Moreover, the cultural touch is from music, lighting or Thai specific aroma in hotel public areas and contemporary Thai decoration creates atmosphere in hotel (Fakfare *et al.* 2019). Therefore, physical environment carries strong cultural characteristics of hotel in Thai hospitality as a tangible element.

1.3 Service Experience

Services are described by the certain characteristics such as intangibility, perishability, heterogeneity, inseparability, these make service non-storable, non-repeatable, non-standardised and labour-intensive

(Grönroos and Gummerus 2014; Sandström *et al.* 2008). Besides, it greatly relies on human interactions. Service experience has started widespread since initially introduced by Pine and Gilmore in 1999 in their conceptualisation of experience economy by proposing four dimensions of experiences namely aesthetic, education, entertainment, and escapism. It becomes a fundamental concept in service-dominant logic, and research on service experience is growing rapidly (Ali, Amin, and Cobanoglu 2016). With the increasing amount of commercial hospitality, physical goods are not enough to compete with in today's business but service experience is getting high valued (Richards and Wilson 2006; Jaakkola, Helkkula, and Aarikka-Stenroos 2015).

The service experience has been rising to distinguish the major products by displaying the experience beyond expectation (Nankervis 2000). Besides, Asian hospitality is presently introduced to provide products and services by offering mysterious services with value-added local characteristics to distinguish themselves from global competitors. Market-oriented strategy is dependent on customers' experiences and satisfactions. When providing service delivery to customers, it is imperative in today's business to provide the high quality while distinguishing business from the competition (Shaw, Bailey, and Williams 2011). Firms develop various strategies to meet the needs of customers which product, employees and customers are essential for the business's success (Pikkemaat and Zehrer 2016). To create value, the engagement between customers and employees during the process of service delivery does impact on customers' experience in overall value. By creating value and engaging with both customers and employees, each business creates a service delivery culture that may help create a favourable brand image for the organisation/company and increase revenue.

In this study, service experience is referred to a series of discrete experience which consists of many messages that impact customers' feelings, stories of service and organisations and experiences that goods and services provide for them. It is an integration of a 'hedonic impression' (individual touches while encountering service and perhaps even imaginary) and a 'practical contact' (consisting of observable facts or events which are acquired knowledge and skills in practice). Service experience is often facilitated by firms for customers and is shifting to be co-created by customers with other individuals (actors) in the customers' own service ecosystems (Mccoll-kennedy *et al.* 2015; Helkkula 2011).

Service experience consists of tangible and intangible elements (Helkkula 2011; Bettencourt and Gwinner 1996; Kim, Lee and Han 2023; Piuchan and Pang 2015). Tangible elements are viewed as physical decorations, atmosphere creations, people being involved, dialogue and conversations etc, while intangible elements include a process, a change, events, a touch moment which combines both real (physical) or virtual (observed) elements. Both tangible and intangible elements perhaps create a holistic phenomenon in service experience. So, the wide variation is apparent and the notion of service experience varies in accordance with different contexts and circumstances. However, there are some collective characteristics of service in different organisations, industries or even cultural settings. It is interesting to seek service experience in Thai hospitality that uplift the strengths in hotel business in Thailand.

Research related to service experience involved Helkkula (2011), Piuchan and Pang (2015) and Winsted (1997). Starting with Winsted (1997), this author developed a framework for identifying relevant behavioural measures and important factors in evaluating the service encounter in each culture studied. The research conducted the comparative studies between two dissimilar cultures, the U.S. and Japan, to examine the differences in service perception through eight dimensions comprising of *Authenticity, Caring, Control, Courtesy, Formality, Friendliness, Personalisation and Promptness*. The result reported that the U.S. presented friendliness, personalisation, authenticity and promptness were the dominant factors while Japan was reported the heavy emphasis in the factor related to caring for the customers.

Later, by adapting Winsted's study, Piuchan and Pang (2015) further investigated service experience dimension in Asian hospitality using Thailand and Hong Kong as cases. Authors had attempts to investigate the different indicators of service experience in Asian cultural contexts. The results showed the expressions of service experiences which perceived differences from previous studies of Winsted (1997) by looking through the practices in those eight dimensions. This research revealed the new distinguished practices in Asian hospitality except promptness. Moreover, examples of the practices of cultural blending in service also clarify how people in particular culture reflect their culture in service offering. This has altered the origin of cultural attention. The concept of culture is defined as the influence on human interaction by providing the overall learning process of their modes of thought, emotions, behavior, and communication in connection with their environment and the awareness of their culture, and customer perceived the cultural value through service delivery and the people who carry that culture.

Culture provides the framework for social interaction in a society. Parasuraman, Berry, and Zeithaml (1991) noted the influence of external variables on expectations and recognition of cultural values as the principal

determinants of consumer behaviour. However, only a few authors examined the influence of culture on perceptions of service provision. This research has reviewed some key cultural characteristics in Thailand relating to service setting. This is to set some key attributes to be further evaluated for service offering in Thai cultural contexts (as Thai hospitality).

2. Method

This study followed the mixed methods which the researcher believes that both qualitative and quantitative approaches can add to supplement and improve the study by reflecting breadth or depth answers, providing a fuller picture and enhancing description and understanding. The samples were the frontline hotel staff who had a direct contact to hotel customers and worked in hotels and resorts located in Thailand. Most studies had done research about service experience from a customer side. However, this study would like to investigate what are the key elements that hotel staff have prepared and provided service to customer which might make other future evaluate whether the match between both sides. This research targeted hotel service providers to obtain valuable opinions and various perspectives regarding service in hotel filed. Scholars suggest that the service experience is more likely to be optimised when there is a match between the personality characteristics of the employee and the customer (Mills, Chase, and Margulies 1983; Bettencourt and Gwinner 1996).

The interview questions were initially developed based on literature comprised four open-ended questions. The face-to-face interview was conducted on a one-by-one basis with approximately 30-40 minutes and Thai (mother language) was the interviewing language. Interviews were conducted to investigate additional concerns and to explore the new attributes that distinguished the service characteristics of Thai hospitality. According to the interview results, the measurement items in the questionnaire were set and refined to ensure the appropriation of all survey items as the proposed items developed from literature might be inadequate. Therefore, the interview results can help to create and validate an instrument. Three experts were selected for the instrument evaluation and to give the comments about the survey questions and measurement items. There were 40 service experience attributes of Thai hospitality in total and using a 5-point measurement scale. A consent form that described all essential information about the research and the data was treated confidentially and they had right to quit the study. These followed the procedure recommended by Research Ethic Committee.

2.1 Data Collection

Interviews followed the purposive sampling method by the recommendation of contact. The researcher had specific predefined groups that the study was seeking. The researcher verified that the participants did in fact met the criteria for being in the sample (*i.e.* workplaces and work functions). Purposive sampling could be very useful for situations to reach a targeted sample quickly and was likely to get the opinions of target population. Questionnaire surveys also was the non-probability sampling method and on a voluntarily basis. A voluntary response sampling is mainly based on ease of access. Instead of choosing participants and directly contacting them, people volunteer themselves (*e.g.* by responding to a public online survey). In summary, there were 11 interview participants and 320 sets of questionnaires in this study. This research was conducted during March 2021 to April 2022.

2.2 Data Analysis

For interview analysis, thematic analysis was used to uncover major areas of service that the service providers had been pressed as the essences of hotel service in Thailand. To avoid any arbitrary designations, all concepts and domains were mainly arranged in accordance with the literature review. The concepts and domains were identified by the shared similarities from participants' responses and cross-checked against literature. However, some domains did not exist in previous studies. When this occurred, the researcher read and labelled the new domains via open coding to create an initial code of that information with particular attention to the occurrence of patterns. After all the analysis was completed, several strategies were designed to organise the qualitative result and discovered the added items to be used in the questionnaire.

2.3 Measurement Development

The measurement items were developed from the literature review which consisted of 18 items. To be more specific to Thai culture and Thai hospitality, this current study had done 11 interviews with frontline hotel staff to get more relevant information. Based on the interviews, 22 measurement items were later added to ensure the appropriation of all survey items as the proposed items might be inadequate. The interview data helped to create and validate an instrument. Therefore, there were 40 measurement items in total in the questionnaire.

For questionnaire surveys, data was computerised using the SPSS statistical program. Before analysing the data, data screening took place to ensure that no data was omitted in order to be assured of a realistic example. The first analysis of the data included the calculation of the descriptive to screen the data and to provide a quick summary result. The second analysis is using Exploratory Factor Analysis (EFA) to identify the underlying dimensions of service in Thai hospitality.

3. Results and Discussions

The profile of survey respondents. In summary, females were the predominant (66.9%), half of respondents were age range between 26-35 (49.4%), mainly got undergraduate degree (75.6%), 2-5 years of hotel working experience (43.1%), working in the front office department (40.3%) and food and beverage department (32.5%), and mostly worked in international hotel chains (40.3%).

3.1 Exploratory Factor Analysis (EFA)

In performing EFA, the following fundamental criteria should be considered. Firstly, the number of factors was determined by eigenvalues, in which only factors having eigenvalues larger than 1 was kept (Field 2009). Secondly, the reliability of each identified factors was examined. Scale reliability was ensured by determining values of Cronbach's Alpha, any values greater than 0.7 indicated high reliability and those less than 0.3 signified low reliability (Hair *et al.* 2010). Thirdly, as the sample size of this study was exceed 300 respondents, minimum factor loadings values of 0.4 was regarded to demonstrate significant level (Hair *et al.* 2010). Fourthly, as average communality in social sciences were often low (0.4) to moderate (0.7), any items demonstrating communality values less than 0.5 were deleted (Costello and Osborne 2005). Fifthly, Bartlett's test of sphericity should be statistically significant. The p-value should be less than 0.05 to ensure sufficient correlations exist among variables (Hair *et al.* 2010). Sixthly, a KMO measure of sampling adequacy was examined and values greater than 0.5 were suggested (Field 2009). Finally, a scree test was conducted, in which a visible elbow was used as the cut-off point to determine the number of dimensions for the study (Hair *et al.* 2010). In social sciences, it was suggested a variance explained of 60% or higher could be considered in determining the number of factors (Hair *et al.* 2010).

For the extraction method the Principle Axis Factoring (PAF), Promax oblique rotation with Kaiser Nominalization was used to obtain the latent variables that contributed the most to the variance (Cohen and Ben-Nun 2009). The Promax rotation has the advantage of being fast and conceptually simple. Via PAF analysis, the factorability of the data was supported by highly significant Bartlett's test of Sphericity and the Kaiser Meyer Olkin test of sampling adequacy values exceeding the minimum recommended value of 0.60 (Field 2009; Reavley and Pallant 2009). Most of variables were statistically significant, $p < 0.05$ and KMO value was 0.906, a value of 0.90 and higher meant to be marvellous (Mooi and Sarstedt 2011). The Bartlett's Test was significant (a significance value less than 0.05), indicating that the variables were correlated highly enough to provide a reasonable basis for factor analysis.

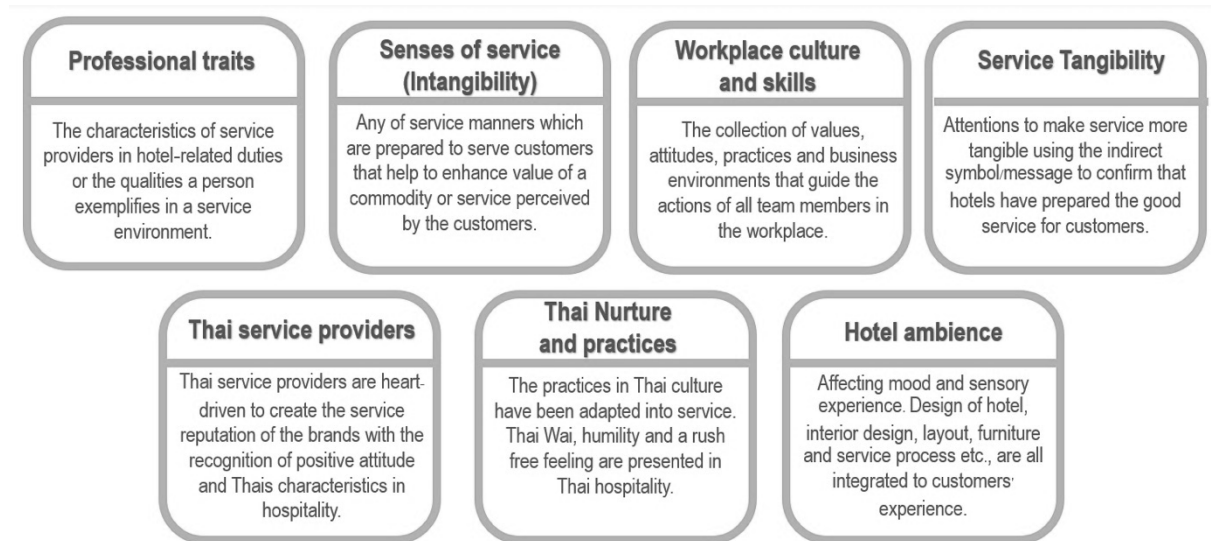
The communalities were generally in between .381 to .658, which was acceptable as the communalities should lie above 0.30 (Mooi and Sarstedt 2011). To enhance the reliability and efficiency of the scales, the items that failed this assessment were removed one by one and the remaining items were subjected to the PAF in the final stage. An analysis of PAF initially revealed a total of seven components, accounting for 48.974 percent of the total variance which were extracted from the data.

The factor structure and the items loading are presented in Table 1. The factor scores were calculated and standardised based on the features that contribute to each factor. Only features that contributed to the factors were presented in the table (factor loading above 0.4). A value of 0.7 alpha score and above generally indicates a scale of high reliability and between 0.5-0.7 and was considered as a moderately reliable scale (Hinton, McMurray, and Brownlow 2014). However, the limit of Cronbach's Alpha value could decrease to 0.6 in exploratory research (Hair *et al.* 2010). In this study, the reliability values for the factor 1-7 were between 0.878 to 0.644 and most dimensions achieved a level of reliability. The resulting factors were therefore correlated. The newly seven created components are labelled thusly: **Professional traits, Senses of service (intangibility), Workplace culture and skills, Service tangibility, Thai service providers, Thai nurture and practices and Hotel ambience** (Table 1 is attached at the end of this paper).

3.2 Service Components in Thai Hospitality

Figure 1 summarises service in Thai hospitality that hotel service providers had been indicated as the key essences in the hotel's context located in Thailand.

Figure 1. Service components: the practices of hotels in Thailand



Source: from the result of this study

3.2.1 Professional Traits

Professional traits refer to the characteristics of service providers in hotel-related duties or the qualities a person exemplifies in a service environment. These includes standards for the employees' behaviours and abilities to embody the hotel's value and transfer into service to customers. According to the result, professional traits of Thai service providers are perceived through the Thai hotel staff. The expressions are related to having a backup plan for any assistant requests by customers, attentions to details, follow-up what the guest asked, advanced preparations, service consistency, creating relaxed service atmosphere by taking care them like respected relatives, well-known personalised service in Thai hospitality and the characteristics of Thai hotel staff. This is in line with the service quality that customers usually expect a high and personalised level of service, responsiveness, assurances and empathy during the service encounters (Ladhari *et al.* 2011).

3.2.2 The Senses of Service (intangibility)

The senses of service are any of manners being perceived such as sight, smell, hearing, touch, taste which might be expressed in anything intangible. The senses of service mean being able to serve someone, people, community, social cause, or a belief, which enhance value of a commodity or service perceived by the customers. Besides, it is difficult to identify what will be included due to heterogeneity in service. However, Thai hospitality has shown some common characteristics of the senses of service as human touch, emotional connection, willing to service, helpfulness, close attention to details as found in this research. Thais are humility and caring which display as the collective attitude and behaviour in society. Giving an example from the interviewee, one mentioned that guest usually indicated why staff helped to comfort guest or advise something they needed even though those incidents were not the work responsibilities. This touches the feeling of customer and feel-like home when staying Thailand's hotel. The interview statement supported as showing.

"...Thai hotel staffs are quite good at collecting customer's detail and remember the characteristics of each customer. Then, the hotel staff will manage service to customers immediately to fit with their preferences. For example, one customer like to order Americano every morning. So, we (staff) will not ask the customer what he want to drink, we will ask whether he want Americano as he used to order. Most customers like to be remembered and this can make little impressed for customers."

3.3.3 Workplace Culture and Skills

Workplace culture and skills refer to the collection of values, attitudes, practices, and business environments that guide the actions of all team members in the workplace. A great work culture exemplifies positive traits to improve performance and bring out qualities of the whole company. It also retains the hotel company uniqueness. From the result, job knowledge and hard skills, well-rounded tourism knowledge and teamwork of front-and-back of the house are the key important aspects in hotel service which are labelled as a work culture and skills in service experience in Thai hospitality. In tourism and hospitality, this is known as 'service culture' which people

understand the importance of a positive organisational culture that creates an environment to work effectively and grow employees' skills. Service culture is beyond the call of duty work, it drives works more naturally, honest thoughts and mindset while taking care of customers. Strong service culture helps to increase employee motivation and better customer experiences. This is vital to productivity.

3.3.4 Service Tangibility

Service is intangible; however, there are many attentions to make it more tangible to confirm the guest's feelings in service. Hotels are tangibilizing intangibility or using the indirect symbol/message to confirm something intangibility. To illustrate, the interpretation of cleanliness is sometimes abstract in hotel service, so it has been tangibilized by using the symbol of sterilisation. Folding the towel, placing the towel on the bathtub are symbolised as this washroom has been cleaned, the guest is the first to use it. In Thai hospitality, it seems to have an attempt to acknowledge cultural symbol/message more tangible by demonstrating through Thai-style uniform, Thai-style hotel decoration, voices and tone in conversation with Thai English accent, friendliness atmosphere through facial expressions (for example, smile becomes a tangible symbol to show the friendliness of Thai people as customers can "see" smile on the face of Thai staff which implicitly becomes a physical appearance or tangibility). These tangible symbols confirm guests' experience of gentle service.

Other support from the interview, one interviewee stated the guest impression of a contemporary design of the hotel uniforms from the local textile or print patterns that were originated in the areas. This is a blending of locally presenting in hotel uniforms together with keeping the professional appearances with the contemporary design. Moreover, welcoming design of hotel make guests feel relaxed. Conscious interior design affects the mood and mental well-being of building occupants. Hotels incorporate layout, colour, artworks, furniture, lighting that create positive emotional responses. Furthermore, friendliness in Thai hospitality includes smiles, the volume and tone of voice and polite conversation when hotel staff communicated with the customers. For example, to reply the customer's questions, there are many sudden answers but the service provider will explain the reasons and clearly understand the customers. Moreover, the proper tone of voice could consider to reduce the unsatisfied situation during conversation with customers in Thai hospitality.

3.3.5 Thai Service Providers

Hotel service providers are the forefront of hotel business that are embodying their own culture and company culture together. Thais are perceived to have the positive and right attitude for customer service which are underlined the practice of his/her culture. Besides, Thais characteristics are genuinity, kindness, forgiveness, balance, attention to details, which are good combinations to service. Therefore, Thai hospitality is about the natural feeling and behaviour from service providers' subconscious or attitude during service.

The service providers were heart-driven to create the service reputation of the brands. In Thailand, most of the words relate to the words of heart (organ) or 'Jai' in Thai language as from the centre of emotion. The heart-centred expression may relate the mode of thinking in that culture which reflects the actions or interpersonal relationships. Japan also expresses 'Kokoro' as 'heart' or "mind" which is perceived as the location of emotion and thinking (Berendt and Tanita 2011). Employees keep the power of service delivery. The influence of positive emotional display takes the control of reactions under the service operation period. Thai hospitality is determined by customer experience which presses less commoditisation and makes customers perceive more about the experience. When service display seems to be as fake as working effectively in the business, customers will not be satisfied in the total experience. Therefore, Thai service providers become an integral part of service encountering.

3.3.6 Thai Nurture and Practices

Culture is not innate, it is nurtured and is an adaptive mechanism. The practices in Thai culture have been adapted into service, for example from this study, Thai Wai, respectfulness behaviour and its practice, humility and a rush free feeling are proven statistically to represent in Thai hospitality. In Thailand, the local greeting is 'Wai' by placing the palms together, holding the hands in front of chest and then lower the head as slightly bowing to say hello, thank you, or goodbye. This is the form of local greetings normally impress customers. Thais pay much attention to the other people's feelings when building the relationships which influence the way to express respect to other people. Providing smiles and maintaining eye contact produce superior level of natural hospitality and customer will not imagine that there may be any hidden agenda. So, the cultural practice enhances positive service quality which displays through Thai hotel employees' behaviours.

“...The culture has a huge impact on service and customers compare service in the present culture with other culture they have been experienced. Based on Buddhism in Thailand, it teaches Thais to have mercy and compassion for others. This is naturally in Thai people's minds while we do various service tasks. For example, we meet our senior guests walking uncomfortably in our hotel, we will offer help for a walk to their hotel room. This also happens when Thai people see an aging man waiting to cross the street, we will give the hands to help him cross the street.”

3.3.7 Hotel Ambience

Hotel ambience is the factor affecting mood and sensory experience in overall. Design of hotel, interior design, layout, furniture, facilities, and service process etc., are all integrated to customers' experience. Maintaining the physical facility and service ambience are both powerful aspects of service experience. Hotels have the responsibility of defining the desired ambience for the hotel's overall experience, physically and interpersonally, and then sensitising all service providers in the delivery of the complete sensory experience. For Thai hospitality, hotel ambience is one identifying dimension that is a part of service experience. This is consisting of a process, an outcome and a phenomenon (Helkkula 2011; Jaakkola, Helkkula, and Aarikka-Stenroos 2015). A process focuses on aspect of the architecture of service experience formation. This has much discussed in service design and innovation nowadays where an understanding of the formation of the customer's service experience throughout their journey within the service system is a requirement for the successful development of service offerings, environments, and systems (Jaakkola, Helkkula, and Aarikka-Stenroos 2015). Outcome-based characterisations consider the role of service experience as an antecedent to or consequence of other constructs. A phenomenon in service experience might identify as individual and subjective as it focuses on personal encountering, hedonic, context-specific and heavily depending on consumer culture perception. Moreover, it depends on many uncontrollable elements such as service providers, offering, hotel brand promises, setting and process.

Conclusion and Implications

According to the results, this study proposes the implications that could benefit to lift up competitiveness of Thai hospitality in the hotel sector as following.

Foundational service presentations in Thai hospitality, experiences always take place in a specific imaginary or factual social context. The experience in service offering in Thai hospitality has valued to the people-centric approach rather than being in straight-line standards. Thai hospitality draws attention away from the object of consumption (goods) towards the experiencing actors whose creation of value and of experience intertwine. This support that consumers do not simple deplete producer-infused value but are also actualising service value by people being a part of service experience, in this case hotel service providers.

For service mentality of hotel staff in Thailand, it is clear from the result that the core Thai hospitality is the 'people' nurturing in Thai culture who become one of key essence of hotel service in Thailand. In overall, tourists visit Thailand describe people and service as friendly and helpful. Generally, Thailand seems to have a foundation in culture for hospitality that is favourable for the international tourists. This presents a good ground for a continual growth in Thai hospitality. The hotels in each country will often reflect the inherent service mentality of the culture it stands in. This is all due to the inherent differences that make up the service mindset of the local people across different cultures. For Thailand, the reputation for service has appeared to be positive. It appears that the quality of service at the high-end hotels and individual luxury hotels are relatively consistent and well-received as well as more affordably priced, this has left tourists with much better access to the high-end experiences. This overall positive reputation is expected to attract the interest of both businesses and travellers to Thailand.

To maintain the core service, firms need to adopt strategic directions. The culture each service provider belongs to always affects the service performance and the way to treat other customers. Thai hospitality heavily relies on people/local staff who provide service through their sensitivity and cultural background they grew up in. Generally, Thai hospitality much emphasises the long-term service relationship, and service providers are the prime in the service quality delivery as service is performed by the people concerned. Employees become the centre piece of Thai hospitality for satisfying customers' desires. The service intends to be perceived by feeling more than the physical appearance as the exploring indicators from the seven components keep a larger number of intangibilities rather than tangibility indicators. Serving from heart is not just running the business to gain

profits, but it must be part of cultural blending in the practices which create the overall atmosphere in hotels. Therefore, the hotel firms' brand images have to strongly tailor to individual and supportive systems for staff who will later use the practices in service offering. Thus, the products, brands, service operations and employees of each hotel business will have to align with the core service practices creating memorable experience to customers.

Finally, this study has pressed that service experience that customers have received from the hotel firms; the key importance is also the service providers who have concentrated on engagement that stimulate positive feelings. Service providers have prepared all elements of service, included the touch points, and created the good process to delivery those founded elements for the memorable experience to all customers. It also supports the existence of some service components that have been underlined the practices of hotels in Thailand which might be developed to distinguish Thai hospitality to be more precise and better well-known in the future.

Credit Authorship Contribution Statement

Manisa Piuchan is the sole author of this research. The author had done all the processes of this research from development of the research concept; the formation of ideas, goals, and objectives. Writing an introduction, literature review, methodology being used in this research, data collection both interview and surveys, analysis of data, constructing and labelling the domains from EFA result, Writing the results, discussions, conclusion, and implications.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Table 1. Factor Loading of Service Components (Principal Axis Factoring)

Factor	Factor loading	Mean	S.D.	Communalities	Alpha	Variance %	Cumulative Variance %
Factor 1 Professional traits					0.878	28.231	28.231
1 .Thai hotel staff has developed a backup plan to handle emergency, failure scenarios or if guest requests any assistances. (SVE39)	0.910	4.17	0.90	0.646			
2 .If there is inadequate information to response guest, Thai hotel staff will search for details and get back the answers to guest . (SVE40)	0.748	4.29	0.87	0.520			
3 .Thai hospitality has advance preparations to cope with problems and circumstances that might occur with hotel guest . (SVE31)	0.723	4.13	0.88	0.534			
4 .Thai hotel staff has consistency in service (SVE36)	0.718	4.09	0.87	0.578			
5 .Thai hotel staff takes care of guest like their friends/respected relatives which guest seems satisfied and creates relaxed atmosphere (SVE38)	0.611	4.38	0.77	0.559			
6 .Personality traits of Thai hotel staff are parts of Thai hospitality (SVE37)	0.588	4.27	0.88	0.439			
7 .Personalised service in Thai hospitality is well-known (SVE33)	0.543	4.20	0.81	0.502			
8 .Thai hospitality is likely to be more relaxed conversation between guest and hotel staff . (SVE35)	0.506	4.24	0.86	0.433			
Factor 2 Senses of service (Intangibility)					0.737	5.568	33.800
1 .Thai hospitality emphasises on human touch while offering service . (SVE05)	0.696	4.23	0.83	0.437			
2 .Thai providers presents service with emotional connection . (SVE06)	0.624	4.23	0.83	0.394			
3 .Thai hotel staff is willing to deliver quality service . (SVE23)	0.595	4.48	0.70	0.505			
4 .Service offered, and helpfulness of Thai staff are beyond expectation . (SVE21)	0.580	4.29	0.84	0.490			
5 .Guest mentions that Thai hospitality is showing close attention to detail and extreme carefulness . (SVE26)	0.375	4.19	0.87	0.513			
Factor 3 Workplace culture and skills					0.710	4.884	38.684
1 .Knowledge of work/hotel/job task (hard skills) are important	0.709	4.63	0.70	0.578			

Factor	Factor loading	Mean	S.D.	Communalities	Alpha	Variance %	Cumulative Variance %
for hotel service offering (SVE10)							
2 .Teamwork between front-and-back of the house is important to service delivery (SVE12)	0.600	4.67	0.63	0.499			
3 .General knowledge (well-rounded information such as local area, tourism information) is important for hotel service delivery . (SVE11)	0.416	4.53	0.66	0.381			
Factor 4 Service Tangibility					0.731	3.455	42.139
1 .Thai-style hotel uniform creates the sense of formality and professional in Thai hospitality (SVE29)	0.841	3.76	1.13	0.658			
2 .It is mentioned that Thais have friendly English speaking and relaxed conversations because of tones of the voices and Thai-English accents . (SVE28)	0.573	3.29	1.27	0.465			
3 .Thai hospitality can be perceived and make difference from other cultures by Thai-style hotel decorations . (SVE15)	0.510	4.03	1.00	0.410			
4 .Staff friendliness is presenting as a key component in Thai hospitality . (SVE30)	0.428	4.21	0.88	0.422			
Factor 5 Thai service provider					0.706	3.102	45.152
1 .Thai hospitality is related to Thai service providers . (SVE02)	0.670	3.90	1.14	0.497			
2 .Thai service provider is part of creating Thai cultural atmosphere in hotel (SVE03)	0.617	4.17	0.93	0.590			
3 .Thai hospitality is related to Thai culture (SVE01)	0.524	4.22	0.88	0.392			
Factor 6 Thai nurture and practices					0.721	2.078	47.229
1 .Wai (Thai greeting) Is a symbol of Thai hospitality that guest always gets an experience in hotel (SVE18)	0.666	4.64	0.65	0.510			
2 .Guest mentions that Thai service providers show respectfulness through their postures such as bowing or bending over while walking pass the guest (SVE19)	0.563	4.42	0.74	0.429			
3 .Guest mentions about Thai cultural humility is an important attitude that could be seen in Thai service providers (SVE20)	0.417	4.31	0.87	0.524			

Factor	Factor loading	Mean	S.D.	Communalities	Alpha	Variance %	Cumulative Variance %
4 .Guest always compliment that Thai service providers make guest feel at ease under any circumstances such as they spend time to explain and service without feeling pressured to get things done (a rush free feeling) .(SVE22)	0.401	4.28	0.82	0.397			
Factor 7 Hotel ambience					0.644	1.745	48.974
1 .Surrounding environment and atmosphere are important in hotel service (SVE14)	0.602	4.33	0.82	0.459			
2 .Guest perceives that hotel facilities are an important element of hotel service . (SVE16)	0.494	4.52	0.72	0.460			
3 .Thai hospitality allows a guest considerable control power over staff and gives certain guest priority)i.e. asking permission to enter a guest room during in-room service (SVE27)	0.347	4.22	0.93	0.469			

Extraction Method :Principal Axis Factoring .

a .Rotation converged in 6 iterations.

Source: from the result of this study



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Perceived Benefits of Micro and Small Enterprises in Developing Pro-Poor Tourism

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Abstract: Pro-poor tourism (PPT) is revealed as a significant means of reducing poverty. However, inadequate awareness about the relationship between the poor local communities and the perceived benefits deriving from the tourism MSEs prevents the application of the PPT approach. Thus, using the Theory of Planned Behavior (TPB), this paper examines how tourism Micro and Small Enterprises (MSEs) benefit poor communities. In-depth interviews were conducted to collect data from 25 participants through semi-structured questionnaires and using NVivo12 software data was analyzed. The study found that the economic benefits focus on the standard of living, employment, tourism network and business expansion while social recognition and environmental awareness, which have a big impact on society, are marked as the novel outcomes which trigger the local communities for being engaged in tourism MSEs as non-economic benefits. This study could help the policymakers of developing countries to eradicate poverty and achieve Sustainable Development Goals 1 and 2 (Zero Poverty and No Hunger).

Keywords: pro-poor tourism; micro and small enterprises; perceived benefits; local community; theory of planned behaviour.

JEL Classification: L83; L26; G41; H70; D11.

Introduction

Pro-poor tourism is a type of tourism that aims to help underprivileged communities in a given area. Economic, livelihood, and empowerment benefits can all be derived from pro-poor tourism, as well as training and learning

opportunities for the underprivileged population (Briedenhann 2013). According to research, the inescapable connections between tourism businesses and the intrinsic opportunity for low community participation are harmonizing (Page *et al.* 2017). Quality of life can be achieved through PPT, which gives well-being to those who are impoverished along with micro and small businesses in the tourist sector, therefore making it the finest option. According to Alim *et al.* (2022), there is a strong link between the poor and the tourism industry, which is well-recognized from the standpoint of extending the sector's benefits to the disadvantaged community via the PPT strategy. Involving the poor directly in the workforce provides numerous benefits for them, including possibilities for education opportunities, entertainment, medical services, and so on. This kind of connection is crucial for identifying and implementing poverty alleviation initiatives between the poor and tourism businesses in disadvantaged areas (Mao 2015).

To understand the motivations of micro and small businesses in the tourism industry, it is significant to understand the perceived benefits that the impoverished community receives because of their business ventures. In the case of underserved tourist destinations, researchers and tourism-related international organizations have been looking for opportunities for micro and small businesses to function in developing communication opportunities among tourism businesses (Chhetri 2019), tourism with the poor through employment (Saito, *et al.* 2018), and supply of goods and services associated with tourism (Fletcher, Pforr, and Brueckner 2019). However, due to a severe dearth of recent studies it is necessary to address this issue, which can clearly boost the benefits received by the poor. Therefore, experts agree that there has to be a thorough and contextual inquiry into the extents to which the poor communities participate in tourism-related activities (Ray *et al.* 2021).

The Cox's Bazar Sea Beach of Bangladesh is the area of this study, where the locals are trying to get involved in tourism despite their poverty (Ray 2019). This world's longest (120 km) unbroken sandy beach (Hasan, Ray, and Neela 2021; Sardar and Rekha 2016) is located in the country's south and southeast which is linked with the Bay of Bengal. This destination is recognized as the tourism capital of Bangladesh (Hasan, Abdullah, Lew, and Islam 2020; Hossain, Quaddus, and Shanka 2015) as millions of tourists visit every year. Poor locals participate in a variety of tourism-related activities in this area through a number of MSEs serving the tourism industry. Specifically, MSEs in tourism contribute 4.81 percent of Bangladesh's GDP through their involvement in 93.6 percent of the country's enterprises (BBS 2021).

In 2020, tourism sector of Bangladesh expected to employ 3.9 percent of the country's workforce, to make it one of the fastest-growing industries in the country (BBS 2021). But many Bangladeshis live below the poverty line, making them vulnerable to exploitation. Most local areas are disadvantaged in this way because of the perceived benefits of tourism industries. COVID19 epidemic has resulted in an increase in the national poverty rate to 35 percent from 24.3 percent in 2019 (Sardar *et al.* 2022), despite the government of Bangladesh's objective of 18.6 percent by 2020 (BBS, 2021). As a primary way, for understanding the role of MSEs alleviating poverty, this study focuses on the PPT approach. The most underprivileged and vulnerable members of the community are employed by these businesses to diversify their sources of income (Ray 2019). They are able to finance different training programs rather than other necessities that improve their quality of life because of the additional money that is created by this industry (Gössling, Scott, and Hall 2020; Islam and Carlsen 2016). Consequently, the purpose of this study is an investigation into the perceived benefits connected with tourism MSEs and the impact of these benefits on inspiring the host community to be engaged in tourism enterprises for enhancing PPT in developing countries.

1. Literature Review

1.1 Pro-Poor Tourism

Since the late 1990s, the PPT concept has grown in popularity. It was first introduced to the tourism industry in the middle of the 1980s as a novel concept (Saito *et al.* 2018; Tolkach, Pearlman, and King 2012). The term "pro-poor tourism" refers to the practice of planning a tourist destination's growth in such a way that it will benefit the area's most vulnerable residents by providing work opportunities (Mowforth and Munt 2016). In the world of tourism, Pro-Poor Tourism is not a traditional approach rather it is a strategy for enhancing tourism (Ashley, Boyd, and Goodwin 2000; Tao 2018) and poverty alleviation. It provides opportunities for the poor such as infrastructure in rural areas, employment, and various training programs which have a positive impact on the diversification of livelihoods, and poverty reduction in order to ensure sustainable tourism development (Ashley, Ashley, Goodwin, and Roe 2001). PPT should promote the welfare of the local community, their capacity development, and infrastructure development, when the cooperation of the tourism destination stakeholders is needed in the business, says the director of PPT (Wasudawan and Rahim 2018). An increasing number of multilateral

institutions and development agencies, including both public sector and non-profit organizations (NGOs), are embracing the PPT strategy to combat poverty (Saito *et al.* 2018).

1.2 Micro and Small Enterprises in Tourism

Micro and small businesses are critical sources of employment (Casidy and Nyadzayo 2019) and income for many developing countries in the tourism industry (Mao 2015; Mshenga, *et al.* 2010). Rural poverty has been reduced as a result of impoverished people's involvement in tourism-related businesses, according to this research. As a result of tourism businesses' contributions to the local economy, residents' quality of life has improved, resulting in increased employment opportunities and higher income levels. At the same time, the community has attracted significant investment, generating significant tax revenue for the local government, and building out local infrastructure and expanding educational and training opportunities (Mao, *et al.* 2013). Different tourist areas' micro tourism businesses enjoy several benefits over their large-scale counterparts (Borden, Coles, and Shaw 2019). It is possible to satisfy some tourist needs by supplying distinctive products that appeal to the local flavour at the lowest possible cost, as well as transportation that is readily available, because MSEs are well-known in the local distribution network (Cuervo, Cheong, and Themes 2017; Zhao 2009). There are two major ways in which employment in MSEs can be increased: the establishment of new businesses and the expansion of existing businesses.

In contrast, past studies of micro and small tourism companies focused primarily on creating job possibilities, while overlooking the numerous benefits of MSEs in the PPT method (Adeyinka-Ojo 2018; Hasan *et al.* 2023; Page *et al.* 2017; Thomas, Shaw, and Page, 2011). In addition, most of the research focused small and medium firms (SMEs), and highlighted the challenges to success (Cuervo *et al.* 2017; Pyke, Hartwell, Blake, and Hemingway 2016). These studies need to be reproduced in the context of small businesses (Thomas *et al.* 2011; Wasudawan and Rahim 2018). Therefore, future research is required to determine how participation in PPT programs affects the livelihoods of disadvantaged local people due to the perceived benefits of tourist MSEs (Chhetri 2019; Mao 2015; Ray *et al.* 2021). Literature suggests that pro-poor tourism research is quite limited in the context of Bangladesh (Hasan *et al.* 2020; Islam and Carlsen, 2016). There is a lack of specific benefits that local poor people can assume from the PPT approach through tourism enterprises that this study partially expressed from a perspective of poverty alleviation in developing countries (Alim *et al.* 2022; Chhetri 2019; Gonzo 2023) that are greatly needed (Islam and Carlsen 2016; Saayman and Giampiccoli 2016; Saito *et al.* 2018). Thus, this research aims to overcome these gaps by analyzing the perceived benefits that the local poor community gained for being involved in tourism MSEs in case of using the PPT strategy.

2. Research Objectives

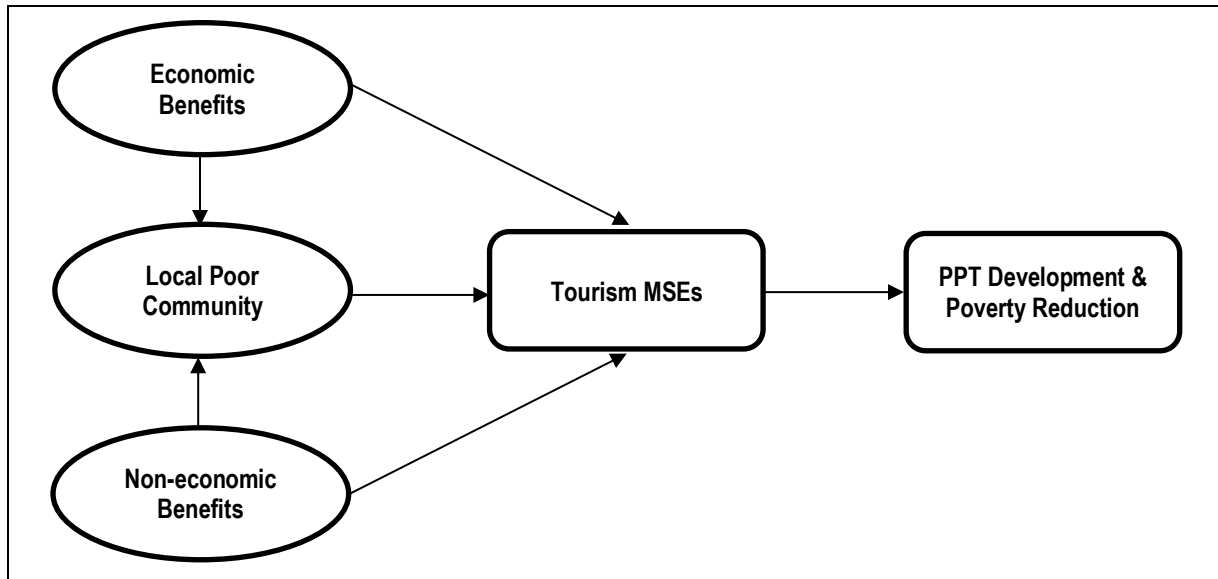
The poor community can be engaged in various tourism activities resulting from pro-poor tourism which provides favourable livelihood opportunities for them. Notably, tourism enterprises can play a key role in the local poor communities as these outlets are looking for manpower without prior experience (Sardar *et al.* 2022). Unfortunately, lack of awareness is commonly found among the poor communities about these opportunities. Thus, the purpose of this study is to examine how micro and small enterprises generate benefits for poor communities as an approach to Pro-Poor tourism. More specifically, this research attempts to identify the advantages of the tourism MSEs for the poor community. Hence, this research addressed the following sub-questions which correspond to the main research objective:

1. What are the benefits that tourism MSEs of the tourism industry provide for poor communities?
2. How might these benefits motivate the communities to get involved in the MSEs of the tourism industry for the successful implementation of the PPT endeavors?

3. Proposed Research Framework

In tourism destinations, MSEs are commonly found to offer customized services along with various products in various ways to tourists (Tao, 2018). Basically, the MSEs are owned and operated by the host communities as their livelihoods are easily suited to these services (Cuervo *et al.* 2017; Mao *et al.* 2013; Sardar *et al.* 2022; Wasudawan and Rahim 2018). Tourism MSEs have been identified as a means of achieving the PPT strategy's three key perceived benefits: economic, non-economic, and fostering collaboration and participatory benefits (Ashley *et al.* 2001). PPT strategy to unlock opportunities for the underprivileged local population will be confirmed by this study, which examines how the MSEs are being used by the local community to achieve perceived benefits.

Figure 1. Proposed Research Framework for Tourism MSEs Benefits in PPT Development



Source: Developed By Authors

Theory of Planned Behavior (TPB) along with the PPT strategy provided by Ashley and Roe (2001) has been proposed as the benefits of tourism MSEs for this study. The research framework addresses the relationship between perceived benefits of the tourism Micro and Small Enterprises and PPT development in view of the local poor community incorporation through the creation of awareness about the tourism benefits altogether (See Figure 1). It also identifies how tourism related MSEs might help reduce poverty, and this is a critical component of both the PPT and the emerging field of poverty alleviation.

4. Research Method

Qualitative case studies have been widely employed in the field of tourism research and education (Page *et al.* 2017; Xiong, *et al.* 2023) and this study uses this method as its primary research method. A semi-structured in-depth interview protocol was used to gather primary data from the Cox's Bazar beach destination stakeholders of Bangladesh. Due to the unfamiliarity of the participants before completing this study, snowball sampling was used as a type of deliberate sampling strategy (Aston, Wen, and Yang 2022; Saunders, Lewis, and Thornhill 2012). The researchers submitted official letters outlining the study's goals in order to get the necessary approvals from the appropriate authorities, and they contacted each participant over the phone one day before the interview. Although the in-depth interviews were semi-structured, the participants' profile statements were used to tag several pertinent questions. Specifically, it addressed the study's central difficulty, which allowed participants to predict the questions that would be asked by the researchers. The saturation threshold was reached after 25 interviews with key MSEs in the Cox's Bazar Sea beach area. Table 1 provides the demographic details of the key participants of this study. All 25 full interview transcripts were examined in this study.

4.1 Data Analysis

Data gathered from the in-depth interviews has been analysed using NVivo12 qualitative data analysis software. In order to transcribe the data, this software was used for coding and theme development which corresponded to the research questions and the objectives. Moreover, the researchers used their own analytic rationales to analyse and interpret the interviews (Aston *et al.* 2022; Saunders *et al.* 2012). Several precautions have been taken to guarantee accurate coding and interpretation of the data based on the transcripts. Transcripts of the interviews were sent to the participants so they could double-check their answers.

Table 1. Demographic Profile of the case study participants

Characteristics	N (25)	(%)
Age		
0-20	3	12
21-40 Yrs.	14	56
41+	8	32

Characteristics	N (25)	(%)
Type of Participants		
MSE Investors/Owners	9	36
MSE Employees	4	16
NGOs and Volunteers	2	8

Gender		
Male	22	88
Female	3	12
Marital Status		
Unmarried	7	28
Married	18	72
Education		
Secondary Level	8	32
Higher Secondary Level	9	36
Graduation Level	8	32

Government Agencies	4	16
MSE Co-operative Society	1	4
Community Leaders	1	4
Tourists	2	8
Local Residents	2	8
Employment Status		
Owner	10	40
Full-time	10	40
Part-time	5	20

Source: Filed Study

4.2 Research Findings and Discussion

PPT strategy through MSEs at Cox's Bazar Sea beach was adopted in this study as an avenue for the local community to engage in and incorporate PPT strategy under two broad categories suggested by Ashley and Roe (2001): (i) economic benefits and (ii) non-economic benefits. This was done to ensure a constructive and sustainable approach to PPT at Cox's Bazar Sea Beach. The revised categorization of the PPT tactics and the inclusion of social recognition along with environmental awareness in the form of non-economic advantages of tourism MSEs have eliminated certain overlaps noted in (Ashley *et al.* 2001).

4.3 Perceived Benefits of Tourism MSEs

4.3.1 Economic Benefits

PPT endeavours to poverty alleviation through tourism are found as a useful choice to the local underprivileged community in Cox's Bazar, Bangladesh, to improve their financial condition and employment opportunities. Although the PPT program is focused on the promotion of sustainable tourism that ensures participation by poor communities, it is clearly stated in the study that their economic benefits are sought to increase. Many participants in the Cox's Bazar Beach tourist MSEs were concerned about the possible economic benefits to the local poor community before getting involved in any of these projects, as evidenced by the results of the interviews.

4.3.2 Improved Standard of Living and Employment Opportunity

The underprivileged local people of Cox's Bazar Beach are enticed to participate in tourism-related activities by the promise of a better quality of living for their families. According to the findings of the in-depth interviews, the poor residents of Cox's Bazar, Bangladesh, are benefiting from the tourist MSEs. A direct correlation was observed between the improvement in the level of living and the earning potential of the impoverished in this area. Tourism MSEs at this site allow the poorest members of the community to meet their needs for food, clothing, shelter, health, education, and entertainment. A key participant asserted a real-life example:

...I vividly recall the days when my family had to make do with mud and straw huts. In contrast, today's homes are made of wood and corrugated iron, and the landscape has altered.... Although I can afford to take my family out to dinner and a movie, I can only do it to a limited level. (Interview No. 12)

Particularly, MSEs in tourism have created employment opportunities which have been viewed as one of the major benefits that influence the underprivileged host community to be involved in micro and small enterprises. A large number of manpower is required by the tourism-related MSEs including salesman, producer, supplier, hotel boy, waiter, tourist guides, and so on. Thus, various types of job opportunities are being created because of MSEs in tourism endeavours for the host community at Cox's Bazar Beach. A participant stated in this regard:

...God has given us this beach location, which provides us with employment opportunities through tourism MSEs, as a gift from the Almighty Even if you're poor and ignorant, tourism MSEs can help you get work. (Interview No. 06)

It's also been shown that small-scale businesses at Cox's Bazar Beach that specialize in tourism can provide a major boost to the underprivileged local community's livelihood and standard of living. Based on the observations and interviews, it appears that the poorer members of the community are eager to start their own tourism companies at this location. A readymade garment seller was interviewed [Interview No. 08], which provides evidence for this case study to understand how their income went high through launching their own

tourism enterprises which consequently impacted in a positive manner on living standard of their family. One participant at Cox's Bazar expressed views which is consistent with the findings:

...For eight years in this location, I struggled to make ends meet as an employee of a travel agency on the minimum wage. This new business idea has motivated me since it is a good fit for my skills and interests, which have led me to study business in the past. My clients and I used to have a great working connection. In order to pursue my dream of starting my own business, I took use of the backing of a non-profit organization (NGO). (Interview No. 19)

Findings show that micro and small enterprises at Cox's Bazar beach generate income which improves the standard of living for the underprivileged local community. As a result of tourism businesses are creating jobs and helping the poor to start their own businesses, the poor community can reap significant benefits that ultimately contribute to economic growth (Çolak, Kiper, and KINGIR 2023; Hasan *et al.* 2021; Mshenga *et al.* 2010). PPT's ability to help the poorest members of the community is enhanced by providing them with employment opportunities (Ashley and Roe 2001; Wasudawan and Rahim, 2018). As a result, it appears that MSEs operating tourism-related enterprises are helping to alleviate poverty in the host community (Ara, Hossain, and Sardar 2020).

4.3.3 Establishing Tourism Network and Expanding Business

It doesn't matter how big or little a business is; every entrepreneur wants to grow it. In Cox's Bazar, tourism MSEs are typically run by the local population with a minimal amount of capital. After meeting their family's necessities, it was difficult to save money while running a business like this. Consequently, small enterprises in the underprivileged population in this tourist hotspot have challenges when growing. It is possible for the underprivileged local community in Cox's Bazar to change its current way of life by leveraging the tourism network. But this will take time and effort on their part to increase and diversify the products offered by existing ventures and eventually introduce new tourist-based businesses. One of the key economic driving forces in the tourism MSEs for the poor local community of this area is the utilization of a tourism network and the expansion of business.

Tourism MSEs profit establish ties with large-scale corporations, which in turn helps them grow their businesses. For the poor local community, MSEs in tourism provide an opportunity to get involved and build relationships with other accessible stakeholders. The participants stated that establishing a relationship with large corporations helps boost sales by ensuring that tourists have a positive impression of the businesses in the area (Hasan *et al.* 2021; Rahman, Carlson, and Chowdhury, 2022). As a result, both sides stand to gain greatly from this partnership. Cox's Bazar beach transport service provider said that:

...On behalf of all the well-known transportation service providers, we offer tickets on a commission basis. If they open a private counter for these selling activities, they will suffer a variety of fees, including rent, utility costs, and the salaries of their personnel, which would be a financial strain on them. (Interview No. 19)

Entrepreneurs in the food and beverage industry have similar sentiments about the benefits of partnering with existing companies because of their well-known reputations and the minimum work required. Because of its high quality and well-known brand, PRAN Foods Limited's products are popular among visitors visiting Bangladesh. Most businesses, it has been discovered, form alliances with organizations like these to expand their reach and increase the sales of their products (Casidy, Wymer, and O'Cass 2018). In the long run, the poor residents of this destination profit from this commercial partnership in every way possible, leading to the expansion of their businesses in this location. One of the key informants from Bangladesh Parjatan Corporation (BPC) stated:

...By working with large corporations and selling their products, the outlet can expand its product line without spending any money, resulting in increased revenue from lower prices. In addition, you will be able to minimize your money risk because the large-scale organization will give the necessary support. (Interview No. 24)

This study shows that people who participate in MSEs in tourism are enticed by the opportunities for business-to-business liaisons. According to the findings of Khazaei, Elliot, and Joppe (2015), the agreement with various privately owned enterprises via network development among stakeholders has considerably helped the tourist MSEs through the creation of strategic alliances. Several national privately owned enterprises have built close ties with the tourism MSEs, and these organizations are now providing their varied products and services to tourists at a profit. Because the tourists come from all over the world, they like to buy branded goods in addition to locally made ones. As a result, the numerous tourism MSEs and the privately owned large-scale firms at the beach tourism destination profit from commercial linkage. Because of the economic benefits that such an

arrangement provides for PPT's growth, expanding business by establishing business ties at this beach resort appears doable.

4.3.4 Non-Economic Benefits

Non-economic benefits of MSEs in tourism in this destination are just as important as the perceived economic benefits to the poor local population that emerge from tourism. According to existing research, the PPT strategy emphasizes both economic gains for the poorest members of society and improvements to their general well-being (Ashley and Roe 2001). As a result, the role of tourism businesses in reducing poverty in this location is determined to be critical. The following non-economic advantages of tourism participation through MSEs are significant to the local community.

4.3.5 Access to Skills Training and Development

Cox's Bazar beach area NGOs do a variety of initiatives to help alleviate poverty in Bangladesh. BRAC, for example, is a Bangladesh-based international organization that works to improve the quality of services provided by MSEs to tourists by integrating them into the tourism industry. In addition, those who work in tourism-related businesses can learn the ins and outs of running a business and how to approach travelers over time. According to a key informant from BRAC:

The poor local community is being frustrated daily because of poverty. Proper counseling through training assistance is required to pull them to the mainstream. ...we eventually operate various Skill Development Programs at Cox's Bazar area. ...providing them with technical learning for tourism entrepreneurship in order to make them self-dependent. (Interview No. 25)

There are many training programs for the owners and personnel of the MSEs in Cox's Bazar beach who are from the poorer communities to promote sustainable tourism development in Bangladesh by the Tour Operators Association of Cox's Bazar (TOAC), a non-profit tourism organization. TOAC supplied a variety of services to one of the interviewees who was a professional photographer. He said:

TOAC will occasionally conduct training sessions to help us become more effective in our careers. As a non-economic advantage, this training appears to have been quite beneficial. (Interview No. 12)

Noneconomic benefits of this training and development have been found by MSEs in the tourism industry. To assure the PPT approach at the tourism sites, the impoverished community needs to be trained in capacity building (Ashley *et al.* 2000; Zhao 2009). The employability skills might help the disadvantaged community arrange better livelihood sources is recognized as a non-economic benefit impacting MSEs' participation in tourism activities (Adeyinka-Ojo 2018; Tao 2018). Additionally, this study found that several tourism stakeholders, including NGOs, volunteers, cooperative societies, and the government, organize regular training and development programs for the MSE participants in this area.

4.3.6 Social Recognition

Findings demonstrate that the poor local community in Cox's Bazar, Bangladesh, who are employed in MSEs in tourism, are concerned about social recognition stemming from their contributions at work. One of the non-economic rewards that can be gained by participating in MSEs of tourism ventures is social recognition. Even though the poor community serves tourists in a variety of ways through the MSEs of the destination, the so-called contemporary society fails to properly evaluate this. This research indicated that the poor people in the community experience a variety of difficulties while starting a tourism business in this tourist area, as shown by an interview with an MSE owner who runs a handicraft business (Interview No. 09). In the meantime, small business owners with minimal resources are frequently treated with contempt by the tourism industry's linked stakeholders in this region. However, the tourist MSEs' effective operations and supply of specialized services also acquire them the status of a trusted partner of the related entities. It was found that the disadvantaged community seeks to build goodwill for their business to gain social respect. Non-economic benefits and the PPT approach both acquire traction in this study as a result of tourism MSEs supporting the poor local community for exploration of self-identity over time. Another respondent who has a ready-to-wear clothing shop on the Cox's Bazar beach indicated that:

...In this coastal town, I began my career as a hawker of clothing goods. As a hawker, I never received any respect from anyone; it seems that contempt was the norm. After realizing that my business has the potential to grow in response to visitor demand, I decided to lease a location for my retail operation. Eventually, I was able to secure my own permanent business, which made a significant difference in how others treated me. (Interview No. 08)

According to the findings obtained from participant responses, the underprivileged local community in Cox's Bazar considers social recognition to be a problem, which drives them to participate in MSEs in tourism at the beach location. Tourism MSEs are a popular option for the poor because they see it to earn and improve their quality of life at the same time (Mshenga *et al.* 2010). To reduce poverty, the PPT strategy engages the disadvantaged local population in tourism activities (Briedenhann 2013; Wasudawan and Rahim 2018; Hassan and Awan 2023). However, no prior research has examined social recognition as a factor that influences the disadvantaged community's participation in MSEs in the tourism sector. According to the findings of this study, the disadvantaged population is motivated to get involved in tourist MSEs in order to gain social respect. Poor local community members in Cox's Bazar are being recruited to run MSEs in tourism-related activities, which is a promising development for the PPT effort. This non-economic gain leads to the implementation of the PPT technique since the poor local population is motivated towards tourism MSEs.

4.3.7 Regional Socio-Cultural Development

Drug smugglers and suppliers from Myanmar are frequent in most popular tourist destinations of developing countries. Despite the countries tough anti-drug laws, people are engaging in illegal enterprises like drug smuggling to make money. In addition, a popular practice among the locals was to put their children to work rather than send them to school. Interview #13 said that A person engaged in work will not resort to illegal activity for survival and can justify both good and bad actions. Tourism MSEs at this site have been shown to be an important source of income for many of the poorest residents of the town. As a result, involving the local community in this type of work is seen as a considerable non-economic benefit. Beach Management Committee Force (BMCF) of Cox's Bazar beach participant made the following statement:

... Without food no one can live. Thus, people earn to ensure necessary food for the family at any cost. We might be involved in different kind of activities including drug business, robbery, snatching and so on which are not legal or strictly prohibited in the society if we do not get any work. To some extent these crises have been reduced by the Tourism MSEs. Otherwise, the society could have more violence resulting from the unemployment. (Interview No. 07)

In addition, a key informant who is a local government authority [Interview No. 18] asserted that a country with indigenous culture can be exhibited distinctively towards the viewers by the tourism MSEs at various destinations. Living in poverty, the multi-cultural inhabitants of Cox's Bazar Beach have developed skills in making a variety of handicrafts. According to the documentation gathered and the observations made on the ground, the handicrafts that have had a substantial impact on reducing poverty in the target area were entirely made by the locals, particularly the poor women. Strong enthusiasm was found among this group of people to improve their circumstances through the involvement in different tourism enterprises. Furthermore, the tourists of this destination might have idea about the traditional products that makes it possible to conserve the native culture spontaneously (Woyo and Musavengane 2023; Zhou, Pu, and Su 2022). A research participant who is a micro enterprise operator at the Cox's Bazar beach stated:

...It is possible to preserve our culture and demonstrate the diversity of our people because a number of tourism businesses are involved in selling handicrafts and handloom products to tourists... These kinds of things are extremely popular because of their uniqueness. Tourism is a powerful tool for promoting a country's unique social ideals and cultural traditions. (Interview No. 20)

The results showed that the disadvantaged communities' participation in tourism MSEs that are regarded a non-economic benefit to society results in social stability and the protection of indigenous culture. It was discovered through the case study that the local poor population produces and sells a variety of indigenous products to visitors, preserving its indigenous culture in the process. Fletcher *et al.* (2017) and Maureira and Stenbacka (2015) seem to support this idea that a country's unique character is derived from its indigenous culture, which is then perpetuated through the efforts of tourism enterprises. This case study shows that the local poor population is totally dependent on various tourism MSEs, which greatly reduce poverty while also providing non-economic advantages to the community.

4.3.8 Environmental Awareness

The underprivileged local community sees environmental awareness as a non-economic benefit because it encourages them to participate in tourism MSEs. The poor residents of Cox's Bazar, Bangladesh, are becoming more aware of the importance of conserving natural resources. Many of the disadvantaged people in the area now have jobs, which may have played an important role in tourism. Deforestation in steep places has been a constant problem for the local population of this destination, which has resulted in them selling wood and

preparing the ground for cultivation for years. This creates massive landslides, which result in many deaths for the poor people that live near these slopes during rainy season. In this way, the ecosystem of this location has been impacted, for example, by a decrease in trees and the deaths of poor people. Mountainous areas of Cox's Bazar are being deforested at an alarming rate, and the poor residents are being influenced by tourism enterprises to stop participating in anti-environmental actions, according to this report. MSEs are a key component of the PPT method in Cox's Bazar, according to a transportation provider:

...Hill landslides are widespread during the monsoon season in Cox's Bazar and Chattagram, Bangladesh, due to significant deforestation. Anti-environmental activities were also reduced as a result of the contributions of the tourism industry. (Interview No. 19)

Environmental consciousness is raised among visitors to Cox's Bazar when the local population is involved in the tourist MSEs. According to the findings of this research, the poor local community was able to make efficient use of the destination's natural resources through participating in MSEs in tourism. With Saayman and Giampiccoli (2016), it is agreed that the PPT strategy provides non-economic benefit such as knowledge development about the best utilization of available resources. However, a gap in existing literature still can be found regarding how the involvement of the local community in various MSEs in tourism destination decreases anti-environmental activities. Few researchers have identified that PPT approach has been recognized as effective to mitigate environmental impacts but could not address the way of proper implementation at the destination (Ashley *et al.* 2000). This has been regarded as a new finding with the potentiality of contribution to the PPT approach through several benefits derived from the MSEs in tourism that enhances environmental awareness among the local community. Thus, a balanced environment along with the development of skilled community in using available natural resources are viewed as non-economic benefits that result from the inclusion of poor local community to the MSEs according to the PPT approach.

4.3.9 Participation in Decision Making

Cox's Bazar's tourist MSEs provide non-economic benefits to underprivileged local people by allowing them to participate in decision-making processes. When it comes to tourism planning and policy formation, PPT method promotes involving the disadvantaged community and creating partnerships with it (Ashley *et al.* 2000; Tolkach *et al.* 2012). Bangladesh's Ministry of Civil Aviation and Tourism [Interview No.11] a key source indicated that disadvantaged people need the opportunity to voice their opinions on a legal basis. These MSEs in tourism have become an important platform to the local community to communicate experiences and necessities for better survival by creating tourism policies that are more welcoming to those who are less fortunate. A member of the CoxDA stated:

...A general meeting is arranged by us regularly regarding tourism development inviting trade union representatives and community leaders to listen their various opinions. In accordance to the governmental plan along with their opinion, we do formulate different strategies for tourism development. According to Sustainable Development Goals (SDGs) plan of The United Nations (UN), we emphasis on the welfare of the poor community. (Interview No. 18)

MSEs tourism owners and employees were found to be directly involved in selling their products and services, which is usual from a business standpoint, according to the findings of this study. In order to make sure that the final selection is the appropriate one, it is also important to discuss the various expectations and demands of visitors in relation to the offered products and services of the linked stakeholders. Cox's Bazar beach tourism MSE operator said:

...Because we sell many of their items to clients directly, we play an important role in the decision-making process. New product development, design, and other aspects rely heavily on customer input. As a result, they enlisted our assistance in gauging how tourists felt about the situation. (Interview No. 09)

The non-economic benefit of involving the poor in MSEs has been regarded as a significant one. Tourism MSEs are a way for the poorest members of the local community to have their say on the development of diverse tourism strategies. This finding seems to corroborate with Ashley *et al.* (2000) indicating that in order to ensure welfare, the poor community play their role according to the PPT approach in tourism planning for a destination. The involvement of the poor community through subsequent contribution is beneficiary for the sustainable tourism development for alleviating root of poverty (Wasudawan and Rahim 2018). The tourism destination and the poor local community both benefit from the increased participation of the poor in decision-making made possible by the tourism MSEs. This collaborative strategy motivates them to participate in a wide range of destination-specific MSEs, which in turn advances the PPT goal in an integrated manner.

Conclusion and Implications

This study aims to explore various perceived benefits of the tourism MSEs which is crucial to the poor community of Cox's Bazar Beach. The analysed data revealed that the main reason for the local community to engage in tourism MSEs at this destination was to improve their family living standard which is possible with various economic benefits. Leverage on tourism networks along with business expansion have been identified as other economic driving forces that encourage involvement in tourism MSEs. This study revealed that due to extreme poverty, the local community is always searching for employment opportunities to alleviate their poverty. According to the findings, MSEs in tourism are being seen as a possible solution to the region's unemployment problems by providing consistent income that raises the standard of living for their families. With the help of the large firms, the poorer populations of Cox's Bazar are also interested in a variety of MSEs involving tourist-related activities as it is simpler to expand businesses to get essential support from tourism networks and excellent recommendations provided by large companies. Findings also reveal that the local community of Cox's Bazar prefers social recognition as a non-economic reward from their participation in MSEs in tourism. Other non-economic benefits include training facilities, increased environmental awareness, regional socio-cultural cooperation, and participation in decision-making.

Cox's Bazar residents' social recognition and environmental awareness is seen as a fresh PPT finding with a big impact on the underprivileged population because of their socioeconomic situation. As a result, majority of the participants in this study are active in tourist MSEs in Cox's Bazar, Bangladesh, in order to develop their social identity. These two variables are new addition to the TPB model which roles can be proved and quantify through further study. Moreover, this study expands the PPT literature by capitalizing on tourism MSEs, hence enhancing future research. Since this work solely looked at involvement of tourism MSEs' in the PPT method, future research might cover all tourism-related activities including both large-scale tourism companies and the poor local populations. The use of quantitative methodologies in future study might be used to investigate the role of stakeholders in furthering the PPT approach, as well as the significance of tourism MSEs for the poor local community of the destination.

To summarize, the PPT effort is motivated primarily by two types of benefits: economic and non-economic, both of which involve the impoverished communities in tourism business. The local community's willingness to participate in tourist MSEs was found to be significantly influenced by the economic benefits that may be gained from doing so from two separate perspectives. One is a standard of life and employment perspective, while the other is a tourism and business perspective. Both social recognition and environmental awareness, which have a huge impact on society, appear to be novel findings within the category of non-economic advantages as well. Consequently, it can be concluded that the impoverished community's desire to participate in tourism MSEs ultimately carries out the PPT initiative's idea in the beach location.

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Disclosure Statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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The Portrait of Wellness Tourism during the COVID-19 Pandemic in Indonesia. A Case Study of Health Protocol Implementation at Green Kubu Café Bali

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Abstract: Wellness tourism themed is currently a new trend because it aims to maintain the physical, mental, emotional, social, environmental, and spiritual aspects of tourists. This study is qualitative-descriptive research with data collection methods in the form of interviews, observations, and documentation. This study aims to look at the implementation of CHSE-based health protocols on tourist visits at Green Kubu Café, Tegallalang District, Gianyar Regency during the COVID-19 pandemic. The results of this study indicate that the implementation of the CHSE-based health protocol on tourist visits at Green Kubu Café has been going well, although it has not yet reached perfection. The satisfaction and loyalty of tourists who visit Green Kubu Café due to the implementation of the CHSE-based health protocol is also not meaningful or has no major influence, so the purpose of implementing the CHSE certification as stated by the Ministry of Tourism and Creative Economy is to provide guarantees to tourists for cleanliness, health, safety, and safety environmental sustainability has not been maximized.

Keywords: wellness tourism; tourist visits; COVID-19; sustainable tourism; health protocol.

JEL Classification: I15; Q01; L83.

Introduction

The world pandemic due to COVID-19 has destroyed almost all aspects of human life in the world, especially mass tourism. As a result of the spread of the virus, it has had an impact on a high public health threat (Chinazzi *et al.* 2020) and greatly affected the global economy, which includes a reduction in labor, business closures, a decline in production goods (Mofijur *et al.* 2021) and an impact on the occupancy decline of several hotels in Bali due to the low number of foreign tourist visits (Nuruddin, Putu Eka Wirawan and Sri Pujiastuti 2020).

The COVID-19 pandemic has had a wide impact on almost all sectors of life, including the tourism sector (Goyal and Taneja 2023). Even though it had been sluggish for several months, the tourism sector in Indonesia is now starting to bounce back in late 2020 and early 2021. The excitement of the tourism industry is in line with the implementation of strict health protocols in various tourist attractions, including wellness tourism. Basically, wellness tourism is special interest tourism that aims to maintain the body's fitness of tourists. Activities that are usually carried out in wellness tourism are yoga, meditation, as well as traditional spa treatments. Currently, wellness tourism has grown and has many market segments. In fact, tourists who carry out wellness tourism activities also have a higher level of expenditure than general tourists (Okasha *et al.* 2023)

The potential for the development of wellness tourism during the pandemic is very high because its non-mass tourism can avoid direct contact with other tourists. As an illustration, during the pandemic, special interest tourism, which is small in quantity and considered the easiest to condition, namely backpacker tourism, is still ongoing in Bali and tends to be reliable by local people (Nuruddin, Putu Eka Wirawan and Sri Pujiastuti 2020).

According to the latest Global Wellness Economy Monitor report, in 2017, the economic impact of wellness tourism around the world reached US\$ 639.4 billion, an increase of 6.5 percent compared to 2015. In the same year, there were 830 million trips for wellness tourism, or an increase of 139 million, compared to 2015. In the Asia-Pacific region, there were approximately 238 million wellness trips with a total expenditure of US\$ 136.7 billion. One of the wellness tourism destinations in Indonesia that are already worldwide is Bali.

The involvement of elements of Balinese cultural preservation in the development carried out by wellness tourism actors makes Bali considered a wellness destination that is respected in the world. Some wellness tourism destinations in Bali are Ubud, Karanganyar, Kintamani, Sanur, to Canggu. In 2009, Bali won the title of "World's Best Spa Destination," given by "Berlin-based fitness magazine Senses" at the annual International Tourism Bourse (ITB) in Berlin.

In addition to Bali, the Ministry of Tourism and Creative Economy, together with the Ministry of Health (2019), have recommended tourist destinations that will spearhead the development of fitness tourism in Indonesia, namely Joglosemar (Jogjakarta, Solo, Semarang), Jakarta, and its surroundings (Hartono, 2019). Although maintaining fitness through various wellness tourism activities, every tourist must not ignore health protocols, namely wearing masks, maintaining distance, and washing hands. This is because one of the keys to health and fitness during the pandemic is the discipline to apply the 3M (Biniswisata.com 2021).

Considering that cleanliness, health, safety, and environmental sustainability are aspects that are believed to affect the trust and interest of visiting tourists, further research is needed whether the implementation of this CHSE-based health protocol (Cleanliness, Health, Safety, and Environment Sustainability) can run well or not. This study will also answer whether the application of a CHSE-based health protocol can affect the satisfaction and loyalty of tourists visiting Green Kubu Cafe during the COVID-19 period.

1. Literature Review

Several previous researchers have conducted research on the application of health protocol policies to tourists during the COVID-19 period. Nariswari and Putra see that the Large-Scale Social Restriction (LSR) policy has a negative impact on the implementation of tourism. PSBB also resulted in a decrease in tourist visits. However, there is a wider impact on the tourism sector as a whole. This means that the policy of adapting new habits is a policy that has a positive impact on the implementation of tourism, especially in increasing tourist visits (Nariswari and Wyasa 2020).

Pratiwi's study also saw that health services during tourist trips have a security effect on visitors from being scouted by the COVID-19 virus. In addition to providing an economic impact on the community, wellness tourism also has a strong impact on the psychology of tourists. Pratiwi said that creativity in concocting tourism packages and supporting sectoral links with contemporary concepts in accordance with the new normal would be the key to success in gaining public trust to return to travel by implementing health protocols (Pratiwi *et al.* 2021).

Yuwono and Astuti's research explains that the wellness tourism approach is very innovative and economically beneficial for the development of the hospitality industry, especially in the Tawangmangu area as an object of research, which of course must be supported by several recommendations and positive government support for the development of the tourism industry (Astuti 2021).

In developing a strategy for the health tourism industry in Indonesia, Kurniawan recommended the need to strengthen tourism policy instruments and regulatory systems in the utilization and development of the tourism industry. Therefore, strong and intensive cooperation and partnership between the public and private sectors are very important. Government support can be in the form of improving the road infrastructure, transportation that facilitates access to tourist destinations, and information technology. Governments can also help promote it to a

country through visa facilitation, organization and participation in trade fairs and marketing efforts. Government policies that can support tourist health travel are also needed (Kurniawan 2018).

In looking at the strategy for developing health and wellness in Bali, Pramono explained the need for ten things that need to be done, namely: understanding the position of health and wellness tourism in Bali in the global market, knowing the position of health and wellness tourism in Bali in the regional market, improving the products or services offered by Bali, identifying the target market, overcoming potential barriers, knowing what competitors are doing, differentiating from competitors, aligning tourism company goals with opportunity strategies, taking partnership opportunities, and implementing promotional strategies (Pramono 2013).

In their research on the typology of wellness tourism, Darmawijaya and colleagues explained that tourist preferences for product health tourism shifted from generic-based care to authentic/local-based care as the first finding. The second finding is that tourists are satisfied with the services provided, both by the health sector providing generic-based care and locally-based care. The third finding is that there are two typologies of health tourism in Bali: health tourism based on generic products and authentic/locally based health products. The implication of Darmawijaya's findings is that healthcare industry operators need to provide more authentic or locally based products or services (Darmawijaya *et al.* 2019)

With the Bali Spirit Festival case study in 2019, Novita and Permatasari in their study wanted to develop special tourism through organizing wellness tourism events in Ubud. The results of his research show that the development of special tourism through organizing fitness events can be carried out through interest-based market segmentation and the development of tourism package clusters (Novita and Permatasari 2021).

The study of Pujiastuti and his colleagues tried to develop Ciburial Springs in the Gunung Mas Agrotourism Area into wellness tourism. The results of their analysis show that there is potential for development, namely Ciburial Springs and paragliding attractions as a strength and weakness factor. Therefore, facilities need to be developed with the help of stakeholders with the aim of generating job opportunities due to the emergence of business potential around Gunung Mas. From the results of interviews and observations made by researchers, it can be seen that Gunung Mas has the potential to become fitness tourism, so the tourism trend has changed from mass tourism to tourism with special interests (Pujiastuti, Sugiarto and Hermantoro 2018).

Nel-lo Andreu *et al.* (2021) saw the challenges and opportunities of wellness tourism for tourism in Salou, especially those faced by the Tourism Board. They concluded that the Tourism Board should continue to promote environmental sustainability and add value to the natural resources on which it depends, including the sea and landscapes, while maintaining the environmental quality of the resource.

Apsari's (2019) study shows the need for meditation for a better life as potential wellness tourism. The results of his research conclude that wellness tourism is a product in the form of tourism services that can be developed or created in various ways according to the conditions of a destination, both from a social and environmental perspective. Apsari added that Thailand and Bali have their respective advantages. Meditation in Thailand is included in the tour package so that tourists who have never tried meditation before can try it. In Bali, meditation is usually rarely included in tour packages, so meditation places in Bali need better marketing.

2. Research Methods and Theoretical Studies

This study uses a qualitative approach, which implies an emphasis on process and meaning. A qualitative approach is used because the researcher wants to investigate the nature of socially constructed reality, the close relationship between the researcher and the research subject (Noor 2015). In collecting data, researchers used interviews with the intention of asking questions to informants to get answers (Moleong 2021). which were obtained from in-depth interviews with domestic tourists who visited Green Kubu Café. This study is also equipped with observations that emphasize focused attention on events, symptoms, or something (Emzir 2016) by going directly to the field to observe individual behaviour and activities at Green Kubu Café.

Data collection using documents in the form of records of events that have passed is also carried out by researchers (Sugiyono 2017). Sources of data obtained include reports on previous research results, foreign and national journals, mass media and other library sources. Data analysis techniques take place during data collection, both before and after going into the field. The data obtained were then reduced, presented, and concluded (Sugiyono 2013). The data validity test, which includes credibility test (internal validity), transferability (external validity), dependability (reliability), and confirmability (objectivity) (Sugiyono 2013), was also carried out by researchers.

This study used a qualitative approach, so that the search for data from informants, which included owners, operational managers, village heads and porkdarwis in Tegallalang Village was carried out intentionally and determined when it was carried out. The number of informants is not limited in quantity, because what is

sought is the quality of the information provided, so there are not many informants in this study. This research was conducted for one year, each for six months to find library data, while three months to go into the field for observation and interviews and another three months to analyze data and write research results.

3. Result and Discussion

3.1. Implementation of the CHSE-Based Health Protocol at Green Kubu Café

This research is located at Green Kubu Café, a restaurant or restaurant located on Jalan Cinta Pejengaji, Tegalalang Village, Gianyar, Bali. Since November 25, 2020, Green Kubu Café officially has a CHSE certificate, so it has been considered to have implemented the health protocol recommended by the Ministry of Health. One of them is providing health protocol rules and facilities, such as an appeal to wear masks, hand washing facilities with soap, social distancing, body temperature checks, and the availability of closed trash cans.

Green Kubu Café was chosen as the research location because it has implemented a CHSE-based health protocol and has been certified CHSE by the Ministry of Tourism and Creative Economy. In addition, Green Kubu Café is a restaurant that is currently popular with tourists, especially domestic tourists. The number of visitors to Green Kubu Café, despite the decline in the number of foreign tourists due to the COVID-19 pandemic, is proof of that. The implementation of the CHSE-based health protocol at Green Kubu Café by tourists is already quite good, although it has not yet reached a perfect level. There are several indicator criteria from CHSE that have not been applied optimally. This possibility is caused by indicators that are not always observed by respondents due to the lack of consistency on the part of the Green Kubu in implementing CHSE. An example is cleaning the guest table periodically. The Cleanliness indicator is not always observed properly. In addition, tourists also view the prohibition of crowding. This is in line with the profile of tourists who visit Green Kubu Café who are mostly in groups so that their purpose of visiting Green Kubu Café is to enjoy togetherness with family, relatives, friends, and other closest people, so it is not possible for tourists to sit far apart from each other.

Based on the explanation above, it can be said that the implementation of a CHSE-based health protocol for tourist visits during the COVID-19 pandemic at Green Kubu Café has been carried out well according to the CHSE guidelines issued by the Ministry of Tourism and Creative Economy (2020) but still requires consistency according to Standard Operating Procedures (SOPs) and applicable guidelines.

4. Satisfaction and Loyalty of Tourists Visiting Green Kubu Café

The cleanliness indicator as the first aspect of implementing a CHSE-based health protocol has a positive but not significant effect on tourist satisfaction directly because tourists visiting Green Kubu are more dominated by millennial and generation Z tourists who tend to choose destinations based on their popularity and do not pay too much attention to the implementation of CHSE. However, when viewed from the influence of the cleanliness aspect on tourist loyalty, the results are inversely proportional. That is, cleanliness has a positive and significant effect on tourist loyalty. This shows that although it does not significantly affect tourist satisfaction, the cleanliness aspect in the CHSE health protocol is able to positively and significantly affect tourist loyalty. It can be said that the cleaner the Green Kubu Café, the more loyal tourists, especially the millennial generation and generation Z, will be to visiting Green Kubu Café, so they will tend to come back and recommend Green Kubu Café as a clean and worthy restaurant to visit during the COVID pandemic-19.

The health indicator as the second aspect of implementing the CHSE-based health protocol has a positive and significant impact on the satisfaction of domestic tourists visiting Green Kubu Café. This indicates that tourists will be more satisfied if the implementation of the health aspect at Green Kubu Café continues to be improved. There are other factors that cause tourist loyalty to visit Green Kubu Café, namely the price and good service quality. Better service will make tourists more loyal to visit regardless of whether the restaurant is CHSE certified or not. This is also supported by the majority of tourists visiting Green Kubu Café, who are millennials and Generation Z tourists, who have no income. This means that low and affordable prices will encourage millennials and Generation Z to visit or make repeat purchases. It can be concluded that the loyalty of millennial and generation Z tourists is maintained if the prices and services provided are proportional to the purchasing power and benefit, they get, regardless of whether the health protocol is implemented or not.

The safety indicator as the third aspect of implementing the CHSE-based health protocol has a negative and insignificant effect on the satisfaction and loyalty of tourists visiting Green Kubu Café. This is probably due to the characteristics of the millennial generation and generation Z, who usually want to have a challenging experience in travelling. In addition, the application of safety aspects of Green Kubu Café is not too prominent, such as the signage of the gathering point in the event of a disaster is not easily observed by tourists because it

is located very far from the main restaurant area. If tourists go to Green Kubu just to enjoy lunch or dinner without visiting other spots, then this gathering point will not be observed properly.

The environmental sustainability indicator as the fourth aspect of the implementation of the CHSE-based health protocol has a positive and insignificant effect on tourist satisfaction. However, it has a positive and significant effect on tourist loyalty. It's the same as aspects of cleanliness and health. Other factors such as price, service quality, and spots that can and are worthy of appearing on Instagram social media (instagramable) are thought to significantly affect tourist satisfaction. However, the beautiful atmosphere and beautiful scenery offered by Green Kubu Café can attract tourists, especially millennial and Generation Z tourists, to visit again and again and even recommend it to friends and relatives. If it is related to the respondent's profile based on the area of origin, visitors to Green Kubu Café are dominated by tourists from Badung and Denpasar. The bustling and hot cities of Badung and Denpasar make tourists want to enjoy a calm and beautiful natural atmosphere, so Green Kubu is one of their choices to relax and unwind with a partner or group.

The implementation of health protocols at Green Kubu Café has not been maximized by tourists during the COVID-19 pandemic due to several reasons, namely: most tourists visiting Green Kubu Café are millennials and Generation Z who tend not to care and do not understand the importance of implementing health protocols. CHSE based; the lack of massive socialization about the implementation of CHSE, especially after the start of the COVID-19 vaccination for all Indonesian people; characteristics of millennial and generation Z tourists who tend to pay more attention to service quality, the popularity of instagramable restaurants, affordable prices, and easy access.

Conclusions and Further Research

This study can conclude that the implementation of the CHSE-based health protocol by visitors and tourists during the COVID-19 period at Green Kubu Café has been carried out well according to the CHSE guidelines issued by the Ministry of Tourism and Creative Economy, but still requires consistency according to the applicable SOPs and guidelines. In other words, the implementation of the CHSE protocol as a whole has a positive, but not significant, effect on the satisfaction and loyalty of domestic tourists visiting Green Kubu Café, so that the purpose of implementing the CHSE certification as the Ministry of Tourism and Creative Economy's efforts, namely to provide assurance to tourists about the importance of Cleanliness, Health, Safety, and Environment Sustainability, have not been maximized. Thus, the government or tourism stakeholders must provide massive information about the importance of implementing health protocols in tourist destinations and tourism supporting facilities such as restaurants, hotels, recreation areas, and so on. Continuous monitoring and evaluation need to be carried out on certified tourism facilities.

In addition to the role of the government and stakeholders, the Green Kubu managers also play an important role. They should implement more strict and consistent health protocols and install CHSE certification certificates that are easy for tourists to see, such as in front of entrances, cashiers, and other strategic places, to foster tourist confidence that Green Kubu Café is a safe restaurant to visit in the midst of a pandemic. COVID-19 because it has been certified CHSE. No less important is the awareness of tourists towards the application of CHSE-based health protocols during activities outside the home, especially when visiting tourist attractions during this COVID-19 period.

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Credit Authorship Contribution Statement

Each author has contributed significantly to different aspects of the research, ensuring a comprehensive and collaborative approach to the study.

Putu Eka Wirawan: conceptualization, methodology, investigation, writing – original draft, formal analysis;

Ni Made Ayu Natih Widhiarini: investigation, data curation, writing – review and editing, validation;

I Nyoman Sudiarta: supervision, writing – review and editing, validation;

Ni Wayan Mega Sari Apri Yani: investigation, data curation, writing – review and editing, validation;

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Declaration of Competing Interest

The authors declare that it has no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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List of Informants:

- I Nyoman Darna, Owner of Green Kubu Café Bali, interview was conducted in person on March 4, 2021.
- Made Arya Gunawan, Operational Manager of Green Kubu Café, interview was conducted in person on March 8, 2021.
- Made Gunawan, Head of Tegallalang Village, interview was conducted online on March 10, 2021.
- I Wayan Pasek Adiputra, Head of Porkdarwis Tegallalang, interview conducted online on March 12, 2021.

Potential of Historic Sites for Independence Struggle as Indonesia's Main Tourism Assets in Padang City

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Abstract: This research aims to identify the potential of historical sites in Padang City during the physical revolution in building historical awareness in students, and Indonesia's main tourism assets. This study uses qualitative methods from various sources including field observations of historical sites in Padang City. Data processing is carried out by data reduction, namely sorting, and selecting relevant data, presenting data, and drawing conclusions. The results show that historical sites in Padang City have the potential to build historical awareness. Some of these historical sites include the Jong Sumatranen Monument, the Red-White Monument, Joang 45 the Indonesian Youth Information Center (BPPI) Building, the People's Struggle Monument of Gaung, and Simpang Haru Monument/Padang Area Monument. The conclusion of this research is to develop historical awareness. This can be seen from the variety of values that can be developed to help students understand local history, thereby helping to build students' historical awareness starting from their immediate environment.

Keywords: tourism assets; historic sites; history learning; tourism assets; Indonesian independence; Padang City.

JEL Classification: A22; B20; D83; F64; Z32; R11.

Introduction

The practice of learning history in schools that has been based on official history has had an impact on the diminishing meaning of learning history for students. Learning history is regarded as a mere memorization burden for the exam subjects (Alfian 2011). One of the reasons for this occurrence is that the subject is not yet contextual to the student's environment, meaning that the history subject has not touched the immediate environment of the students. If this is allowed to drag on, it will affect the students' historical awareness; meanwhile, historical awareness is an important thing that needs to be developed in the history learning process, because historical awareness will bring up a sense of historical life, which will ultimately bring students to fully understand the meaning of each historical event. Historical awareness is very important for students, apart from being a form of historical life, historical awareness is also a fundamental foundation for intellectual development rooted in a complete historical understanding (Putro 2012, Seixas 2017).

Historical awareness implies the result of one's thoughts and reality on past events caused by human activities and realizing that the present is a continuation of the past (Musnir 2000). Thorp (2014) argues that historical awareness is an important concept related to the totality of history and historical understanding, so an in-depth perspective on history and individual conceptions of history is needed. Several indicators of historical awareness, such as appreciating the meaning and nature of history for the present and the future; knowing themselves and their people; cultivating history for the development of national culture; and keeping up the nation's historical heritage (Zeayter and Mansour 2018).

For the history learning process to become a meaningful process until historical awareness is awakened, it is necessary to make efforts to develop contextual history learning materials, namely historical materials that are close to students. Contextual learning is related to efforts to link the material studied with the real environment of students, to find the meaning of the material for the lives of students (Komalasari 2011). Simbolon and Tapilouw (2015) research shows that contextual-based learning can inspire students to learn, this is due to the direct link between the material being studied and the real world of students. Furthermore, contextual-based learning can encourage students to explore their environment and find direct answers to questions that have not been answered so far.

One way to develop contextual learning in history learning is to integrate local history found in the students' environment into the history subject in the classroom. The local history contained amid in local communities has an important meaning for a society (Lionar 2017). The importance of developing local history materials in the history learning process is because local history materials are directly related to the students' environment, thereby it will build students' motivation to learn (Hasan 2012b). Other than that, the development of local history materials in schools is also related to the introduction of regional potential to the younger generation, local involvement in history will provide a strengthening of regional identity so that students' love for their locality will be built. Meanwhile, according to Wiriaatmadja (2007) and Duncan (2007) that the development of local history in learning in the current era of regional autonomy will further strengthen the identity of students and open up opportunities for them to identify their identity and pride as part of the Indonesian nation.

The development of local history learning can be done in various ways, one of which is by utilizing historical sites found in the student's environment. Historical sites are state assets that are protected and saved by the government and the community because they have educational value, besides that historical sites have their historical value according to the events behind their establishment, so this historical value is important to know and use as a lesson by the current and future generations (Suryana *et al.* 2020). One area that has many historical sites is Padang City, West Sumatra. Padang City is known as one of the "stages" of various important events, especially during the struggle for independence of the Republic of Indonesia (Yefferson *et al.* 2020). According to Kahin (2008), Padang City at that time became a fortress as well as the front line of the struggle to defend Indonesia's independence in West Sumatra.

As evidence of the occurrence of a historical event, monuments were erected in several places in Padang City as historical sites. Some of these historical sites are the Jong Sumatranen Monument, the Red-White Monument, Joang 45 the Indonesian Youth Information Center (BPPI) Building, the People's Struggle Monument of Gaung, SimpangHaru Monument/Padang Area Monument, and so on. The existence of these sites will not have more meaning if they are only used as symbols, while their historical values and meanings are unknown to many people, especially the younger generation. The development of the values contained in every historical site in West Sumatra is very important to do, to strengthen the students' identity in their area as well as to provide an understanding that these historical sites' existence does not just casually exist, but is born from an important event at one time. The difficulty of learning resources that have been experienced by students, especially related

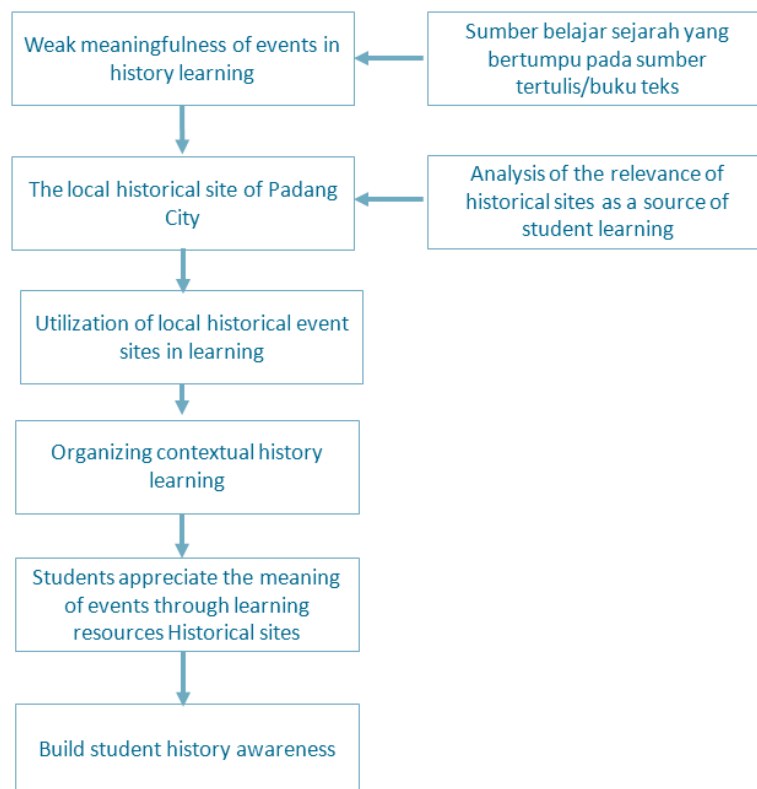
to local history material is the main reason for conducting this research. This research aims to identify historical sites in West Sumatra that have the potential to build historical awareness in students.

1. Conceptual Framework

The issue of historical awareness, which is marked by the diminishing significance of the students in history learning, is important in improving the quality of history learning. This is because the material in history learning has not yet touched the lives of students, especially the lack of involvement in local historical events. History teachers only use written learning resources that discuss national historical events that are not contextual to the student environment.

The need for learning history by presenting a deep perspective, especially in understanding the meaning of events, can be obtained by utilizing historical sites of the struggle for Indonesian independence. History Learning that utilizes the Events site contained in the student environment related to historical events in the City of Padang makes the historical learning material contextual with students. Historical heritage sites in Padang City which are used as learning resources will build the foundation for appreciation and understanding of the meaning of historical events. When the appreciation of meaning is obtained by students, it will automatically build historical awareness in the learning process. For more details, see the conceptual framework in Figure 1 below.

Figure 1. Research conceptual framework



2. Research Methodology

This research is qualitative research using the literature study method, namely exploring data through book and journal sources, documenting data, analyzing data, and processing data into a comprehensive understanding (Zed 2017a). Data on historical sites in West Sumatra were explored through the study of historians' books, field observations, and interviews. After information related to historical sites is collected, then an understanding and compilation of the data obtained are carried out. Data processing is carried out by data reduction, namely sorting and selecting relevant data, presenting data, and drawing conclusions (Creswell 2015).

Data Collection

Data collection: It is carried out by searching for the data needed in this research. The collection is carried out on various types and forms of data in the field, then the data is recorded. Data collection was carried out to explore narratives about the potential and relevance of historical heritage sites and monuments as learning resources for students in history learning by curriculum content standards.

In relation to this research, the steps taken by the researcher are:

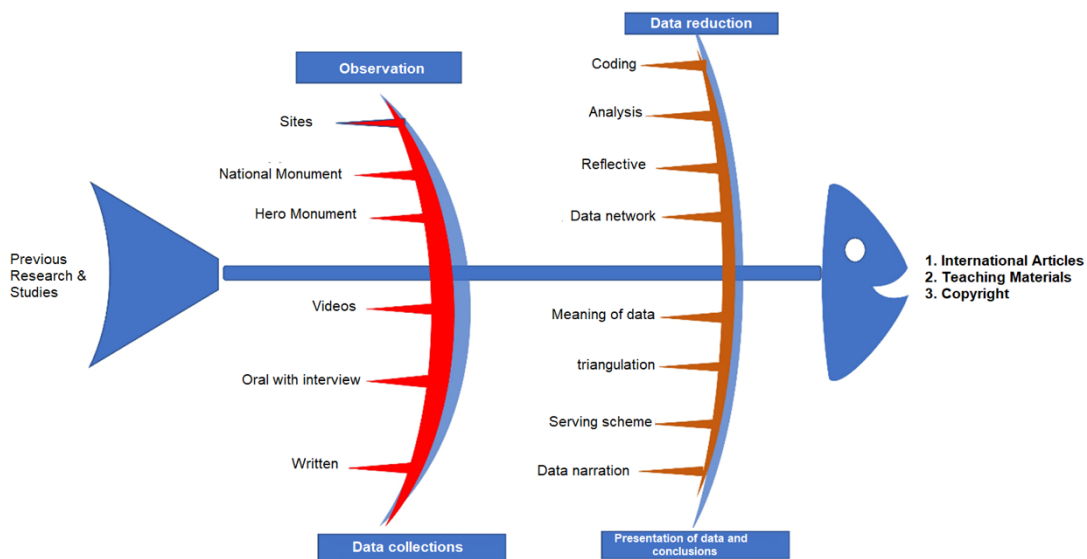
- Data reduction: The data are summarized and classified according to the period of historical events found in each historical site and monument in various regencies/cities in West Sumatra Province.
- Data display: That is presenting data according to the chronological order of the period of events contained in each site and historical monuments in each area in West Sumatra.

Data Analysis

The data analysis model used in this research is an interaction analysis model (Park and Cho 2022). In this model, the components of data reduction and data presentation are carried out simultaneously with the data collection process. After the data is collected, the three components of data analysis (data reduction, data presentation, concluding) interact with each other.

That is making conclusions in stages, starting from temporary conclusions during the research process to conclusions when reporting research results. This conclusion summarizes the narratives contained in each site and historical monument according to their potential and relevance to the 2013 curriculum at the Senior High School. More about the steps in this study are illustrated from the fishbone in Figure 2 below.

Figure 2. Fishbone research



3. Results and Discussions

3.1. Traces of the Presence of Historic Sites in Padang City

The existence of historical sites in Padang City related to the struggle for Indonesian independence is scattered in various places. The following are historical sites that have been documented through field observations.

Table 1. List of historic sites in Padang City

No	Sites Name	Location
1	Jong Sumatranen Bond Monument	BelakangTangsi, West Padang Sub-district
2	Merah-Putih Monument	Street of Muhammad Yamin
3	Gedung Joang 45 BPPI	Pasar Gadang Village, South Padang Sub-district
4	Perjuangan Rakyat Gaung Monument	Gaung Sungai Beremas, Lubuk Begalung Sub-district
5	SimpangHaru Monument/Padang Area Monument	Street of Dr.Soetomo

Padang City has become a historical "land" since colonial times, the existence of historical sites in this city shows that Padang City has its value at that time. Entering the 20th century, various movement organizations grew as the result of ethical politics, educated circles formed organizations as an intellectual effort to fight oppression, one of the organizations that brought together youth from the island of Sumatra was Jong Soematanen Bond (Suwardi 2007). This organization was founded in Jakarta by youths from Sumatra, most of them youths from Minangkabau such as Mohammad Hatta and Muhammad Yamin. Jong Soematanen Bond aims to raise awareness among its members and keep them called to appear as leaders and guides of their people. The first congress of this organization was held in Padang City in 1919. As a sign of the implementation of the first congress, Jong Soematanen Bond inaugurated the construction of a memorial monument. On one

side of the monument is written Ter Herinnering aan het 1st Congres van JSB (commemorating the First Congress of JSB). Mevrouw M.J.J. Ahrends Overgaw wife of Mr. Ahrend, who at that time was assistant resident and Mayor of Padang, carried out the laying of the first stone on July 6, 1919.

Entering the period of Indonesian independence, Padang City became part of the heroism of the struggle for independence. When news of the proclamation of Indonesian independence reached this area, the people of Padang City welcomed this news with great joy, while at the same time trying to keep the city conducive (Zed, 1997). As a form of heroism for the people to hear the news of Indonesia's independence, the Merah-Putih flag was raised in Padang City; the first flag was hoisted on street of Muhammad Yamin, near the Padang Police Office at this time. The flag-raising was carried out by the youth of the city by replacing the Japanese flag with the Merah-Putih flag.

The flag-raising coincides with the reading of the text of the Proclamation of Indonesian Independence in West Sumatra, which was read by Mohammad Syafei as Resident of West Sumatra on August 29, 1945. After reading the text of the proclamation, Syafei continued with the sentence: "*We, the Indonesian people in Sumatra, hereby recognize the independence of Indonesia as referred to in the proclamation above and uphold the greatness of the two Indonesian leaders*" (Kahin 2008). For security reasons, the flag was hoisted near the Indonesian National Police office, which had just been inaugurated on August 21, 1945. As proof that there was the first place where the Merah-Putih Flag was raised, a monument known as the *Merah-Putih* Monument was erected. This monument is a reflection of the spirit of the people's struggle when witnessing the raising of the Red-White Flag for the first time in West Sumatra.

The struggle of the Padang City youth turned out to have received support from figures at that time, such as Ismail Lengah and Dahlan Djambek, former officers of Gyugun West Sumatra, and Tuanku Muhammad Hasan, the Governor of Sumatra (Zed, 2005). On August 25, 1945, in Padang City, the BPPI was formed which has the task of providing information to the public about Indonesia's independence, as well as coordinating the actions to be taken to defend that independence. BPPI accommodates youths who have received military training and education as members of Hei-Ho, Gyugun, and other semi-military bodies. BPPI is the first institution in West Sumatra for the formation of the armed forces of the Republic of Indonesia (Mansoer *et al.* 1970). BPPI activities concentrated in Padang City recruited members, ex-soldiers Gyugun were picked up from villages by BPPI leaders, they were briefed on Indonesian independence (Zed 2005). The BPPI activity center uses a hotel building that has been converted to the BPPI head office. This building is located on street of Pasir Mudik in the Pasar Gadang area. The building is still well maintained, and now the building is used as the Museum of Gedung Joang 45 BPPI of Padang City.

Not long after gathering BPPI members, on October 10, 1945 the Allied troops led by Major General H.M. Chambers lands in Padang as the Dutch representative (Kahin 2008). Arriving at the port of *Teluk Bayur*, the people of Padang City welcomed the Allied troops, they were allowed to go to the city center and occupy the available places. The good reception given by the people of Padang City was of course because the Allies would restore the state of the city and would return Japanese prisoners of war to their country. However, this assumption did not last long, a few days after occupying the space of Padang City, the Allied troops began to show their arrogant attitude towards the people of Padang City. It is known that the Allied troops were accompanied by Dutch soldiers who intended to regain control of Indonesia (Ricklefs 2016). In response to this, the young soldiers who were members of the BPPI took up the fight against the Allied soldiers. Several incidents occurred in 1945 in Padang City. On November 25, 1945, there was an attack on the Padang Technical School in *Simpang Haru*, the attack carried out by BPPI youths was caused by the control of the school by the Allied troops. Previously the Allies had promised not to occupy the schools without the approval of the City Government (Mansoer *et al.* 1970). It is known that the Dutch army instigated the control of the school.

The incident of the attack on the Padang Technical School was motivated by the arrival of Allied troops accompanied by the Dutch Army KNIL (*Sungai Beremas*), they intended to occupy the school as well as make it a temporary dormitory for the Allied troops. In response to this, a schoolteacher named Said Rasad protested the actions of the Dutch army. Said Rasad ventured to meet the KNIL commander, but on the contrary, he received bad treatment from the KNIL, even physically abused (Zed 2017b).

News of the incident was then spread widely to the people of Padang City with the news that the Dutch army persecuted a Republican teacher. Received the news, the youths of Padang City who were members of the BPPI, attacked the KNIL troops under the leadership of a man named Rasyid; they killed several KNIL soldiers. The incident at *Simpang Haru* finally became a big problem for the people of Padang City. From the sudden attack carried out by the youth, the Allied soldiers and the Dutch KNIL responded by searching the houses of the surrounding residents, even to the areas of *Bandar Buat*, *Marapalam*, and *ParakGadang* (Mansoer *et al.* 1970).

The youths and all the men were gathered on the street to be checked for firearms. In addition, the Dutch KNIL troops also raided and burned the houses of residents in *Simpang Haru*, *Parak Gadang*, and *Subarang Padang*. Victims of the youth side also fell. Since the incident, the Allies began to impose a curfew in Padang City. To commemorate the heroism of the incident against the KNIL soldiers, the Padang City Government erected a large monument near the Technical School, named the Monument of Padang Area.

Not long after the incident at *Simpang Haru*, another incident happened to the Allies. On December 5, 1945 an Allied soldier, named Major Anderson and one of his nurses were found killed near the Sungai Beremas of Gaung. Knowing this, the Allied army launched a retaliatory attack on the people of Gaung on December 9, 1945. They attacked the village and office of BPPI in Padang City. The Allied attack killed 11 people from the Gaung side. Of the 11 people, two of them are not identified. The 9 people are known as Balok, Lapau, BuyuangEtek, Bahar, Akup, Naika, Asam, Tinda and Syamsuddin (Mansoer *et al.* 1970). On December 10, 1945, Allied troops again attacked the Gaung area and burned this area. In response to the attack, resistance occurred at many points. The people of Gaung with all their might to stem the Allied action. In the end, this incident destroyed schools, mosques, and hundreds of houses.

The incident in Gaung gave a big blow to the struggle of the people of Padang City, after this incident, Padang City became increasingly heated with various battles. As a form of appreciation for the struggle of the people of Gaung, the government erected a monument in 1986, named the Monument of Perjuangan Rakyat Gaung.

3.2. Potential of Historic Sites in Building Historical Awareness

History learning that is practiced by teachers so far is still based on the knowledge transition process, so that what happens is only the process of memorizing or remembering historical events (Lionar *et al.* 2018). Meanwhile, the process of transforming knowledge that is important in history learning, namely building historical awareness has not yet become a serious effort by history teachers. Currently learning history in schools is faced with a serious problem, namely the low interest of students in learning history. This phenomenon is easily found in many schools; the fact is that students consider history learning to be a monotonous and boring subject. This is partly due to the teaching method used by the teacher, namely memorizing historical facts, such as place names and year numbers (Wineburg 2006). For this reason, in the end, it gave rise to the assumption that history subjects were not important, outdated old-school subjects, and can give no hope for the future.

Answering these challenges requires a method revolution in history learning (Goksu and Somen 2019). Various methods that tend to use an expository perspective have made the history learning process dominated by the teacher so that what happens is one-way communication, namely from teacher to student, while a student to teacher communication is very little. One of the steps or methods that can be used by teachers to make the history learning process challenging and fun is to present contextual learning (Komalasari 2011). In history learning, contextual learning is implemented through the introduction of historical sources that are close to the students' environment, this contextualization process is carried out to bring students closer to the history contained in their environment, this process also builds meaning in learning history because the material studied is something that has been built up in their collective memory as part of society (Lionar *et al.* 2020). Because of this urgency, historical sites around the students' environment become important sources of contextual learning.

Historical sites are one type of historical source that can be used in studying history, the existence of historical sites can be in the form of houses, temple complexes, monuments, and so on (Kanumuyoso 2018). As historical sources, there is various information that can be disclosed through historical sites, because their existence represents an important event that is still embedded in the collective memory of a society. In addition, the existence of historical sites will help one dive into historical events, although the event will never return because it is in the past, but going through historical sites will help one reconstruct one's mind and build a sense of historical life, thus will also help build awareness of history in one's self.

Historical awareness becomes important as well as a foundation for students to understand and live a historical event. Historical awareness as a result of history learning is an awareness that is needed so that students can find the meaning of a historical event, this will be useful in the development of their lives in the future (Firdaus 2019). Historical awareness is nothing but a mental condition that shows the level of appreciation of the meaning and nature of history for the present and the future, realizing the main basis for the functioning of historical meaning in the educational process (Aman 2014, Azis *et al.* 2018).

Building historical awareness is the key to getting meaning from every historical event (Bohan ad Davis 1998, Green *et al.* 2010). If historical facts are in the cognitive domain, historical awareness is in the affective domain, this means that the manifestation of historical awareness is the actualization of an attitude of

appreciation of the past that is manifested in the daily lives of students. Historical awareness as one of the goals of historical education is an attitude that must exist in every individual (Amboro 2015). Therefore, in a society that has historical awareness, dehumanization will never occur. An understanding of history will make people understand what needs to be done and what does not, and what needs to be considered and what it should be. Regarding the development of historical awareness through historical sites, this is related to the development of local history as learning content in schools. In general, understanding local history is a cognitive process to find out the collective experience of a locality and take meaning from the region's past to be used as a guide for life and inspiration for the future, from understanding historical facts, an awareness of the importance of learning from the past will become part of which cannot be separated from a life (Finberg and Skipp 1973, Hasan 2012a).

Various historical sites related to the struggle for Indonesian independence in Padang City have their meaning for the city's past. These sites are witnesses as well as markers that in that place an important event has occurred. The existence of these sites is also full of historical values that should be known by the younger generation; therefore, it is important to carry out efforts to reveal the meaning of a site through education. The existence of the local history of Padang City will strengthen the existence of historical sites. This is of course ultimately determined by the history teacher who packs the history learning process to be interesting and challenging. Thus, historical sites have the potential to build historical awareness in students.

Conclusions

The existence of historical sites in Padang City that so far has not received a place in history learning must be a concern for policymakers, especially in the field of education. Efforts to develop the value contained in historical sites through contextual history learning should be carried out by history teachers, this is related to the teacher's ability to relate and integrate the material contained in textbooks with the values contained in a historical site. Historical sites in Padang City, especially sites related to the period of the struggle for Indonesian independence, have the potential to develop historical awareness. This can be seen from the variety of values that can be developed to help students understand local history, thereby helping to build students' historical awareness starting from their immediate environment.

Credit Authorship Contribution Statement

All authors have reviewed and approved the final version of the scientific article.

Ridho Bayu Yefferson: conceptualization, methodology, investigation, writing – original draft, project administration.

Syafri Anwar: Conceptualization, Methodology, Formal Analysis, Writing – Review and Editing.

Siti Fatimah: data curation, investigation, writing – review and editing, visualization.

Yelda Syafrina: methodology, resources, validation, writing – review and editing.

Hendra Naldi: investigation, resources, writing – review and editing.

Uun Lionar: supervision, funding acquisition, project administration, writing – review and editing.

Aprizon Putra: conceptualization, methodology, formal analysis, writing – review and editing.

Declaration of Competing Interest

The authors declare that it has no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Tourism Development in National Tourism Strategic Areas: Prospects and Local Community Participation

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Abstract: The study aims to determine tourism development opportunities and the level of community participation in the development of Kura Kura Beach. The research method used is a case study in a descriptive research approach to interpret, describe, and integrate the factors studied. Data collection techniques used are in the form of Focus Group Discussions (FGD) and interviews in search of revealing the necessary data. This study shows that Kura Kura Beach deserves to be developed by looking at opportunities in terms of attraction, accessibilities, amenities, and activities. Another thing that adds value to Kura Kura Beach is the local culture still maintained. Various efforts made by the community showed a positive response to the development of Kura Kura Beach. Nevertheless, the availability of essential components of tourism is still an issue of discussion; The existing facilities, amenities, and security are still inadequate. The addition and improvement of facilities can be a step to increase the competitiveness of destinations. Increasing resources should be part of tourism development priorities. Thus, physical and non-physical development can go in the same direction and at the same time.

Keywords: national tourism strategic area; local community.

JEL Classification: A13; A14; R11; L83.

Introduction

Tourism is experiencing rapid development (Buigut *et al.* 2021, Gao and Su 2020). Massive development in the Indonesian tourism sector began in 2017 by establishing "10 priority tourist destinations" or what is often referred to as "10 New Bali" (Kesuma and Ciptafiani 2021). The program is set in several places: Labuan Bajo, Lake Toba, Borobudur, Bromo-Tenger-Semeru, Wakatobi, Morotai, Tanjung Lesung, Thousand Islands, Raja Ampat, and Mandalika (Ramadhan *et al.* 2022) In 2021, the determination of five (5) leading destinations or super-priority destinations (DSPs). DSP development is spread across five provinces: Likupang in North Sulawesi, Labuan Bajo

in East Nusa Tenggara, Mandalika in West Nusa Tenggara, and Lake Toba in North Sumatra, Borobudur is in Central Java (Batam Tourism Polyteknik 2021).

Reviewing the development pattern, the Indonesian government is increasingly intensively building the tourism industry, considering the high contribution of foreign exchange generated by the sector. In 2019, foreign exchange contributions from the industry reached 17.76 billion dollars and, at the same time, became the highest peak income (Widi 2022). In the next period, the COVID-19 pandemic positioned various essential sectors in the worst situation, involving the tourism industry. In 2020, the value of foreign exchange generated from the tourism industry reached 3.38 billion US dollars. It was towards the lowest point, with the value of foreign exchange going to the lowest point with a value of 0.49 billion US dollars in 2021 (Widi 2022). Of course, this figure is much lower when compared to income in previous years. Nevertheless, Indonesian tourism has again shown a positive trend; the number of visits and the value of foreign exchange have increased significantly.

This study focuses on discussing the East Lombok National Tourism Strategic Area (KSPN) as the carrying capacity of Mandalika's super-priority tourism. In general, KSPN was established through President Joko Widodo's policy in 2015 and dedicated to five super-priority destinations in 2021. Based on the "Presidential Regulation of the Republic of Indonesia Year 2020" concerning the "Lombok Priority Tourism Master Plan 2020 - 2045", East Lombok KSPN is divided into two, namely the South Coast KSPN of East Lombok and the East Lombok Rinjani area. The southern coast destination of East Lombok offers marine beauty and hills as the main bargaining point. The core destinations of the site are Pink Beach, Tangsi Beach, and Paradise Beach. Sementara KSPN Rinjani area East Lombok, the beauty of Mount Rinjani and Gili Sulat, is the core of the destination.

To avoid data conveyor bias, researchers set research boundaries that cover only one destination. The object set in this study is the tourist destination Kura Kura Beach as part of KSPN. The tourist destination is located in the administration of East Lombok, Ksub-district Jerowaru, Desa Ekas Buana, with a geographical position of 8°49'7" S and 116°28'16". Furthermore, the village is also bordered by several Desa, including the east of Desa Ekas, bound by Desa Pemongkong and Seriwe, and the west bordered by the Gulf of Ekas Sea. From the south, Desa Ekas is bordered by Kuangrundun village, and from the north, it is bound by Pemongkong village. The distance from the center of Jerowaru District is 15 kilometers and takes about 30 minutes.

In terms of tourism potential, Desa Ekas has two destinations most often visited by tourists: Kura Kura Beach and Paradise Beach. The two beaches have almost the same characteristics, namely with bright white sand beaches. These two beaches are often used as surfing or snorkeling activity spots. However, based on a recap of tourist visit data compiled by the East Lombok district government in 2020, Paradise Beach is the spot with the most visits. These two destinations have superior potential as domestic and foreign tourist attractions. With the charm of beaches and hills that have the carrying capacity of underwater natural beauty, the destination of the south coast of east Lombok, if appropriately managed and supported by various facilities and amenities, it is not impossible to become a favorite destination for tourists.

At the same time, in terms of community response, the development of tourism in the village was welcomed with various efforts to meet the needs of tourists: The construction of shopping centers, hotels, villas, and restaurants. The community is trying to adapt to these developments. Economic turnover leads to an increase in the income of local communities. Various efforts made by the district show a positive response to the development of the tourism industry. However, the development of multiple facilities and amenities needs to be improved. In view of several vital aspects, support from the government to increase community resources, the development of amenities and facilities is still minimal.

Furthermore, considering that the tourism sector is a multidisciplinary industry, Identification of potentials and disasters, consideration of economic aspects, opportunities and possibilities of community, environmental and cultural participation are all part of the essence that deserves careful consideration (Rahayu *et al.* 2023).

Academic studies related to these aspects concerning tourist destinations on the South coast of East Lombok are still minimal. Some literature relevant to community participation (Karta *et al.* 2016) study discusses the level of community participation in community-based tourism. Furthermore, research conducted by (Sunarta, 2015) examines the involvement of local communities in developing ecology-based tourism is essential. The research that discusses the vital role of local communities in developing sustainable tourism was also conducted by (Hulu *et al.* 2019) However, researchers have not found research related to opportunities and participation of local communities in the context of tourist destinations in KSPN, especially several destinations in Ekas Buana village, Lombok Timur. This is what encourages researchers to conduct an in-depth study regarding the tourist attractions of the south coast of East Lombok.

In this regard, this study will examine the "opportunities and participation" of tourism and communities in the National Tourism Strategic Area (KSPN). In the context of this study, to provide comprehensive research results, valid data submission that can be accounted for, and to avoid data submission bias, this study focuses on discussing tourism opportunities and community participation in the South East Lombok KSPN area, Kura-kura Beach.

1. Literature Review

1.1 Development of Tourism in Lombok

Lombok Island, a beautiful island located east of Bali, Indonesia, has undergone drastic changes since the era before the significant development of tourism. As a relatively isolated island, the people of Lombok live in harmony with nature, carrying on a rich culture and customs. Lombok Island used to be inhabited by people who lived with traditional patterns, relying on agriculture, fisheries, and local trade as their main livelihood. However, with the development of tourism in Indonesia, Lombok Island has undergone a tremendous transformation and is currently one of the leading tourist destinations in Indonesia. In recent decades, the situation has changed rapidly. With the development of tourism in Indonesia, Lombok Island has become a prima donna for travelers who are looking for a more authentic and natural tourist experience.

Tourism development on the island of Lombok, West Nusa Landmark, has increased. The process of massive tourism development began at least when the Indonesian government, through Government Regulation No. 52 of 2014, made the Central Lombok district a Special Economic Zone (SEZ) focused on tourism development. This is expected to improve the national economy and society. The pace of tourism development on the island of Lombok has increasingly intensified through the program of designating several locations as National Tourism Strategic Areas (KSPN) in 2015 by President Joko Widodo. Through this determination process, Mandalika officially became part of the 10 KSPN in Indonesia, or the determination of destinations commonly known as "10 New Bali" (Ramadhan *et al.* 2022)

Lombok Island, through the establishment of Mandalika as a superior tourism development area, was managed in an integrated and sustainable manner. These improvements, however, include tourism support facilities and the increase in human resources to make these priority programs a success. These various aspects are determining factors that affect the decision of tourists to visit a destination (Yen *et al.* 2021) However, infrastructure development needs to be accompanied by other actions that allow the acceleration of tourism, culture, environment, and economy. Mandalika is expected to become a magnet for foreign and domestic tourists. In the context of a broader scope, Mandalika is expected to become a center for the development of other industries, Willem Wandik (Napitupulu 2020). This is also in line with the hope that the government can contribute positively to national and regional economic growth. Tourism is one of the promising industries to achieve the mission of economic development (Suban *et al.* 2021)

Various tourist facilities continue to be developed; Infrastructure development in the form of roads and accessibility significantly affects regional tourism performance (Yen *et al.* 2021) and electricity and water flow continue to be pursued. In 2017, efforts to improve the destination with the development of coastal areas and drainage around Mandalika became a top priority. Furthermore, to meet the needs of the tourism industry, the government seeks industrial growth in the area around tourist destinations and the development of hotels and resorts in the area around Mandalika. In addition to the carrying capacity in terms of accessibility, the government seeks this by upgrading and developing Lombok International Airport and road construction to facilitate affordability. On the other hand, it needs to be a reminder that large-scale and massive development is becoming an increasingly acute burden of environmental damage (Islam *et al.* 2020)

Lombok Island basically already has the bargaining power to be used as a tourist area. To facilitate this bargaining power, the Indonesian government builds core tourism as an attraction to promote tourism massively. In 2019, the construction of the MotoGP circuit became an icon that had a significant influence and is expected to attract tourists from abroad. The mega project is estimated to cost 40 trillion rupiah and is targeted to create jobs for 500,000 people.

Looking at the development of tourism globally, the fantastic amount of funds is relevant to the World Trade Organisation (WTO) report, "international tourism spending increased dramatically from 1995, which was only \$ 462 to \$1371 billion in 2015"; the same thing happens in various parts of the country (Shahbaz *et al.* 2018) including Indonesia. This effort is to give an impression to visitors through adequate services and facilities, as well as become a magnet for tourists visiting the key tourism area (Abror *et al.* 2020) This is a golden opportunity for local people to adapt and forge themselves with the development of the modern world.

Further discussing the development of tourism on the island of Lombok, the Indonesian government has once again made a long-term strategic program to facilitate growth in the tourism sector. In 2021, Lombok was designated as one of the five Super Priority Destinations (DSP) with long-term development targets. In the development process, DSP will take place through five stages: the first phase will be carried out in 2020-2024, the second phase in 2025-2029, the third phase in 2030-2034, the fourth stage in 2035-2039, and the fifth stage in 2040-2044. Evaluation will be carried out at each location (Intan 2021). In the program, the Indonesian government established several key tourism areas or core tourism areas: Gili-Senggigi, south coast, Mataram and surrounding areas, and Rinjani and surrounding areas. Until now, tourism on the island of Lombok is still in the development stage. In this study, to provide information focus and avoid information bias, researchers set research limits that only cover KSPN, which is geographically located in the southern region of East Lombok.

1.2 Tourism in East Lombok

The designation of several regions as National Tourism Strategic Areas (KSPN) is a strategy to accelerate economic growth. In terms of the determination of Lombok as part of the KSPN, several areas on the island are explained in the previous section. Lombok Island, since its establishment as a KSPN area, continues to develop. Various programs and the construction of supporting facilities and infrastructure continue to be adopted (Napitupulu, 2020) Nevertheless, Lombok's tourism development target is planned to last until 2044. This indicates that tourism development in Lombok is a long process.

Given that tourism is a multidisciplinary sector, other aspects must be considered so that it can be integrated with other sectors. In this regard, this study focuses on discussing opportunities and community participation in KSPN with the destination of Kura Kura Beach as the object of this study. This section focuses on discussing several KSPN areas in East Lombok. The discussion on KSPN refers to the "Presidential Regulation of the Republic of Indonesia Year 2020" concerning "Lombok Priority Tourism Master Plan 2020 - 2045". The East Lombok region designated as KSPN includes.

1.3 KSPN South Coast East Lombok

Referring to the "Presidential Regulation of the Republic of Indonesia Year 2020" concerning the "Lombok Priority Tourism Master Plan 2020 - 2045," several areas designated as part of the KSPN in the East Lombok administrative region include the South Coast of East Lombok located in the administrative area of Jerowaru district. The intended destination is Pink Beach or Tangsi Beach; the goal is in the administrative area of Sekaroh village. The village has a very diverse natural potential with a wealth of natural products and marine nature.

Sekaroh village has natural beauty with marine charm spread in different locations; this is a great potential considering that behavior, attitude, and motivation are closely related to it (Jirásek and Hanuš, 2020). Tourists most often visit at least nine destinations, with Pink Beach as this destination. These potentials, if well integrated, can make Sekaroh a superior destination because the potential must get support from related sectors (Napitupulu, 2020).

In addition, another destination designated as part of KSPN is Kura-kurBeach, which is an administrative area in Desa Ekas, Jerowaru District. Although only Paradise Beach is listed in the KSPN list, the site has two destinations (Paradise Beach and Kura Kura Beach) and has attracted both domestic and foreign tourists. Of the two destinations, Paradise Beach is the destination with the most visits. The common characteristic of both is white sand with calm and clear seawater.

Along with the development of tourism, destinations in Ekas Buana are widely used for tourism activities in the form of diving and snorkeling. This is the main force that influences the decision of tourists. Natural beauty is a magnet for tourists who like to explore various tourist attractions (Cheng *et al.* 2016) On the other hand, natural wealth from natural and marine products has not been integrated optimally. Hence, it still requires more sophisticated efforts for development as a supporting capacity for tourism, considering that tourism requires support from other sectors.

The two destinations designated as KSPN offer natural beauty and nautical charm. Pink Beach or Tangsi Beach, for example, the destination has a distinctive characteristic of pink sand that is rarely owned by other goals. In addition, the well-maintained marine charm of exotic coral reefs is also an essential part of a magnet for tourists visiting these destinations. The existence of these destinations plays a critical role in increasing the number of tourist visits to Jerowaru District.

On the other hand, even though it has been visited heavily, destinations that are part of the KSPN program are still in the development stage. Hence, tourist attractions, accessibility, amenities and services, and other supports still require more in-depth preparation and study. The public sector should strengthen its potential by developing infrastructure needs (Harahsheh *et al.* 2019) Tourism behavior is not only influenced by the natural

beauty and luxury of the infrastructure built, but also culture and values become a strong force, so it is crucial to consider the carrying capacity (Wingett and Turnbull 2017). Studies on the natural potential, geography, challenges up to culture, and the level of community participation take part in the success of national tourism development.

1.4 KSPN Rinjani East Lombok

Still refers to the same source, "Presidential Regulation of the Republic of Indonesia Year 2020," concerning "Lombok Priority Tourism Master Plan 2020 - 2045" destinations offered in the area of the National Tourism Strategic Area (KSPN) Rinjani East Lombok are more varied. Like destinations in the south, KSPN Rinjani also offers two destinations for critical tourism: Sembalun Valley and Gili Sulat. The two goals are located in different administrative areas; Sembalun Valley became an administrative part of the Sembalun sub-district, while Gili Sulat became part of the Sambelia sub-district. Judging from the geographical location and tourism potential of the destination, the proper expression to describe the goal in the Rinjani KSPN section is "from the sea to the mountain" or from marine tourism to mountain tourism.

Sembalun Valley, as one of the destinations included in KSPN, is the target of development. Sembalun Valley is located at an altitude of 1,156 meters above sea level and has an area of 217.08 km². Sembalun Village consists of 6 villages, namely Sembalun Bumbung Village, Sembalun *Lawang Village*, *Sajang Village*, Bilok Petung Village, Sembalun Village, and Sembalun Timba Gading Village. Visitors are presented with a wide selection of natural beauty while holding a role as a starting point for climbing Mount Rinjani. Sembalun Valley was also selected as one of the best halal honeymoon destinations in 2016 at the annual World Halal Tourism event. In addition to offering natural beauty, the Sembalun Valley also makes ancestral values and customs become part of supporting tourism. The Sembalun community is part of traditional culture lovers who like to preserve local culture. It is noted that Sembalun has several traditions that are unique to local culture with the support of conventional houses, which are always held every year as a celebration of noble values.

Unlike the case with the Semablun Valley, Gili Sulat offers marine tourism. Gili sulat is included in the administration of Sambalia District. The length of the small island reaches 5.2 kilometers. In addition to presenting the beauty of the beach and underwater, Gili Sulat destinations also provide views of unspoiled mangroves or mangroves; Gili Sulat has been named as a mangrove forest with the most complete mangrove species in Southeast Asia. These destinations, like other National Tourism Strategic Area areas, were determined through a Presidential regulation in 2020.

2. Role of Community Participation: A Theoretical Framework and Classification

Community participation is one of the fundamental things to run the wheels of the industry. The same applies to the success of the tourism industry. Researchers providing information on community participation in tourism adopt a theory developed by Tosun (1999), which divides the types of spontaneous, induction, and coercion participants. (1) Spontaneous participation is voluntary on the basis of external support. This participation reflects the voluntary and autonomous activity of people to deal with their problems without the help of governments or other external agencies. (2) Induced: This type of participation is sponsorship, officially mandated, and legalized. (3) The latter is coercive participation or manipulated and fabricated participation. The explanation of this is as follows in Table 1.

Table 1. Model "Normative Typologies of Community Participation"

Types of community participation	Defining characteristics
Spontaneous	Active participation, direct participation, and participation in the entire development process include decision-making, implementation, benefit sharing, and assessment; authentic participation; co-production, self-planning; broad participation; and social participation.
Induced	Passive; official; mostly indirect; represents the level of tokenism; pseudo-manipulation and participation; implementation and benefit sharing; the choice between proposed alternatives and feedback.
Coercion	Passive; official; mostly indirect; participation in implementation but not necessarily profit sharing; the choice between a proposed limited alternative or no option; represents paternalism; non-participation; high level of tokenism and manipulation.

Source: Tosun (1999)

The participant model described in the previous section is normative and can be adapted by considering local contexts, cultures, and values. Furthermore, public participation in general and linking information to prior studies to provide valid input, as follows:

- Provision of information and development of tourism products. To ensure that visitors receive accurate and valuable information about the attractions they visit, community involvement in the provision of tourism-related details is essential. Communities can offer information about lesser-known attractions, mouthwatering restaurants, affordable lodging options, and local traditions and practices to keep an eye out for. Volunteering at tourism information centers is one way that the public can participate in the dissemination of knowledge. Other methods include blogs and social media. Society can take part in the creation of goods related to tourism. They can provide suggestions and ideas on tourism-related items that correspond to the peculiarities and potential of their area. People can make goods for culinary tourism, cultural tourism, natural tourism, and so on. Participating in the manufacture of tourism-related items can help the community attract more visitors and open up new job opportunities.

- Tour services and involvement in tourist events. To provide visitors with a satisfying and enjoyable trip, community involvement in the tourism industry is essential. Locals can volunteer at tourism information centers or work as tour guides, hoteliers, restaurateurs, or accommodation service providers. When offering tourism services, the public should do so in a manner that is friendly and respectful of the needs of visitors. To provide a dynamic and inviting atmosphere for guests, community involvement in tourism activities is essential. The public can take part in tourism-related events as performers, spectators, or participants. They can offer their creativity and ideas to create exciting and captivating tourism-related events.

- Environmental Management and tourism promotion. To protect the environment and maintain the beauty and comfort of tourist attractions, community involvement in environmental management is very important. The community can assist in waste management, maintain a clean environment, and encourage tourists to live an environmentally friendly life. Community participation in environmental management can improve the quality of the environment in tourist areas and increase visitors' knowledge about the value of maintaining cleanliness and ecological sustainability. The attractiveness of tourist sites and the accessibility of the tourism industry can be improved through community involvement in tourism promotion. The public can use social media and blogs to advertise local tourist attractions and exchange information about their visits. Shah *et al.* (2019) stated that Social media has helped eliminate geographical restrictions. Such tools are vehicles for globalization where capital flows, media, technology, and behavior change and consumption. Along with global brand acceptance, advertising helps reduce international cultural differences, which helps to produce a uniform global brand marketing strategy. Promoting tourism with community involvement can boost the reputation of the region.

3. Research Methods

3.1 Research Design

Research Procedure is a framework that assists researchers in providing an outline and details of each research procedure. This research uses a qualitative approach with case studies. FGDs and interviews are data collection methods chosen based on the accuracy of data collection. This approach is taken because it is considered the most appropriate to identify and describe the problem they are working on. We emphasize the aspects of tourism opportunities and community participation in tourist destinations that have been determined by researchers using a qualitative descriptive approach. Thompson (2009) defines qualitative research as a procedure that uses descriptive data in the form of written or spoken words of people or observable crosses. In this case, the case study research method is used in a descriptive research approach to interpret, describe, and integrate the factors under study into the object under investigation.

3.2 Data and Data Sources

In the context of this study, researchers determined two data sources based on data from Focus Group Discussions (FGD) and interviews. The two data sources are taken because they are easier to analyze and require a shorter time to conduct research. The data from the field study became the benchmark of this study and became the primary reference for the study. Researchers explore the results of previous research, which are used as additional information. The following is the procedure for data collection.

- Identify the problem
- Establish some questions that are problematic in research.
- Researchers determine several participants who can provide data related to the object studied.
- Researchers collect data using methods relevant to the study.

- Analyze data findings in the field.
- Researchers develop findings or draw conclusions that can confirm or correct existing results.
- The last step is to present data in the form of a complete thesis that includes the research process, research findings, and conclusions from the research conducted.

3.3 Focus Group Discussion (FGD)

Focus group discussion (FGD) is a qualitative research method that uses discussion techniques to obtain relevant information from participants who understand the topic or issue being studied (Afiyanti, 2008). The purpose of FGD is to analyze in-depth information about an object being discussed. Muijeen *et al.* (2020) suggest several essential things to consider in implementing the FGD: good planning and comfortable event arrangement, and the ability to be a good listener. In this study, researchers determined several participants based on their experience and involvement in tourism, especially the destination that was the object of research (Kura Kura Beach). Participants in this case are the local government, managers and communities actively involved in tourism.

3.4 Interview

One of the most popular methods of collecting data is interviews. According to Naz, Gulab, and Aslam, (2022) three approaches can be used: (1) Unstructured interviews, where the interviewer interviews without having a systematic question plan. (2) Structured interviews, where the interviewer conducts interviews using a predetermined set of questions; and (3) semi-structured interviews, where the interviewer uses a series of predetermined questions created to obtain specific information.

The purpose of this interview is to gather information in response to an exciting or significant unexpected answer to one of the pre-planned questions. As for this study, researchers used semi-structured interviews conducted with several participants. To ensure the participant's solution, a question about the pronunciation ability of the participant is asked. The data collected with the interview approach is used as core data to draw conclusions related to community participation in welcoming the development of the Kura Kura Beach destination to be part of the KSPN. The steps of researchers in conducting interviews are as follows: (1) Determine the questions to be asked. (2) Researchers select and determine the participants to be interviewed, (3) conduct interviews. The final step is to record audio conversations during the interview to keep the data safe.

3.5 Data Analysis Procedure

Data reduction is the process of simplifying complex information by retaining important info according to research needs (Mile and Huberman 2014). Several steps reduce data: (1) filter data or eliminate data that is irrelevant or unnecessary in the analysis. (2) Researchers can also select variables by choosing variables that affect the research. Combine data in specific groups if needed, and in the last step, researchers can apply a summary of the data by creating data graphs.

A data display is a compilation of information that allows for drawing conclusions and executing actions (Mile and Huberman 2014). This step is complemented by the presentation of structured information and the ability to draw the findings since the collected data and the analysis of qualitative data are mainly in narrative form, requiring simple analysis without reducing its content.

In this section, the researcher presents data to obtain a conclusion reached. Researchers describe data obtained from interview data and Focus Group discussion (FGD). After that, researchers discussed how participants responded to problem statements. The results of research based on Focus Group Discussion (FGD) and interviews are the results of conclusion drawing or verification. Thus, making predictions and validating results can serve to show the final result. This is the last part of the data analysis. Researchers explore and provide interpretations based on FGD results and interviews to help researchers refine conclusions based on analytical thinking and make them better and more accurate (Mile and Huberman, 2014). Researchers can describe the findings and conclude the study, and the data should be revised and confirmed. This makes sharpening reliability and validity when used to collect and analyze data. After that, the researcher establishes a relationship between the data obtained and the theory.

4. Research Results

The appearance of tourist destination Kura Kura Beach is a lowland that presents natural beauty with bright white coastal contours. The natural beauty given by this tourist destination is not only from the beauty of the sunny sand beach; the hills around the beach, especially hills that have similarities with turtles, are not separated as an attraction as well as a photo spot for tourists who visit. The coast of Kura-Kura Beach stretches out for 0.97 km, and the open seascape has high waves in the middle and a calm coastline. Tourists use the character of high and

clear beach waves as a tourist activity spot in the form of swimming, snorkeling, and surfing. The tourist destination area of Kura Kura Beach has an area of more than 4 hectares (416.79 acres) with a perimeter of 200.3 dams (2 km).

In addition to relying on the natural beauty of beaches and hills, the destination of Kuara-kura Beach has local cultural tourism that is still maintained. Cultural tourism offered at the Kura Kura Beach tourist destination is in the form of a Gambus game, which is used as a competition by the local community. With cultural tourism, local people can promote their cultural heritage and grow the local economy and tourists can increase their understanding of culture and history.

Kura Kura Beach has development potentials seen from natural beauty and cultural tourism that can be managed into various exciting things; because of this, potential can be a magnet for tourists to visit, local and foreign tourists. From the existing potential, it becomes an opportunity for the development of sustainable tourist destinations. A tourism destination can be created with support from various parties: the government, the public, and the tourists. The purpose of the construction of Kura Kura Beach is to develop a tourist destination with community-based environmental nuances and maintain the existing local culture.

In the context of this study, the researcher determined two problem formulations that became references for discussion in the findings section. The researcher elaborated on the findings by describing the wheezing data and the research approach adopted using qualitative. The results of this study are as following in the next paragraphs.

4.1. Tourism Development Opportunities in Ekas Buana Village

Kura-kura Beach, as the object in this study, is in Desa Ekas, K Jerowaru sub-district. The destination is also an essential part of the development of tourism in East Lombok because it is part of the National Tourism Strategic Area (KSPN) set by the central government. Pantai Kura-Kura, judging from its geographical location, is in Sungkun, Ekas Buana Village, Jerowaru District, East Lombok Regency. In addition to Kura-kura Beach, Ekas Village also has other destinations, namely Surga beach (Heaven beach), so the existence of these two destinations can support each other by providing tourists with diverse choices. To explore tourism opportunities, researchers, in this case, use the 4A approach, namely access to accessibility, attractions, activities, and amenities.

Attraction

The main attraction of the object in this study is the beauty of nature. Kura-Kura Beach has natural beauty, offering the beach as the leading destination and decorated with bright white sand. In addition, the destination of Pantai Kura-Kura is equipped with charming hills, so there are no various ways to enjoy the natural beauty presented. The natural beauty offered is also unique. Kura-kura Beach, as the name suggests, has a hill that resembles a turtle and is an icon of the destination. This natural beauty is what attracts tourists to visit tourist visits are not only domestic tourists but also foreign tourists. The young man and one of the managers of Kura Kura Beach in the interview session explained:

"We realize that beaches and hills that resemble turtles are the main attractions of tourism in this country. We are certainly grateful to have a beach that many people frequent. Although the beach is beautiful, it still needs other carrying capacities as well, such as entrances at ticket points, security posts, and barriers to prevent beach irrigation" (Nm).

In addition to relying on the tourist attraction of natural beauty, local people also have local culture, which is used as an added value to attract tourists to visit. A local culture that is still actively carried out in the country is in the form of a competition to play Gambus. Local culture is carried out at the local level and does not involve participants from outside the world.

Researchers in this case have the same view as local people who claim that natural beauty and cultural fusion are the main attractions. In terms of nature tourism, tourists can understand their sensual experiences presented by nature. However, the destination of Kura-kura Beach does not mean to be the only destination because other destinations also offer the same thing. But when referring to the comparison value, this destination can certainly be an option for people who are saturated with urban activities compared to artificial tourism (cafes, bars, restaurants, etc.) in general. Moreover, this destination also combines two elements (culture and nature) with various selected activities.

Accessibility

Accessibility or ease of reaching destinations is one of the crucial indicators for the sustainability of the growing tourism industry. Accessibility in the context of the goal of this study has the convenience of entering the

destination of Pantai Kura-kura. This is undoubtedly an adequate carrying capacity to increase the number of visits to the destination concerned.

Kura Kura Beach is reviewed from several monkey centers in Lombok; from Selong District to the destination of Kura-kura Beach takes a relatively short time, which is around 1 hour for two-wheeled vehicles and 1 hour 10 minutes using four wheels. From the leading destination of tourism (Mandalika), the time needed to visit Kura Kura Beach ranges from 1 hour 30 minutes using a four-wheeled vehicle and 1 hour 20 minutes using two wheels. From downtown Mataram, tourists only need around 1 hour 50 minutes to reach their destination using four-wheeled vehicles and 1 hour 40 minutes using two-wheeled vehicles.

The availability of adequate road infrastructure is a supporting capacity for tourists to visit Kura-kura Beach tourist destinations. Tourists tend to choose tourist destinations with the characteristics of ease and safety in reaching a tourist destination, although they cannot generalize the entire tourist. Improvement of road access to Kura Kura Beach carried out by the government, together with support from the community, makes it easier for tourists to reach these tourist destinations. These efforts have had a positive effect on increasing the number of visits, especially at Kura Kura Beach, which has the feasibility of road infrastructure.

However, the government that provides transport services still does not exist. The same thing also happens with the trans public who still have not touched the destination. So that tourists visiting these destinations have two choices: using private transportation or rentals outside the destination. The results of interviews from the community are as follows:

"We still don't have a place to rent transportation here. Tourists who visit use private vehicles. Public transportation also does not pass this route, so there is none" (Sm).

Transportation is a significant carrying capacity for the level of tourist visits to tourist destinations. This is a task that the government and the community must fulfill if they want to increase the number of tourist visits to the destination of Kura-Kura Beach. The transportation trans-commonly used by tourists today are standard two-wheeled and four-wheeled vehicles. Meanwhile, as far as the results of the researchers' review, obstacles to visiting these destinations were not found.

In addition, the provision of ancillary services, the lack of human resources, limited access to technology and economic limitations has an impact on the lack of availability of access to information as a support for exploration both directly and also digital information exploration. The provision of adequate information services that can be accessed by visitors either digitally or directly has a significant influence on attracting the sympathy of tourists visiting these destinations. Some of these limitations have an impact on the development of tourism business in the Kura Kura Beach destination, and maximizing tourism potential is not going well.

Activities

Tourist activity leads to all forms of activities that tourists do as long as they are still on a recreational trip. Tourism activities are very diverse; in the context of tourist activities in Pantai Kura-kura, tourists usually come to enjoy nature by swimming at the beach. Related to this, tourist activities that are in great demand in these destinations are snorkeling and kite surfing. Foreign tourists and tour guides primarily act in the two activities. Based on information from the youth or managers, kite surfing and snorkeling are the main reasons for foreign tourists to visit Pantai Kura-kura because waves and sea conditions are very suitable for these activities.

In addition to enjoying the beauty of nature, many tourists who come also go camping grounds. The results of the interview with the manager gave the following statement:

"There are so many tourist activities here; usually, they bathe on the beach, but if foreign tourists, they often play snorkeling and kite surfing. The average reason foreign tourists come here is to do that. But also, a lot of young people are camping here and sometimes making events as well."

Table 2. Tourist activities at Kura Kura Beach

No	Activity	Execution time
1.	Snorkeling	June – September
2.	Kite surfing	June – September
3.	Swimming	Every time
4.	Gambition race	August and December
5.	Camping ground	January – February

Source: Village central data, 2022

Among several activities on the table, snorkeling and kite surfing activities can be carried out by foreign tourists and tour guides. The vulnerable time of this activity is usually carried out in the dry season, which is from

June to September. As well as a tourist activity, local people hold Gambus competitions in August and December. It is essential to study the traditional values and characteristics of an area. Camping ground activity, which is usually played by young people from outside the country, is vulnerable from January to February, along with the corn season.

Amenities

The influence of amenities on the sustainability of tourism is a fundamental part. Tourists visiting a destination need decent facilities to use. The carrying capacity of tourist facilities provides visitors with comfort, influences their perception, and allows tourists to revisit. This makes the development of a destination must go hand in hand with the provision of adequate facilities.

In the context of tourism development in Pantai Kura-kura, the available facilities are not adequate to be used as proper tourist facilities. Some of the facilities available include vehicle parking areas, seats, prayer rooms, toilets, gazebos, trash cans, sidewalks, roads, green spaces, and clean water. However, some of them are in abnormal circumstances and in need of improvement, and to make them highly rated destinations, there must be problems that must be solved; adequate and usable facilities are critical factors for tourism success.

Table 3. Kura-Kura amenity of destination

No	Available	Status
1.	Trash bin	Available
2.	Gazebo	Available
3.	Mushalla/place of worship	Available
4.	Bathroom	Available
5.	Sidewalk	Available
6.	Road	Available
7.	Seating	Available
8.	Parking	Available
9.	Green space	Available
10.	Dining area	Not available
11.	Electricity	Not available
12.	Where to stay	Not available
13.	Children's playground	Not available
14.	Resource center	Not available
15.	Tourism equipment rental place	Not available
16.	Restaurant	Not available
17.	Clean water	Available
18.	Entrance/Get	Not available
19.	Security post	Not available

Source: Observation Ground at Kura-Kura (2022)

Meanwhile, the availability of several core facilities such as places to eat, electricity, lodging, children's playgrounds, information centers, restaurants, entrances, security posts, and places to rent equipment for tourism support needs is a criticism of destinations in this study (see table 2). There is a strong reason some of these facilities must be in the destination of visit; Adequate restaurants and dining areas as a case in point; the unavailability of these facilities affects the comfort of tourists visiting it a core part of the tour. The same reason applies to the availability of electricity, and electronic needs are an inseparable need in the daily lives of tourists, so they must not be present to meet the needs of visitors.

Fulfillment of tourism facilities is not an easy job. In the context of this study, researchers found several crucial reasons for the absence of these facilities. The first thing that researchers concentrate on is the lack of support from the government in the development of the Kura Kura Beach tourist destination. Some of the facilities that have been built in the Kura Kura Beach destination are not only the result of government work and support but the efforts and awareness of the community through mutual assistance are very significant. Another reason is the economic aspect. Although the government and society have a substantial carrying capacity, without adequate financial aid, the development of tourism destinations requires a long process. These two things are the basis for the slow growth of tourism in the Kura Kura Beach destination.

4.2. Local Community Partitioning

One of the determinants of the success of development is getting support from the communities affected by the action. In the context of tourism development in Pantai Kura-Kura, the community shows a high interest in

developing tourism destinations. The local community became the foremost pioneer in developing the tourist destination of Kura-kura Beach. However, the initial opening of the destination Pantai Kura-Kura was initiated and assisted by students of Gajah Mada University.

After the destination of Pantai Kura-kura began to develop, the attitude of active participation of the community also continued towards a more organized stage by forming a tourism order. This is undoubtedly a capital for good tourism development and a form of community spirit to develop related tourism. The local community accepts and shows an inclusive attitude to respond to the development of the tourism industry. The result of tourism in an area is highly dependent on the response of local communities. Inappropriately developed tourism can cause local people to be hostile to tourism; in some cases, tourism development has an impact on environmental degradation and the decay of local culture. Thus, the integration of tourism development must run according to the aspirations of local communities without compromising the interests of the stakeholders involved. The results of interviews with the management of the Kura Kura Beach destination are as follows:

"We have formed a complete institutional institution for tourism destination management, consisting of the chairman, secretary, and various sections in it."

In addition to being directly involved in the physical development of Kura Kura Beach tourist destinations, the community also conducts direct tourism promotion. It uses its social media—community involvement in promoting tourism as a tangible form of support provided. However, limited access to technology and knowledge hinders local communities from promoting tourism in their areas.

Rapid technological development, promoting tourism only using the Facebook media platform, without intending to provide a one-sided assessment, is still minimal and has not maximized various existing media such as YouTube, Instagram, TikTok, Twitter, or X. The quality of content that attracts the attention of social media users must also be taken into consideration. Tourism promotion training with various social media is needed to improve the ability of local people to maximize their potential. Local people welcome the development of tourism with high enthusiasm. This has a positive impact on the growth of local communities.

The development of tourism provides additional income; Local people are involved in the tourism industry by selling as well as supplying the needs of tourists who come to visit. This activity shows the supply and demand between local people and tourists, which is one of the critical factors for the success of the tourism industry. At the same time, the influence of technological development as an external factor also has an impact that must be considered. Access to information from various layers through massive technological developments makes it easier for tourists to explore information about a destination so that they can give careful consideration before visiting. In this regard, to maximize the visit maximum use of information technology, the exposure of the attractiveness or competitiveness of the tourist destination Kura Kura Beach must be creative and able to attract tourists.

5. Discussions

The development of tourist destinations always goes hand in hand with the opportunity to record tourists. Kura-Kura Beach is one of the destinations that offer the beauty of marine nature as a potential that deserves to be developed more massively; the charm of the sea, hills, and natural naturalness is still maintained. This statement is in line with a study conducted by Hanna *et al.* (2019), which states that age and nature are elements that need each other and cannot be separated. The bond between the two components is very close, so they do not need and complement each other. Humans have always required nature, and the opposite is true to organize each other.

In addition to having natural beauty, traditional values such as the competition to play Gambus can be an alternative attraction to facilitate the industry based in Kura-Kura Beach. Natural naturalness and cultural uniqueness can be tourist products to attract the sympathy of mass tourists (Putra *et al.* 2020) Natural charm and cultural traditions are still valid as valuable opportunities to develop tourism based on ecology and cultural heritage.

Discussing further natural conditions that have become one of the main attractions. Kura-kura Beach tourist destinations offer a variety of activities that tourists can do. Visitors can not only enjoy the beauty of nature but also can carry out various activities: Fishing, swimming, camping, and the dominant activities carried out by foreign tourists are snorkeling and kite surfing. These different activities should be appropriately managed so that they can facilitate visits by domestic tourists and tourists from various countries. Kura-kura Beach, at the same time, is gaining accessibility carrying capacity; access to these destinations is relatively easy because the local government has carried out road repairs. Time efficiency in traveling from one destination to another is a critical indicator in deciding on tourist destinations; ease of access increases tourist attraction (Deng *et al.* 2020).

In terms of community participation, the destination received serious support from the community. Practical tourism sustainability requires the proper knowledge and capabilities for conservation and development (Ali *et al.* 2020) facilitate the development of sustainable tourism, leading to the creation of better opportunities (Tosun 2006). Local communities realize that tourism development through tourism can have positive implications for economic improvement and an inclusive society. Through the development of tourism, financial turnover becomes more stable, and the community not only depends on the agricultural industry, but also can develop small industries that can be traded to visitors, both domestic and foreign. Their study revealed that the main components of the locally based tourism industry are local products involved in the industry.

On the other hand, the development of Kura-Kura Beach as a tourist destination is still minimal. The availability of proper facilities is still a matter of discussion. The availability of facilities affects tourists' perceptions of whether or not a destination is feasible. The lack of tourist facilities has been discussed in the research of several essential facilities, such as the availability of electricity, which is still an issue. This is a task that must be fulfilled to improve the quality of Pantai Kura-Kura destinations as a good destination, fulfillment of tourist facilities as an urgent need.

Several researchers have researched the potential of tourism in Pantai Kura-Kura. Permadi *et al.* (2018) examined several potential tourist villages that can be developed in Ekas Buana Village. They made similar conclusions to this study: Pantai Kura-kura has the potential that can be used as a tourist attraction. However, the study did not include specific reasons for some possibilities and generalized each uniqueness of several tourism potentials in Ekas Buana Village. In this latest study, researchers only focus on one object and conclude several prospects.

Conclusions and Further Research

Kura-Kura Beach is one of the destinations that deserves to be developed, seeing opportunities in terms of attraction, accessibilities, amenities, and activities that can be done in these destinations. The destination has natural beauty in the form of beaches and hills; another thing that can be an added value of tourism is the local values and culture that are still maintained. These two things are precious because they can attract massive tourist interest. The combination of beautiful nature and local culture is supported by noble values inherited into the potential and opportunity for tourism development in the region.

Active community participation in welcoming the development of tourism deserves to be considered as a supporting capacity for tourism development opportunities for Kura Kura Beach. Local communities respond to tourism development by promoting and being involved in supporting these developments by standing alleys and maintaining a friendly tourism image for visitors. The enthusiasm of the local community can accelerate and help the pace of development of the tourism industry. Community-based tourism is a practical approach.

However, some things need to be noted; facilities that are suitable for use are still inadequate. This is undoubtedly the responsibility of stakeholders and the government to meet the needs of tourists to attract the sympathy of visitors. The addition and improvement of facilities can be a step to improve the quality of tourism in Indonesia, especially tourism Pantai Kura-kura, which is the object of this study; increasing resources must be part of tourism development priorities. Thus, physical and non-physical development can run in the same direction and at the same time.

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Credit Authorship Contribution Statement

Sigit Wahyudi writes the contribution of first author choosing the relevant actions, but not limited to conceptualization, investigation, methodology, project administration, software, formal analysis, writing – original draft, supervision, data curation, validation, writing – review and editing, visualization, funding acquisition; **Mardiyono** writes the contribution of the second author choosing the relevant actions, but not limited to conceptualization, investigation, methodology, project administration, software, formal analysis, writing – original draft, supervision, data curation, validation, writing – review and editing, visualization, funding acquisition); **Ivan Suaidi** and **Fiza Hari Apridana** write the contribution choosing the relevant actions, but not limited to conceptualization, investigation, methodology, project administration, software, formal analysis, writing – original draft, supervision, data curation, validation, writing – review and editing, visualization.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Factors Influencing Decision Making to Revisit Japan of the Thai Bangkokian Millennial Tourists during Public Holidays

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Abstract: Even though Japan encounters several tourism issues including an epidemic like COVID-19, Japan is still among the pioneering countries when it comes to opening its doors to tourists. Currently, Japan tour packages are drawing high attention from Bangkokian millennials who prefer to travel during Thai public holidays due to diverse reasons. Hence, this study focused on identifying tourism marketing mix factors that influence Thai Bangkokian millennial tourists during Thai public holidays. Two hypotheses were set up. A verified questionnaire was used to collect the data from targeted 400 samples, then the data were analyzed into percentage, mean, and standard deviation. Also, Exploratory Factor Analysis (EFA) and regression analysis were used to test hypotheses and identify relationships and influences between variables. The results indicated that, in terms of demographic characteristics, gender, age, status, occupation, and income influence Thai millennial tourists to revisit Japan. Meanwhile, according to 12 tourism marketing factors, product and service quality factor, price factor, promotion factor, process factor, political factor, performance management factor, and presentation and public relations factor significantly affect the decision to revisit Japan of Thai millennial tourists in the Bangkok during public holidays.

Keywords: tourism marketing mix factors; decision making factors; revisitation; Japan tourism; Bangkokian millennial tourists; Thai public holidays.

JEL Classification: L80; L83; M31; Z32; Z33; Z39.

Introduction

The Japan National Tourism Organization (JNTO) announced that in December 2022, 1.37 million foreign tourists visited Japan, an increase of 1.5 times from November. It is the first time that more than 1 million foreign tourists have visited Japan since the outbreak of COVID-19. According to statistics, there were as many as 1,319,000 Thais visiting Japan last December, accounting for 4.1% of the total number of foreign tourists entering Japan,

ranking sixth after South Korea, China, Taiwan, Hong Kong and the United States, which generates revenue for Japan after opening the country at about 595.2 billion yen, which is only half of the period before the COVID-19 pandemic. But each tourist spent about 20% more, spending an average of 200,000 yen per person. In addition, according to 2023 statistics, the Japan National Tourism Organization (JNTO) estimated that throughout the year there should be up to 1 million Thai people visiting Japan due to the factors of increasing Thai-Japan routes (Go and Kang 2023). While purchasing foreign travel of Thai people for less tourism, Thai tourists therefore choose to travel to Japan instead of going to Europe as well as the price of tour packages to Japan in the second quarter from May this year, which enters the low season. Tour companies set prices starting at 25,000-29,000 baht or more, reduced by 20%, which was previously the starting price of a Japanese tour package was 40,000-50,000-baht, the price increase more than 30% (Ministry of Tourism and Sports 2023).

From the above data, it shows that even though Japan is facing many problems both inside and outside the country, or even a severe epidemic problem, COVID-19, when the country is opened for tourists to travel, Japan is still one of the early countries that Thai tourists, especially Thai people living in Bangkok, choose to travel, and it is one of the top countries that Bangkokian tourists choose to travel repeatedly without getting bored. It may be due to various factors, such as a short-time travel from Thailand to Japan, various cultures, high-quality products and services, good weather, etc. (Nakayama 2023, Yokota 2006).

A study of UNWTO found that "Urban or city-dwellers are more likely to travel than non-urban travelers especially Gen Y (aged 20-35) and Gen Z (under 20) travelers who have higher travel rates" (Romeo *et al.* 2021). This may be due to the factors due to the work pressure of the city people. They therefore often choose to travel or the behavior of the needs of this group of tourists who want to seek life experiences and create them along with work, or work life balance (Saito *et al.* 2023). Furthermore, the price is not very expensive, so it is preferred by Thai tourists who will choose to travel if they have the opportunities during their own holidays (Uzama 2012).

To sum up, the above are the sources of the study of factors affecting the decision to travel repeatedly in Japan through tour operators of Thai working-age tourists in Bangkok during holidays. This is an opportunity to strengthen Thai foreign tour operators and is an opportunity and important information for Thai tourism agencies to reconsider themselves, and to develop the tourism activities of Thailand to be as strong as Japan in order to attract these groups of tourists to choose to travel more domestically in the future.

This research was aimed to study the factors affecting the decision to travel repeatedly in Japan through tour operators of Thai working-age tourists in Bangkok during holidays.

Research Hypotheses

H1: The demographic factors of Thai working-age tourists in Bangkok differently affect the decision to repeat travel in Japan during holidays differently.

H2: Different tourism marketing mix factors affect the decision to repeat travel in Japan of Thai working-age tourists in Bangkok during holidays differently.

1. Literature Review

In the study of demographic factors based on this relevant literature, concept, and theoretical review, there are many people talking about population factors. Lötter *et al.* (2012) said that demographic studies must include basic information that is important to know: sex, age, status, education, occupation and income (Kumar and Muniandy, 2012). However, the study of demographic factors must be studied in which issues? There is no fixed principle, but it depends on the needs of the researchers in what areas of demographic factors are known and depends on the needs of the researchers and the scope of the study set by the researchers, etc. (Sinclair 2017).

In addition, the study of tourism marketing mix factors must take into account the tourism marketing mix factors related to the tourism dimension (Ciriković 2014, Armstrong *et al.* 2006). From the review of the literature, the researchers found that there are various aspects of the study of tourism marketing mix factors, but this study focuses on finding the tourism marketing mix factors that affect the decision to travel repeatedly in Japan of Thai working-age tourists in the Bangkok during holidays is important. From the extraction table of variables, it can summarize the tourism marketing mix factors related to this work, altogether 12 aspects are important (Payahour *et al.* 2020), such as: Product and Service Quality 2.) Price 3.) Promotion 4.) Place 5.) People 6.) Process 7.) Physical Evidence 8.) Politics 9.) Plan 10.) Performance Management 11.) Prioritize 12.) Presentation and Public relations (Semenova 2011).

2. Research Methodology

Sample random sampling was used to get 400 participants using a questionnaire as a tool to collect data (Peng *et al.* 2023). Data were analyzed using descriptive statistics through the statistical package program (SPSS) which exhibited percentage, mean, standard deviation and statistical methods. The hypotheses were tested using Exploratory Factor Analysis (EFA) and regression analysis to find relationships and influences between variables.

Scope of Study

Content Scope: The researchers conducted a study of factors affecting the decision to travel repeatedly in Japan through tour operators of Thai millennial tourists in Bangkok during holidays by using demographic factors and using the theory and concept of 12Ps as independent variables, namely 1.) Product and Service Quality 2.) Price 3.) Promotion 4.) Place 5.) People 6.) Process 7.) Physical Evidence 8.) Politics 9.) Plan 10.) Performance Management 11.) Prioritize 12.) Presentation and Public relations, and the decision to travel repeatedly as dependent variables, namely uncertainly coming back to travel again, not sure, and certainly coming back to travel again.

Population Scope: The researchers defined the population as Thai millennial tourists in Bangkok who had repeatedly travelled to Japan on holidays more than 3 times in the past 3 years and would like to revisit in the future.

Area scope: Bangkok area, 50 districts, 1,569 sq.km.

Timing Scope: April – June, 2023.

Research Instrument

The questionnaire was used for collecting data in this research and was built from the objectives and conceptual framework of the research by examining 3 experts and the results of checking the IOC values, more than 0.5 can be used, and take the questionnaire to test the reliability value with a sample of at least 30 samples, which is a sample group that is not the population sample used in the study but has similar characteristics, to test the understanding of the questionnaire of the sample, including collecting data and using the data to find the reliability of the best using the Cronbach's Alpha was greater than 0.75, which could be used in the next step. The questionnaire was tested with the reliability value of 0.85 (Roberts *et al.* 2006). The questionnaire was divided into 4 parts as follows:

1. Inquiring about demographic data of informants or participants, 6 questions, in which the questions are in the form of a check list.
2. Inquiring about the marketing mix factors of 7 items by selecting the item that best matches your own data by using the questionnaire as a rating scale. The answer is 5 levels: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree according to the Likert scale.
3. The decision to travel repeatedly, 3 items, the questions will be in the form of a check list.
4. Additional Suggestions

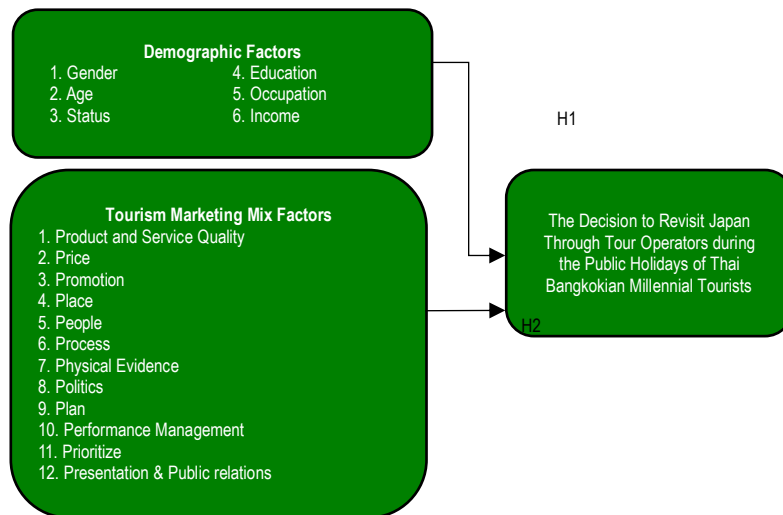
Population Identification

The population in the study was Thai millennial tourists in Bangkok who used to travel in Japan during holidays and wished to travel again, which the actual population is unknown. Therefore, the sample group was calculated by using the formula as follows: this study was research studying to find the population mean (Population Mean, μ). The exact population size was unknown; therefore, the sample size formula was used to determine the population mean (Population Mean, μ) of Khazanie. The confidence value was set at $(1 - \alpha)$ 100% with the estimated value from the sample mean (\bar{x}) from the sample would not differ from the population mean (μ) by more than the specified amount of E (Roberts *et al.* 2006, Sangpikul 2008).

Data Analysis

1. Descriptive statistics were frequency, percentage, mean (\bar{x}), standard deviation (S.D.) to describe general information.
2. Exploratory Factor Analysis (EFA) and Regression Analysis.

Figure 1. Research framework



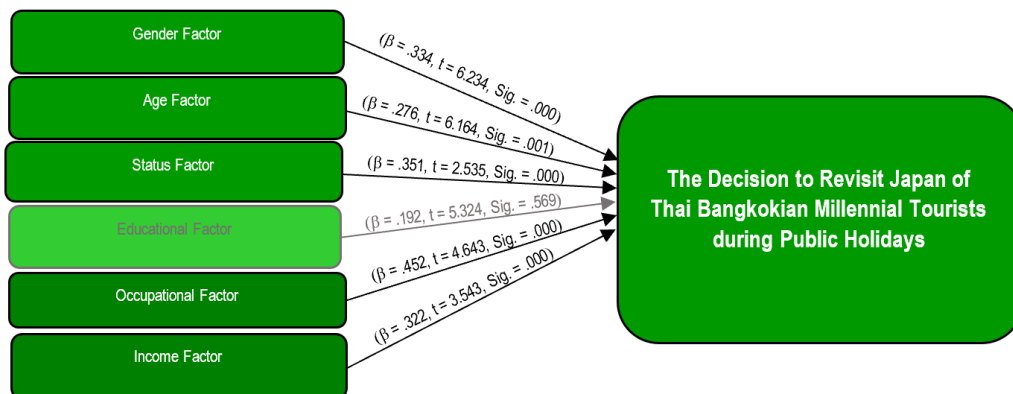
Source: Own illustration

3. Research Results

The result of Hypothesis Analysis 1 (H1): Different demographic characteristics of Thai working-age tourists in Bangkok affect the decision to repeat travel in Japan during holidays differently by using Multiple Regression Analysis (MRA), which can be described in detail as follows: 1.) Gender factor: when considering the F – Statistic value was 122.120 and $\beta = .334$, $t = 6.234$ and Sig. = .000, 2.) Age factor: when considering the F – Statistic value was 122.120 and $\beta = .276$, $t = 6.164$ and Sig. = .001, 3.) Status factor: when considering the F – Statistic value was 122.120 and $\beta = .351$, $t = 2.535$ and Sig. = .000, 4.) Occupational factor: when considering the F – Statistic value was 122.120 and $\beta = .452$, $t = 4.643$ and Sig. = .000, and 5.) Income factor: when considering the F – Statistic value was 122.120 and $\beta = .322$, $t = 3.543$ and Sig. = .000, these factors affect the decision to repeat travel in Japan of Thai working-age tourists in Bangkok during holidays.

In terms of educational factor: when considering from the F – Statistic value of 423.112 and $\beta = .192$, $t = 5.324$ and Sig. = .569, it does not affect the decision to repeat travel in Japan of Thai working-age tourists in Bangkok during the holidays, the details are shown in Figure 2.

Figure 2. Summary of the analysis of the multiple regression analysis of demographic characteristics affecting the decision to revisit Japan of Thai millennial tourists in Bangkok during the public holidays



In addition, the results of the hypothesis analysis 2 (H2): Different tourism marketing mix factors affect the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during holidays differently. According to the result of the Exploratory Factor Analysis (EFA), it was found that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was 0.916 and Bartlett's Test of Sphericity: Chi-square = 6354.12, $df = 354$, sig. = 0.000, indicating that variables were suitable for subsequent analyses. However, Principal Component Analysis (PCA) had the Eigen value greater than 1 by rotating the axis of Varimax method, which was divided into 5 components, 40 variables, with 4 variables being eliminated which was the reasonable prices of Japanese travel products offered by tour operators, the appropriate service process of tour operators in Japan tours, tour operators plan

their services in Japan tours very well, and the tour company has arranged the order of providing services in the tour step by step without confusion, because the weight is less than 0.50 (Barbara and Tabachnick, 2013). Furthermore, table 1 shows the extraction results of factors affecting the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during holidays with EFA. The overall reliability value was 0.901 which was considered to be of high quality and high reliability according to the criterion (Roberts and Priest, 2006) and each component was between 0.701-0.890, with variable weights of each component as follows:

Table 1. The extraction of tourism marketing mix factors affecting the decision to revisit Japan of Thai millennial tourists in Bangkok during public holidays

Factors		Element Weight Values
Product and Service and Quality	High quality and reasonable price	.804
	Facilitate access to and use of services	.789
	The distinct identity and uniqueness	.783
Price	The price is not very high, which is very suitable for quality	.781
	The price commensurate with the quality	.760
	The price is not very high, which is very suitable for quality	.753
Promotion	Regularly promote all seasons	.798
	Thailand Holiday Promotion	.768
	Promote various forms	.721
	Promote attractiveness to all age and various groups	.644
Place	High-quality online channel, easy to access	.805
	Multiple channels	.753
	Convenient and time-saving channel	.747
People	Good understanding of the specific work route	.757
	The unique service and different from other places	.739
	Fair and equal services to all customer groups	.693
	Easy-to-understand and internationally standardized services	.681
Process	Uncomplicated process	.765
	Unique and standard processes	.654
Physical Evidence	Clean and beautiful tourist attractions and services	.765
	Safe tourist attractions and services	.865
	Tourist attractions and services provide decoration and design for the elderly and tourists in need of special assistance (disabilities) and infant	.676
	Tourist attractions and services create a good travel experience	.673
Politics	Japan's Peaceful Politics	.765
	Laws promoting tourism through travel agencies	.873
	The law on visa free travel between Thailand and Japan	.943
Plan	Good route planning	.876
	Plan a tourist route connecting Japan	.934
Performance Management	Good pre-trip facility management, such as reservations, payments, and deposits	.756
	Good management of travel facilities, such as routes, rest areas, emergency equipment, etc.	.624
	Good after-sales service, such as after-sales service, delivery, etc.	.698
Prioritize	Provide various services for tourists, such as VVIP, VIP or specific tour groups	.876
	The ranking of tourist attractions on Japanese tourist routes is very good	.673
Presentation and Public relations	Demonstration and promotion of various routes	.765
	Provide and promote various services	.873
	Introduced and publicized various activities and souvenirs	.912

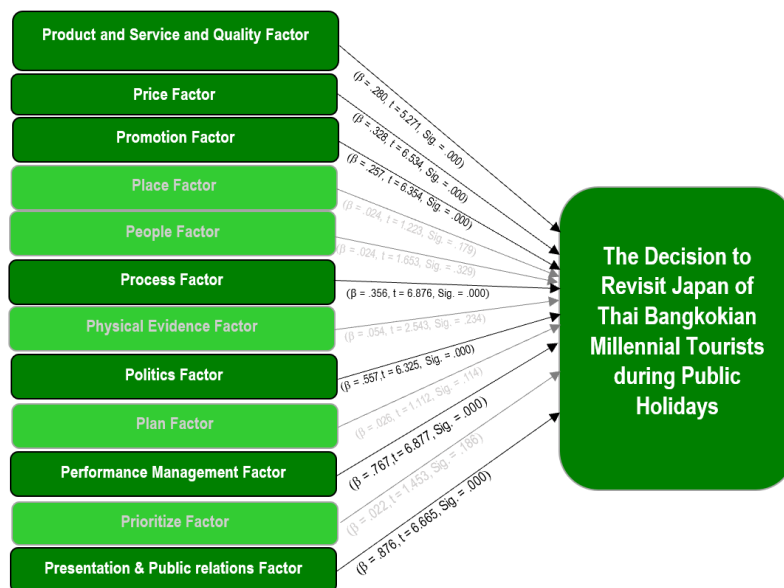
The product and service and quality factor has a weight value of 0.783-0.804, the price factor has a weight value of 0.753-0.781, the excellent service factor has a weight value of 0.584-0.798, the promotion factor has a weight value of 0.644-0.798, the place has a weight value of 0.747-0.805, the people factor has a weight value of 0.681-0.757, the process people factor has a weight value of 0.654-0.765, the physical evidence factor has a weight value of 0.673-0.865, the politic factor has a weight value of 0.765-0.943, the plan factor has a weight value of 0.876-0.934, the performance management factor has a weight value of 0.624-0.756, the prioritize factor has a weight value of 0.673-0.876, the presentation and public relations factor has a weight value of 0.765-0.912, as shown in Table 1.

In part of the results of the analysis of the influence of tourism marketing mix factors affecting the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during the holidays, from analyzing data on the influence of factors affecting the decision to travel repeatedly in Japan of Thai millennial tourists in Bangkok during the holidays using multiple regression analysis (MRA), details can be described as follows:

Product and Service and Quality Factor: when considering the F – Statistic value is 118.123 and $\beta = .280$, $t = 5.271$ and Sig. = .000, Price Factor: when considering the F – Statistic value is 118.123 and $\beta = .328$, $t = 6.534$ and Sig. = .000, Promotion Factor: when considering the F – Statistic value is 118.123 and $\beta = .257$, $t = 6.354$ and Sig. = .000, Process Factor: when considering the F – Statistic value is 118.123 and $\beta = .356$, $t = 6.876$ and Sig. = .000, Politics Factor: when considering the F – Statistic value is 118.123 and $\beta = .557$, $t = 6.325$ and Sig. = .000, Performance Management Factor: when considering the F – Statistic value is 118.123 and $\beta = .767$, $t = 6.877$ and Sig. = .000, and Presentation and Public relations Factor: when considering the F – Statistic value is 118.123 and $\beta = .876$, $t = 6.665$ and Sig. = .000. All 3 factors have Sig. values less than 0.05, indicating that Product and Service and Quality Factor, Price Factor, Promotion Factor, Process Factor, Politics Factor, Performance Management Factor, Presentation and Public relations Factor affect decision to revisit Japan of Thai millennial tourists in the Bangkok during the public holidays.

In the term of Place Factor: when considering the F – Statistic value is 70.396, $\beta = .024$, $t = 1.223$ and the Sig. = .179, People Factor: when considering the F – Statistic is 70.396, $\beta = .024$, $t = 1.653$ and Sig. = .329, Physical Evidence Factor: when considering the F – Statistic value was 70.396, $\beta = .054$, $t = 2.543$ and Sig. = .234, Plan Factor: when considering the F – Statistic was 70.396, $\beta = .026$, $t = 1.112$ and Sig. = .114, and Prioritize Factor: when considering the F – Statistic was 70.396, $\beta = .022$, $t = 1.453$ and Sig. = .186. All 6 factors have a Sig. greater than 0.05. It shown that place factor, people factor, physical evidence factor, plan factor, prioritize factor do not affect the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during public holidays (Figure 3).

Figure 3. The results of the multiple regression analysis of tourism marketing mix factors affecting the decision to revisit Japan of Thai millennial tourists in Bangkok during the public holidays



Conclusions

The aforementioned information would benefit tour groups and related agencies in Thailand in creating measures and designing tour packages that can support the needs and behaviors of millennial Thai tourists in Bangkok who

like to travel during the holidays and often choose to travel to Japan repeatedly. Relevant agencies and Thai travel agencies can use the research results to increase knowledge and formulate policies, strategies, and guidelines to strengthen the country's tourism activities and attract Thai millennial tourists in Bangkok to choose to travel on holidays in Thailand instead of traveling abroad. Additionally, this is an opportunity to expand business and redesign policies to attract this group of tourists to choose to travel more domestically by government agencies. Therefore, tour operators and relevant agencies need to pay attention to factors affecting the decision to travel repeatedly in Japan through tour operators of Thai millennial tourists in Bangkok during the holidays. It must pay more attention to organizing tour programs that are more specific programs, such as programs for single women traveling alone or programs for men that focus on nightlife, etc. According to research, it was found that each gender (male, female, etc.) affects the decision to travel repeatedly in Japan of Thai millennial tourists in Bangkok during holidays through tour operators as well as the age factor. Therefore, service providers or entrepreneurs must pay more attention to designing programs that are suitable for a wide range of ages and genders; for example, GEN Y who love to take pictures; so, travel programs may have to give time to take pictures and take the important places where this group of tourists can make content for reviews on social media, etc. As well as the status factor, the study found that married people and single people among Thai millennial tourists in Bangkok have different needs. Therefore, tour programs and travel activities must take into account family groups, couples, LGBT+ groups, or even singles who must choose from a variety of services. In addition, occupational and income factors also affect the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during the holidays as well. For instance, high-paying occupations often require convenience, and in the middle-income group, they need for value for money in tourism, etc. Therefore, tour programs with a variety of prices for the tourists can choose, resulting in the tourists always choosing to travel repeatedly.

In terms of tourism marketing mix factors, entrepreneurs should focus on promoting tourism marketing for Thai millennial-age tourists in the Bangkok to encourage repeat tourism during the holidays by focusing on creating and promoting marketing through product quality and service quality that is easily accessible, suitable and worth the price paid, and it must have a distinctive identity and uniqueness enough to be attractive by focusing on creating a variety of quality products and services for people of different ages, genders, statuses, and incomes in line with the country's economic conditions as well as focusing on activities suitable for quality, etc. Moreover, marketing promotion must be developed for all groups of people, all ages and able to travel regularly in every season, variety of formats, both online and offline (Hybrid Promotion), focusing on the program schedule during long Thai holidays. The company's processes must not be complicated. If any process can be reduced to reduce the complexity, it should be accelerated. This should consider the size of the company and the context of the business and its unique standards. For program design, companies or entrepreneurs should also pay attention to the politics of the destination country with peace and safety, and having the laws to protect foreign tourists and laws to promote tourism from abroad, such as reducing visa fees, reducing taxes on goods and services for foreign tourists etc., because these laws are part of controlling and determining the income or profit of tour companies and operators of Thailand, both directly and indirectly. Moreover, performance management is an important part to measure the long-term survival of companies and entrepreneurs. These arrangements affect the future repeat service of Thai millennial tourists in the Bangkok. As for the last factor that should be paid attention to is marketing promotion through presentation and public relations which can be done by giving importance to the word "diversity", for example, presenting and publicizing travel packets on a variety of routes, presenting and promoting a variety of services or even presenting and promoting various activities and souvenirs, etc. Because at present, according to the study of Thai millennial tourists in the Bangkok who like to repeatedly travel to Japan during the holiday, it is often a diverse and niche group. Therefore, emphasizing activities and packages that are diverse and accessible to all groups will be an opportunity for operators to meet the needs and be able to sell new tour packages for the same group of tourists who have used the service to repurchase.

As mentioned above, it is therefore an important reflection that if tour operators and tour operators selling tours to Japan take guidelines or promote tourism marketing for Thai millennial tourists in the Bangkok who often travel in Japan in repeated holidays, in order to adapt and use as information in creating and designing the company's program, it may be an opportunity to build a customer base or Thai millennial users in the Bangkok to consider the provided service again the next possible occasions.

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Credit Authorship Contribution Statement

Nattada Srimuk: conceptualization, investigation, methodology, software, formal analysis, writing - original draft, visualization, supervision, data curation, writing - review and editing and funding acquisition.

Therdchai Choibamroong: conceptualization, investigation, methodology, software, supervision, data curation, validation, writing - review and editing.

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Vorada Panpeng: investigation, methodology, data curation and validation.

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Declaration of Competing Interest

The authors declare that it has no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Community Empowerment in Tourism Village Areas: Efforts to Maintain the Sustainability of Tourism Activities

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Abstract: The research aims to provide input for the sustainability of tourism activities in the village through community empowerment programs. The research was performed at the Belangian village, South Kalimantan Indonesia with samples consisted of 127 people. The analysis in this research is a PCA factor analysis. The result shows that the first factor influencing community empowerment is physical capital and social capital, with correlation values of 0.892 and 0.749, respectively. The second factor is human capital and empowerment capabilities, with correlation values of 0.699 and 0.748. Communities are enthusiastic about implementing various empowerment programs, so tourism activities in this area can be sustainable.

Keywords: tourist village; community empowerment; sustainable tourism; Belangian.

JEL Classification: Q01; Z32; R11.

Introduction

Tourism has become essential in developed and developing countries (Amiruddin *et al.* 2022). In Indonesia, for instance, the tourism industry is the primary source of foreign exchange. (Antara and Sumarniasih 2017). However, following the COVID-19 pandemic, the tourism industry in Indonesia experienced a decline. Now, the

government is attempting to revitalize Indonesia's tourism sector (Atmojo and Fridayani 2021). Efforts to revive the tourism industry are supported by the National Economic Recovery Program (Sundari 2022). Tourism and the creative economy are facilitated through a range of initiatives, specifically centered around promoting a sense of pride in traveling inside Indonesia, fostering pride in locally produced goods, and implementing the Indonesia Care/I Do Care program within the hotel and tourism industry (Parlindungan and Manurung, 2023; Rosyadi *et al.* 2022). In line with these efforts, the government is also implementing tourism development by developing villages to increase economic growth (Hajar, 2019; Utami *et al.* 2019). Empowering village communities is important in this case.

1. Literature Review

Community empowerment is an economic development concept that summarizes social values (Hikmawati, 2022; Sarjiyanto *et al.* 2022). Two essential meanings are power and weak groups (Yahya *et al.* 2018). An activity that emphasizes community participation and involvement in every stage of empowerment (Gutierrez, 2023; Habib, 2021). Community empowerment also involves awareness, capacity building, and empowerment (Achmad *et al.* 2023; Rubin *et al.* 2016). Several activities in community empowerment include: first, capital assistance; second, business infrastructure development assistance; third, mentoring assistance; and fourth, institutional assistance (Rafandi and Susanty, 2023). One form of community empowerment is involving and strengthening the community's ability to manage tourism programs through local community work groups known as tourism awareness groups (Muhaimin and Abbas, 2022; Normelani *et al.* 2022). The community empowerment process can be carried out through the development of tourist villages (Arida *et al.* 2019; Parantika *et al.* 2020; Sutawa, 2012).

Tourist villages offer various rural potentials developed as tourism products (Arismayanti *et al.* 2019; Juliana *et al.* 2021). There are 4A elements that must be considered, namely attraction, accessibility, amenity, and ancillary, in order to attract tourists to visit the village (Adnyana *et al.* 2022; Aling and Semadi, 2023; Narawati *et al.* 2021). The goals of tourist villages include increasing community empowerment rural development (Hermawan and Suryono, 2023; Lubis *et al.* 2020; Sulaiman *et al.* 2019). Increasing public awareness of tourism activities (Ghobadi and Verdian, 2016; Hidayatullah *et al.* 2018). Increasing community welfare in tourism activities (Basalamah and Mawardi, 2022; Ghobadi and Verdian, 2016; Hidayatullah *et al.* 2018). The tourist village functions as a place for the is channel inspiration related to tourism activities (Kontogeorgopoulos *et al.* 2015; Richards, 2020). A place for natural and cultural preservation (Irfan and Suryani, 2017; Nugroho *et al.* 2018). and a place where the community participates in tourism activities (Gao and Wu, 2017; Hakim *et al.* 2018).

The success of developing a tourist village cannot be separated from the role of tourism awareness groups (pokdarwis) and the community as the spearheads of tourism activities in rural areas (Moch *et al.* 2021; Setyaningrum *et al.* 2022). The Pokdarwis program aims to make local communities aware of tourism activities (Arisanty *et al.* 2019). This group functions as a motivator, activator, and communicator in the tourism sector, which seeks to develop society by realizing sapta charms through various tourism object development programs (Despica and Zuriyani, 2022; Eky *et al.* 2022; Gani *et al.* 2023; Wahyuni *et al.* 2023). Pokdarwis consists of the person in charge, chairman, secretary, treasurer, and members, all of whom are residents of the tourist village (Sasongko *et al.* 2019; Wardani *et al.* 2023).

Belangian Village has been designated as a tourist village since 2019. This village has become an important icon for the Meratus Mountains Region in South Kalimantan Province, Indonesia. This village has been designated as a tourist village because of the natural and cultural beauty of this area. The beauty of the mountain peaks and mountain valleys makes this area a place visited by tourists who are interested in climbing. Apart from that, the presence of dance, traditional food, and crafts makes this village a very attractive cultural tourism destination (Normelani *et al.* 2023). Tourism management in this area is managed by the community, which is made up of members of the tourism awareness group. Despite this, it turns out that this tourist village has not been able to develop well. The number of tourist visits is still limited. The community groups involved have not been able to manage the tourist area well. Through community empowerment in tourism activities, it is hoped that tourism activities can run well and can increase the community's ability to manage this tourist area. The aim of this research is to analyze the factors that play a role in community empowerment and the role of the community in the sustainability of tourism activities in Belangian Village.

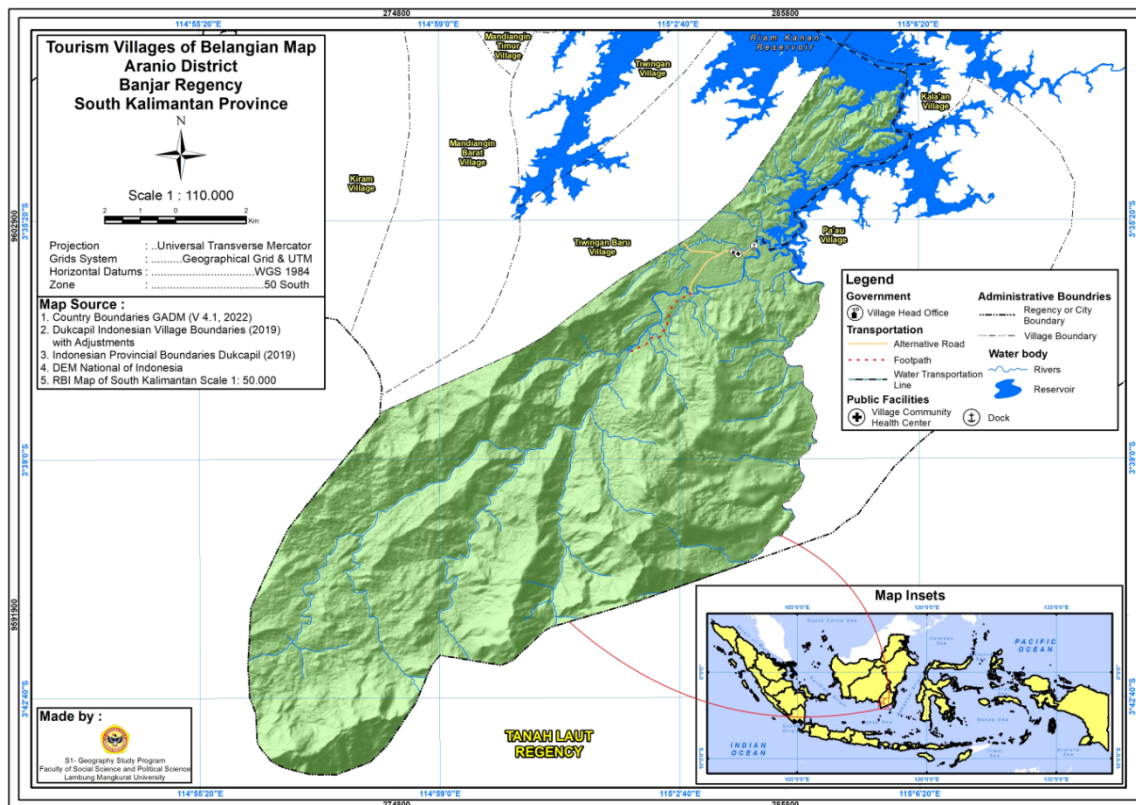
2. Methods

The research was carried out in Belangian Village, Banjar Regency, Indonesia. The research location is shown in Figure 1. The respondents for this research were 127 people in the Belangian tourist village. The variables

identified are physical capital, human resource capital, social capital, and the ability of empowerment actors. The number of questions is 27 with an answer scale of 1-4 (strongly disagree or strongly agree) (Table 1).

Furthermore, a series of interviews were conducted with key stakeholders including the village chief, the chairman of the tourism promotion organization, and local officials involved in various tourist-related endeavors inside the village.

Figure 1. Location of Belangian Village



The principal component analysis (PCA) is used to identify the most influential factors in empowering the community to maintain the sustainability of tourism activities in the area. With PCA, large data with many variables and observations are reduced before analysis (Kherif and Latypova, 2020). This analysis was carried out using SPSS 22.

3. Result and Discussion

3.1 Physical Capital in the Belangian Village Tourism Area

The infrastructure in this tourist village includes a village office, meeting place, pier, accommodation, which is managed by the community in the form of residential houses for rent, and two-wheeled vehicle rentals to get to the peaks and valleys of the hills. The accommodation provided by the community includes meals, tour guides, and delivery from the residents' homes to the hilltops and valleys using motorbikes (Figure 2). All infrastructure facilities are provided and managed by the community in the tourist village.

In the Belangian tourist village, there is a village pier with a route from the Riam Kanan pier to the village pier. The travel time from the Riam Kanan pier to the village pier is around 2 hours along the Riam Kanan reservoir. There is no road access available to get to this tourist village. Access to this village is only via water. To get to this tourist village, tourists can use a boat or motorized boat with a boat rental fee of around 400 thousand rupiah per boat. The boat must be rented at the Riam Kanan pier because there is no regular transportation to the tourist village. The limited availability of access to these tourist areas means that tourists who come are not usually optimal because access is difficult to get to tourist village locations. In this tourist village, there is also a meeting place in the form of a hall for community events, such as village meetings, youth organization meetings, and tourism awareness group meetings. The function of the hall is also to serve as a place for training in tourism

village community empowerment programs. Toilets are found in people's homes and in village halls. There are no special toilets provided for visitors who come to the location.

Table 1. Variabels, indicators and list of questions

Variables	Indicators	Questions	
Physical assets	Transportation facilities and infrastructure	The availability of transportation facilities and infrastructure is crucial for accessing tourism destinations.	
	Availability of parking/dock	The availability of sufficient parking and dock facilities is essential at tourist destinations.	
	Availability of toilets and clean water		The availability of restroom facilities is essential at tourist destinations.
			The supply of clean water is crucial in tourism destinations.
	Health facilities and infrastructure		Health infrastructure at tourist locations
			Health facilities include the availability of medicines and health workers
	Availability of restaurants	Availability of restaurants at tourist locations	
Availability of accommodation	Availability of accommodation at tourist locations		
Human capital	Availability of human resources	Availability of human resources in managing tourist locations	
		Human resources from tourism awareness groups (Pokdarwis), the general public and local government	
		Skills in guiding tours and managing tourist locations for tourism sustainability	
	Ability to build interactions	Ability to interact and coordinate between stakeholders in managing tourism for tourism sustainability	
Social capital	Public trust	Mutual trust between community groups in managing tourism for sustainable tourism	
	Norms in society	Rules and norms that apply to managing tourist areas for sustainable tourism	
	Involvement in social organizations	Community involvement in tourism awareness groups as a driver for tourism sustainability	
		The importance of institutions both formed by the community and local government for sustainable tourism	
The ability of empowerment actors	Knowledge	Community knowledge of the characteristics of tourist locations in managing sustainable tourism	
	Attitude	Community concern for the progress of tourist areas for sustainable tourism	
	Skill	Skills in managing tourist areas for sustainable tourism	

Health infrastructure is available at village health centers, with health workers not staying in the village only on certain days. The community carries out regular outreach on nutritional and health needs every month, supported by a community-based drinking water and sanitation program (pamsimas). These health facilities can be used by tourists when they become sick during tourism activities. At the tourist village location, there are still no restaurants available. Travelers' food and drink needs as well as accommodation. When tourists have booked accommodation, they will get eating and drinking facilities. These facilities are managed by the tourist village community. At tourist locations, there are kiosks selling various packaged foods and drinks that can be used by tourists. At tourist locations, adequate clean water is also available for drinking purposes. Access to drinking water can be accessed by the community through pansimas activities, so it is very supportive of tourism activities.

Figure 2. Gate of Belangian tourism village and residents' houses used as accommodation.



According to (Liu and Wu, 2019), the completeness of physical capital in tourism development is very important to improve services for visiting tourists. In line with the opinion of (Singgalen *et al.* 2019) that tourism development will create added value in all aspects of tourism, starting from infrastructure and tourist attraction objects, The development of tourist infrastructure aims to create tourist satisfaction in enjoying their vacation time. Not only that, but other programs such as increasing the competitiveness of tourism products are very necessary to encourage strengthening the structure of the tourism industry (Dwyer, 2022). Infrastructure innovation is the most important way for an organization to create value for visitors and achieve a competitive advantage. The product innovation process will have a direct impact on the success of an organization, as shown by increasing revenue and profits (Su *et al.* 2019).

3.2 Human Resource Capital in the Belangian Village Area

The population in this village is 352 people, with 167 male residents and 185 female residents. The number of families is 110. The education of the people in Belangian village is dominated by 50 people who have completed elementary school or equivalent, 45 people have completed junior high school, 50 people have graduated from high school, 20 people have a D3 degree, and 8 people have a bachelor's degree. On average, the population in this village has elementary-high school education; although there are some who have higher education, there are still many who have low education. Pokdarwis members come from village communities, dominated by the young age group. Pokdarwis consists of a chairman, secretary, person in charge of security, cleanliness and beauty, tourist attractions, community relations, and business development. Pokdarwis have participated in training activities including sapta charm training, tourism awareness, music and dance, and sasirangan handicrafts. The community is very enthusiastic about participating in empowerment activities, but empowerment activities are still limited due to the village location and limited access.

The young age group has high enthusiasm for engaging in tourism activities. Children aged 7–10 really master the dances created by the Banjar tribe to welcome guests. The children even performed their dances outside the tourist area. Village youth play an active role as tourism guides, providing music and pencak silat. Apart from the young age group, other community groups also have an equally important role in tourism activities. The people realize that their village is a tourist village, so they serve tourists very well.

Coordination between community groups is very good; they already know what they will do when guests arrive. They already know their respective duties when tourists come. The village head, pokdarwis, and community have been very good and responsive. There is no need for repeated coordination because this village is often visited by tourists.

The skills of the people at this tourist location are not only in managing the tourist area, but they also have the ability to make tourism products that can be sold directly. They make and sell sasirangan cloth using natural dyes from ironwood powder, plant roots, and leaves, so the selling price of batik is around 400–500 thousand pesos per piece of cloth. This price is far above the price of Sasirangan batik sold elsewhere, which uses artificial dyes, because the quality of the Sasirangan batik cloth produced is of high quality.

This high tourism awareness is apparently not accompanied by sustainable programs. For example, when there is sasirangan training and dyeing sasirangan cloth, it is only limited to that program and for a limited time. This program was then not continued with other programs, for example, good packaging and good marketing. Sasirangan batik cloth, which has high quality, is not accompanied by a good packaging and marketing process,

which can cause limitations in marketing their products and is only sold in tourist areas. The community wants continuity in training activities, not just occasional programs. However, the people's wishes still cannot be realized due to budget constraints and limited accessibility to the tourist village.

Tourism as an industry is very dependent on human existence. The realization of tourism is an interaction between humans who travel who act as consumers, namely the parties who travel/tourists, and humans as producers, namely the parties who offer tourism products and services. So, one of the human aspects acts as a driving force for the continuity of the tourism industry in a country (Haldorai *et al.* 2022).

The existence of human resources plays an important role in tourism development. In tourism, human resources include tourists or workers (employment). This is in line with the opinion of (Hermawati *et al.* 2020) that human resources are an important aspect of tourism because tourism requires intervention from human resources so that it can develop and increase tourist visits.

The role of HR as workers can be in the form of HR in government institutions, HR who act as entrepreneurs (entrepreneurs) who play a role in determining the satisfaction and quality of workers, experts and professionals who play a role in observing, controlling, and improving the quality of tourism, and what is no less important is the community around tourist areas, which are not included in the above categories but also determine the comfort and satisfaction of tourists who visit the area.

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So that the role of human resources can help optimize tourism development, good management and regulation must be carried out regarding the factors that influence the quality of the role of human resources in tourism. Training can improve HR's ability to understand practitioner knowledge, which aims to improve skills, abilities, and attitudes toward achieving the goals required in the organization.

3.3 Social Capital in the Belangian Village Tourism Area

In this tourist area, no crime has ever occurred, and the relationship between the younger generation and the older generation is very harmonious. There are never any disputes between village administrators and the community. The village head has a very good role, both as a village leader and as a coordinator of tourism activities. When the village head gives instructions, the community will immediately carry them out according to the village head's instructions. The existence of trust in the community causes the community to look after this tourist area well. There are many taboos that apply in the village, and polite behavior must be implemented by the community and tourists who come to visit. These conditions cause this tourist area to develop well and provide a sense of security and comfort to tourists.

The community is very actively involved in the Pokdarwis Kahungraya organization, so that when there is a visit, the village community is ready to serve the visitors who come. The community is actively involved in village meetings when there are village activities; for example, there is mutual cooperation, welcoming guests, attractions, and food offerings in the village. Pokdarwis was formed by the Banjar district tourism office, and the person in charge is the village head. This is in line with studies conducted by (Zhang *et al.* 2021), which state that the formation of social capital does not stand alone but is a process related to the support of traditions, community norms, and the spirit of togetherness, which run in the same direction as the dynamics of the socio-economic supporting components. other. Social capital promises individuals in a community the ability to mobilize support for tourism development, solve collaborative challenges, and attract tourists (Musavengane and Kloppers, 2020). Strengthening social capital will provide and increase community motivation and skills, as well as the ability to capture and develop tourism development opportunities (Zhang *et al.* 2021). Furthermore, (García-Villaverde *et al.* 2021) explain social capital, which consists of trust between communities, networks, and norms, which they believe can improve coordination in society.

Optimized social capital can increase community participation. Increasing village community participation can facilitate the planning, implementation, and evaluation of various village development programs, including tourism development programs in villages, for the development of local tourist villages. The tourism village development that has been carried out needs to be evaluated so that it continues to develop sustainably. This evaluation is carried out by measuring the performance of the tourist village, namely the level of success over a certain time period. The results of good performance in tourist villages that have been developed will have an impact on improving the welfare of the community. This will increase people's motivation to continue to increase their social capital.

Community empowerment capabilities in tourism activities in the Belangian Village area. The community really understands the characteristics, physical potential, and social culture of this tourist village. They know the tourist area very well, so their ability to become tour guides is very good. The community is also very enthusiastic about tourism activities; when tourists visit, they will be well served. The existence of coordination from the village head means that tourism activities are well coordinated. These community groups already know their respective duties. The weakness of tourism activities in this village is the lack of creativity in tourism activities. People also tend to wait for tourism-area empowerment programs from the local government.

There is a lot of potential that has not been managed optimally by the community due to the limited capabilities, funds, and creativity possessed by the community, so the community does not take the initiative to create its own empowerment program or bring in experts to train tourism actors. For example, they know that their traditional food has a very good taste, but they are not creative in making the food have a high selling value. Apart from that, Sasirangan cloth and craft products have not been optimized in packaging and marketing. This causes limitations in the income earned by the community.

The involvement of the community in tourism development and management is an important factor because they better understand the conditions of their region. (Dai *et al.* 2021) explains tourism-based community empowerment for tourism, which provides opportunities for local communities to control and be involved in tourism management and development. According to (García-Villaverde *et al.* 2021), community empowerment consists of three stages: the stage of awareness and formation of behavior towards conscious and caring behavior so that one feels the need to increase one's own capacity; the stage of transformation of abilities in the form of knowledge insight and skill proficiency; and the stage of increasing intellectual abilities and skills so that they are formed. initiative and innovative ability to lead to independence.

The form of community empowerment at the implementation stage is realized in the form of community involvement in providing various supporting facilities that can meet the needs of tourists while at the tourist destination in the form of tourist attractions, stalls that provide food, drinks, and souvenirs, homestays, and the use of workers from the local community. Active participation of local communities in tourism planning and management is important in building sustainable tourism, and in this case, the empowerment of local communities is at the top of the level of participation that ensures better implementation in realizing sustainable tourism in the destination area (Joo *et al.* 2019).

3.4 Community Empowerment in the Belangian Tourism Village for the Sustainability of Tourism Activities

Calculation of the factors that most influence community empowerment using the Principal Component Analysis (PCA) method. Factors that influence community empowerment are physical capital, human resource capital, social capital, and empowerment capabilities. All variables have a correlation value > 0.5 , so all assets can be included in the calculation (Table 2).

Table 2. Communalities

	Initial	Extraction
PC	1.000	0.796
HC	1.000	0.688
SC	1.000	0.567
EA	1.000	0.765

Extraction Method: Principal Component Analysis

Table 3. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.760	44.010	44.010	1.760	44.010	44.010
2	1.056	26.407	70.417	1.056	26.407	70.417
3	.811	20.275	90.692			
4	.372	9.308	100.000			

Extraction Method: Principal Component Analysis.

Table 4 describes the variables that influence community empowerment in tourist village areas to maintain the sustainability of tourist areas. Factors that influence the first group are physical capital and social capital, with correlation values of 0.892 and 0.749. The second factor that influences community empowerment is human

capital and empowerment capabilities, with correlation values of 0.699 and 0.748. Physical assets have a huge influence on the process of community empowerment. The existence of facilities and infrastructure influences the sustainability of this tourism activity and the sustainability of empowerment programs that have been implemented by the regional government. The difficulty of access to this tourist village can cause community empowerment for sustainable tourism to be low, even though the community's desire to participate in tourism activities is very high.

Table 4. Component Matrixa

	Component	
	1	2
PC	.892	.036
HC	.447	.699
SC	.749	-.078
EA	.452	.748

Extraction Method: Principal Component Analysis.
2 components extracted.

The realization of sustainable tourism through empowering local communities is one development implementation that can use the Cittaslow concept. This is supported by the Cittaslow concept, which focuses on community empowerment and community participation in improving the quality of life and preserving the environment. The application of Cittaslow philosophy, namely creating community involvement in tourism planning, is very important to be carried out in order to build understanding between the government and the community in managing local resources. This approach not only requires managing local resources effectively but is also expected to create value and empower communities to carry out tourism activities well.

Community-based tourism leads local businesses to plan, develop, and manage the tourism potential in their area. This community effort will then increase community interest in tourism and the management of potential natural resources around them. By managing resources in local communities, this will lead to the formation of sustainable communities. In this way, local communities can participate effectively and play a role in the decision-making process. The community can also interact with other parties, such as the government, the private sector, NGOs, and immigrants. The community is the most important factor in the tourism development process in a region because it acts as a promotional agent that aims to build interaction and participation in decision-making and resource management.

Conclusion

Based on the research findings, it can be concluded that the variables that influence community empowerment in tourist village areas in maintaining the sustainability of tourist areas are two factors, namely: The first factor is physical capital and social capital, with correlation values of 0.892 and 0.749. The second factor that influences community empowerment is human capital and empowerment capabilities, with correlation values of 0.699 and 0.748. The process of community empowerment and involvement can be a driving force in implementing sustainable tourism in Belangian Village because it can increase community enthusiasm for introducing cultural knowledge and experiences to visitors. Apart from that, effective collaboration between the government, local communities, and other stakeholders can increase opportunities to realize sustainable tourism in Belangian Village.

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Credit Authorship Contribution Statement

All authors have contributed equally.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Factors Affecting the Development of Community-Based Night Tourism in Vietnam: A Case Study in Sapa-Lao Cai

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Abstract: This study identifies the factors affecting the development of community-based night tourism, thereby making recommendations to develop community-based night tourism in a sustainable way. Exploratory factor analysis (EFA) combined with linear regression was performed on a survey of 391 tourists who had been to Sapa. Research results show that there are 5 influencing factors: (i) environment, (ii) culture and services, (iii) infrastructure, (iv) security and safety, (v) main tourism development policy. In particular, the factors "security, safety" and "infrastructure" have the strongest influence on the development of community-based night tourism in Sapa. On that basis, the study proposes some recommendations to develop community-based night tourism in a sustainable way.

Keywords: night tourism development; influencing factors; community; Sapa.

JEL Classification: Z32; Z30; L83; P25; R11.

Introduction

Night - time economy is a field that has been interested in many countries, in modern and bustling cities around the world (London 2018), (Houghton and Rowell 2017). Activities that take place after 5 pm and last until 6 am have contributed significantly to promoting economic development, creating jobs, surplus value and attracting foreign currency. Tourism plays a significant role in the development of the night economy through tourist walks, light festivals, tourist attractions open to late visitors, bars, restaurants...

In the world, night tourism is popularly developed in countries with developed economies: the US, Europe, Australia and many cities in Asia. Nowadays, nightlife has also appeared in many places in developing countries, small cities or tourist destinations. Stemming from the needs of tourists, the nightlife in these destinations is interested in promoting; The relationship of the night economy and tourism becomes close thanks to the increasing appearance of tourists.

In Vietnam, night tourism has not had any official studies to determine its scale as well as its impact on the socio-economic life of the country. In some big cities: Hanoi, Ho Chi Minh City, Da Nang, night tourism is more attractive and diverse because many services, events, food streets, walking streets... are organized at night (Quynh and Thuy 2019). In addition, in many tourist cities such as Da Lat, Nha Trang, Hue, Sa Pa ... night

entertainment services are also interested in order to prolong the activities of tourists, although it is still quite monotonous, duplication between destinations.

Sa Pa is a tourist town in the northern mountainous region of Vietnam. Thanks to the advantages of cool and temperate climate on high mountainous terrain, this place was soon exploited for resort purposes. Sa Pa is also home to many ethnic minorities with many unique and diverse indigenous cultures that have been preserved up to now. The culinary values of the local people, the love market for relationships, meeting and falling in love, performing folk music every weekend night in the city center... are special features of community culture that visitors to Sapa want to experience (Tinh 2020). Therefore, in addition to some services of an urban area (karaoke, restaurants, squares ...), Sapa also has many unique indigenous values of ethnic minorities to create the attractive, unique night tourism products.

Therefore, our research proposes 2 questions about the development of community-based night tourism in Sa Pa as follows: (1) What are the values of night tourism resources in Sapa?; (2) By which factors and their extent is night tourism in Sapa affected? What needs to be done to develop night tourism associated with preserving indigenous community values in Sa Pa?. Therefore, the purpose of the study is set out as follows: Firstly, the theory of night tourism and factors affecting the development of night tourism. Secondly, analyze the characteristics of the value of night tourism resources in Sa Pa and evaluate the factors affecting night tourism activities in Sa Pa. Thirdly, we propose some orientations for developing night tourism on the basis of preserving and promoting community values in this locality.

1. Literature Review

1.1. Night Tourism

Night tourism or tourism activities that take place during the night has become an important area for the enrichment and prosperity of the night economy (Chen *et al.* 2020). The development of the night economy along with efforts to perfect policies that allow many services, public entertainment spots, and attractions to open late at night have increased the attraction for tourists.

"Night Tourism is the extension and expansion of regular tourism activities in the daytime" (Chen *et al.* 2020). In many studies related to night tourism, we find a focus on the relationship between "night" and "travel"; boundaries of "night" and "day" in 24-hour cities, and in particular the way that night creates attraction for tourists (Eldridge and Smith 2019a). Accordingly, the night plays an increasingly important role in creating space and time not only for tourists but also for residents of cities; the boundary between day and night is blurring and tourism is the driving factor (Kreitzman and Foster 2011).

Hwasung Song (Song, Kim, and Park 2020) argues that night tourism can be classified as typical tourist activities; it may include sightseeing, seeing performances and participating in tour programs like daytime tourism activities. Tourism activities at night are therefore considered in three aspects: (1) expansion of traditional daytime tourism activities at night (museums, galleries and other attractions...); (2) using the night as a tourism resource to develop some products of special experiences thanks to darkness (stargazing, astrology, wildlife observation...); (3) create the attractiveness of the city at night from works and events using lighting effects (Eldridge and Smith 2019a). Therefore, the attraction from adventure, experiencing new atmosphere is the target of night tourism in particular and more inclusive than night economy. Moreover, the subjects participating in night tourism are not only distant tourists but also city residents who also become significant consumers of these night tourism products.

Today, night tourism is very developed in urban destinations, major cities in the world - where the night economy was formed early. Besides the "big guys" who are European, North American, and Japanese cities, Asian destinations are no less crowded because of the attraction from unique tourism products and cultural experiences at night (Chen *et al.* 2020, Qi 2021, G. Chen and Tong 2021; Tian, Zheng, and Wang 2021)... In China, night tourism has formed four development models : performance (modern and folk performing arts activities), landscape (tour, night view), participation (snacks, shopping, entertainment) and holistic (direction) to the design of overall night sightseeing tourist routes) (Qi 2021). Evans (Evans 2012) analyzed late night events/festivals and confirmed that perceived benefits from night economic growth such as improved vitality of areas, expansion of entertainment venues , increase the number of citizens, increase the number of jobs, increase the number of tourists and activate investment of businesses in other economic areas. In addition, night tourism can enrich the local culture as it not only attracts tourists from the outside but also creates consumption opportunities in the city for locals (Eldridge and Smith 2019; Evans 2012)

The study of N.Chen *et al.* (2020) (Chen *et al.* 2020) summarized three sustainable functions of night tourism: increasing economic benefits (stimulating consumption and night trade, attracting large numbers of

tourists and enhancing potential business opportunities); contribute to social and cultural sustainability while promoting environmental protection behaviours. Moreover, the development of night tourism contributes to significantly improving the traditional mode of tourism, promoting tourism industry linkages. Although there are many studies on night tourism that emphasize the negative effects (alcohol abuse, violence, crime (Amador *et al.* 2011,52, Eldridge 2019)... but night tourism still proves to be a special attraction in urban areas, showing the cultural characteristics and styles of local people.

1.2. Factors Affecting the Development of Night Tourism

Night tourism, like many other tourism activities, is always influenced by many different groups of factors. Many early studies identified night lights in destinations as creating attraction for the activities of night tourists (Baker 2015, Qin *et al.* 2011) because of the expansion of buildings and activities. Lighting intensity, night activities become "more and more colorful" (Qin *et al.* 2011) Besides, many factors such as climate at night, abundance of attractions, night culture environment as well as market demand for local people's activities...also influence the development of night tourism in a destination.

First of all, the nighttime climate with a suitable temperature for visitors to participate in activities requires not too hot during the day in tropical regions and not too cold at night in temperate regions (Qin *et al.* 2011); or have four-season weather with its own beauty that attracts tourists to explore at night (Quynh and Thuy 2019). In some studies, the factor of more pleasant weather at night was mentioned as an advantage to expand sightseeing (Zmyslony and Pawlusiński 2020); or the main motivation for choosing a 'nightlife' destination (Amador *et al.* 2011).

The environment and atmosphere at night is created not only in the natural aspect but also in the cultural value (the author calls it local wisdom) that makes the attraction and brand of the night tourism destination (Selly *et al.* 2020). In terms of culture, habits and nightlife habits (influenced from hot weather conditions in the day) such as drinking tea, entertaining friends, walking in the evenings have created wealth of nightlife cultural heritages, which tourists participate easily (Qin *et al.* 2011) Chinese, Korean, and Taiwanese scholars show that night tourism in many Asian countries is interested in exploiting traditional cultural products: night markets, folk art performances, night cuisine, boating night, heritage tours (Lee *et al.* 2008, Guo *et al.* 2011)... Studies the case of the Dong village (residence of the Dong ethnic group in Hunan, China) by the authors Tian, Z and Wang has revealed an analytical framework on the relationship between traditional culture at night in the development of night tourism, associated with cultural heritage protection (Tian,Z and Wang 2021). Among the services that attract visitors at night, the night market is considered as the factor "lets the tourists understand the local culture and the custom first", especially the cuisine and goods with local characteristics are considered as the factor attracting international tourists to the night market (London 2018, Houghton and Rowell 2017).

From the perspective of visitors' perception, the factors "Affordable perception of price", "Current value", "Emotional value", "Cultural intellectual value" and "Social value" affects product and nighttime visitor engagement (Zhao *et al.* 2016). Night tourism services, infrastructure and people's awareness of night tourism are also factors that will contribute to promoting night tourism in the destination (Song and Zhou 2020), (Nghia *et al.* 2017) or demand for health care, accommodation services (Nghia *et al.* 2017, Quyen *et al.* 2019). Furthermore, night tourscape comprises space presentation, night atmosphere, merchandise, night activities, crowds, and culture display directly stimulates tourists' sensory experience (Ruan, W.R *et al.* 2023).

Safety issues of tourists participating in night tourism (Hsieh and Chang 2006) (Thin and Huynh 2014) policies for destination night services (Song and Zhou 2020, Tran 2022) all affect the development of night tourism in destinations.

Thus, the research overview shows that the groups of factors affecting night tourism activities in the destination include: climate of the destination, culture and nightlife activities of local people, infrastructure and technical facilities, security and safety of visitors, policy of developing night tourism services. All factors are inherited to build an analytical framework for the case study of the article.

2. Research Methodology

2.1. Methods of Data Collection and Processing

To carry out this study, the authors used the main methods: synthesis method, secondary data analysis and survey by questionnaire to get information about the factors affecting the development. Community-based night tourism in Sapa - Lao Cai - Vietnam. For secondary data, the research is collected from various sources: internet, scientific journals, documents of local tourism management agencies (Department of Culture, Sports and

Tourism, the tourist information center of Sapa district), then conduct an analysis, assessment and synthesis of the number of tourists, tourism revenue and the existing tourism potential of Sapa - Lao Cai.

Primary data was collected using a questionnaire. The questionnaire structure consists of 2 parts. Part 1 is questions about the respondents' general information. Part 2 includes questions about factors affecting the development of community-based night tourism in Sapa. The research team used the nominal scale for part 1, the nominal scale and the interval scale for the closed question of part 2. For the interval scale, the research team used a 5-point Likert scale. According to Saunders, the Likert scale of 4, 5, 6 or 7 points is commonly used for degree questions to capture more opinion (Saunders *et al.* 2009, 768). Some other researchers also pointed out that questions with 5 or 6 rating points are more appropriate. According to Dunn & Roberts, theoretically, Likert scale is ordinal scale; However, if the measurement is from 5 points or more, the actual test results show that the Likert scale has the same features as the interval scale (Dunn and Roberts 1999). Since it is not possible to establish a list of all tourists who will visit Sapa during the sampling period, the interview subjects of the study are all tourists traveling in groups (except for the elderly and children, tourists not staying overnight). After collecting the data, it was reviewed and entered on the software SPSS (Statistical Package for the Social Sciences) for windows version 20.0. The data were analyzed using the following methods: descriptive statistics, scale reliability and exploratory factors analysis. Exploratory Factors Analysis (EFA) aims to find out the independent variables in the research on community-based night tourism development and identify the important criteria in each factor. Besides, the linear regression analysis will show the influential factors and the degree of influence of the independent variables on the development of community-based night tourism in Sapa. That is the basis to give solutions and proposals for the development of community-based night tourism in Sapa - Lao Cai.

2.2. Research Models

There have been many studies evaluating the factors affecting night tourism. Factors affecting night tourism include: night climate; the native culture; night activities of local people; infrastructure, material and technical facilities of the tourist destination; safe security; tourism development policy of the destination (Figure 1)

Figure 1. Proposed research model



Source: Authors' proposal, 2022

From the above research model, the Likert 5 scale is used for the observed variables. Six criteria and 21 measurement variables were used to evaluate the factors affecting the development of community-based night tourism in Sapa - Lao Cai as follows Table1.

Table 1. Proposed measurement variables in the study

Factors	Sign	Variables	Source
Night climate	X1	Suitable night temperature	(G Qin, Meizhen, and Jin-hua 2011)
	X2	Clean air	(Zmyslony and Pawlusiński 2020)
The native culture	X3	Diverse and attractive local foods	(Evans 2012; Qin et al.2011)
	X4	Unique Indigenous People's Festival	(Qin et al. 2011)
	X5	Customs and habits of indigenous people	(Hsieh and Chang 2006; Qin et al. 2011)
Night activities of local people	X6	Exciting love market activities	(Selly et al. 2020) and the author's recommendation
	X7	The night market has many local specialties	(Thin and Huynh 2014; Hsieh and Chang 2006)
	X8	Many entertainment activities at night	(Nghia et al. 2017)
	X9	Health care services to meet the needs of visitors	(Nghia et al. 2017)
Infrastructure, material and technical facilities of the tourist destination	X10	Convenient transportation system for moving	(Nghia et al. 2017)
	X11	Stable free internet	(Nghia et al. 2017)
	X12	Various means of transport	(Nghia et al. 2017)
	X13	Fully responsive public service	(Nghia et al. 2017, Thin and Huynh 2014)
	X14	Hotels, restaurants to meet the needs of visitors	(Quyên et al. 2019)
Safe, security	X15	There is a hawker situation at the destination	(Quyên et al. 2019; Hsieh and Chang 2006)
	X16	No robbery, begging	(Thin and Huynh 2014; Hsieh and Chang 2006)
	X17	Friendly locals	(Quyên et al. 2019)
	X18	Maintain a clean and healthy environment	(Tran 2022)
Tourism development policy of the destination	X19	Regulations on long night hours	(Song et al. 2020)
	X20	There is a policy to support people doing business in night tourism	(Tran 2022)
	X21	Policy to control unhealthy entertainment activities at night	Suggested by the authors
Developing community-based night tourism in Sapa - Lao Cai	Y1	I see the development of community-based night tourism products in Sapa	Suggested by the authors
	Y2	I see an increase in the number of tourists participating in night tourism in Sapa	
	Y3	I see local people actively in developing night tourism	
	Y4	Overall, I see community-based night tourism in Sapa growing	

Source: Authors' proposal, 2022

The content of the survey question consists of three main parts:

Part 1: Exploiting key information of tourists: age, gender, education level, income

Part 2: Exploiting information about community-based night tourism activities in general such as: trip purpose, form of travel, popularity of this type of tourism with tourists through the source

Part 3: The questions focus on exploiting the factors affecting the development of community-based night tourism with 6 groups of factors and 21 evaluation criteria. In addition, this section also presents 4 questions for

the scale of community-based night tourism development. Respondents give their opinions on a 5-point Likert scale: (1) Totally disagree, (2) Disagree, (3) No opinion, (4) Agree, (5) Strongly agree. Agree

3. Research Results and Discussion

3.1. Research Sample Overview

Table 2 presents descriptive information about the survey sample obtained. Out of 391 respondents, 202 are female, accounting for 51.7%, the rest are male. In terms of age, tourists under 30 have 137 people (accounting for 35.0%), from 30 to 45 years old, there are 156 people (accounting for 39.9%). The number of tourists over 45 years old is only 98 people, equivalent to 25.1%. In terms of income, tourists with a monthly income of 10 - 20 million VND account for the majority with 195 people, equivalent to 49.9%. Of the 391 respondents, 28.6% of the respondents have an income of less than 10 million VND a month and 25.1% of the respondents have a monthly income of more than 20 million VND. Regarding the number of travel experiences in Sapa, the number of tourists who only went once was 276 people (accounting for 70.6%). 115 tourists (accounting for 29.4) traveled to Sapa - Lao Cai more than once.

Table 2. Profile of respondents (N = 391)

Indicators	Number	%
Gender		
Male	189	48.3
Female	202	51.7
Age (Years)		
Under 30	137	35.0
30 - 45	156	39.9
Over 45	98	25.1
Monthly income (million VND)		
Under 10 millions VND	112	28.6
10 – 20 millions VND	195	49.9
Over 20 millions VND	84	21.5
Sapa travel experience (time)		
One	276	70.6
More than once	115	29.4
Total	391	100

Source: Calculated from the author's survey data, 2022

3.2. Tourism Resources and Development Status of Community-Based Night Tourism in Sapa - Lao Cai

Sapa is a highland district of Lao Cai province located in the northwest of Vietnam. Sapa town, the main living area of the Mong, Dao, Tay, Giay, Xa Pho, Kinh, and Hoa ethnic groups, is located at an altitude of 1600m above sea level. It is 38km from Lao Cai city. The natural landscape of Sa Pa is combined with the creativity of people and the topography of the mountains and the forest green, making the place as beautiful as a picture. The diversity of ethnic culture in the majestic and colorful natural scenery has helped Sapa become one of the most attractive tourist destinations for domestic and foreign tourists. Sapa's tourism products currently mainly focus on ecotourism, resort tourism, and community tourism exploiting the strengths of nature and the people of this land. Sapa has become a busy tourist town in the northwest of Vietnam. In order to diversify tourism products, create attractiveness for tourists and prolong the stay of tourists at the destination, Sapa has issued some policies to develop services in the town – the central area of Sapa in which night tourism services are the main product to be exploited and developed.

Sapa has a lot of potential for tourism development, in which community tourism activities are strongly developed. Formed in the ancient land, Sa Pa has 6 main ethnic groups, including: Mong (54.9%), Dao (25.6%), Kinh (13.6%); Tay (3%), Day (1.6%) and other ethnic groups (Tinh 2020). In the high mountainous areas, the Mong and Dao have a tradition of cultivating upland rice on terraced fields along the mountain slopes forming a unique landscape that attracts tourists. In particular, Muong Hoa valley is an area with a unique landscape with terraced fields between rolling hills and mountains creating a space that is both majestic and poetic. With that natural landscape, prominent are the traditional cultural values of the ethnic minorities living in this area, forming villages with typical cultural values of each ethnic group such as: Ta Van village of the Giay people, Ta Phin village of the Red Dao people, Ban Ho village of the Mong and Dao people. Those cultural values include: architecture, houses, customs, festivals, traditional crafts, folk performing arts, indigenous cultural knowledge, folk

music and dance art. ... creates its own attraction for tourists (Tinh 2020) . The architecture of houses of ethnic groups in ethnic minority and villages also creates a unique attraction for tourists. The earthen walled house of the Mong people was built with the raw materials of soil, the stilt house of the Tay and Dao people.

The traditional handicrafts of the ethnic groups in the area are quite rich and diverse such as: brocade of the Dao, Tay, Mong,..., forging and casting of the Mong, knitting of the Phu La, etc. silver carving and jewelry making of the Mong and Dao ethnic groups (Tinh 2020). Folk performing arts such as Khen dances of the Mong people performed in festivals (Tet, monthly market, love market) are a unique cultural feature that attracts tourists.

Folklore knowledge such as experience in agricultural production, culinary arts with many famous dishes; Traditional pharmacology with the herbal bath of the Dao people, creating the uniqueness of the culture of the ethnic minorities in Sapa.

The art of folk music and dance of the ethnic groups in the area is very diverse and rich with many genres such as: Khen dance of the Mong people, folk dance of the Tay people, "Then", "Luon", "love" singing (Tinh 2020)...is the basis of Sapa's unique tourism products.

About traditional festivals, Sapa has about 10 festivals, including many special festivals, attracting tourists such as: "Roong Poo" festival of Giay people, "Put Tong" festival of Red Dao people , the festival "Nai Cong" of the Mong, the Dao, the Giay, the "Tet Dance" festival of the Dao, the "Gau Tao" festival of the H'mong, the "Down to the field" festival of the Tay people (Tinh 2020) ...creating a colorful and unique cultural picture, arousing tourists' desire to learn and experience. In addition, the Tay, Dao, and Giay ethnic groups have thousands of copies of ancient books in Nom script. In particular, in the town, there is an ancient stone carving area of Sa Pa which is carved with patterns showing images, maps, signatures, symbols, etc. Fairs in mountainous areas are not only a place for performances, trade activities, but also promote the traditional cultural values of the people of the upland ethnic groups.

The current status of community-based night tourism in Sapa is evaluated through 391 surveys of tourists participating in night tourism activities such as: going to the love market, experiencing the local culture (dance with flutes, enjoying local food), shopping at the night market, entertainment activities, health care (foot soak with traditional medicine). The survey results show that 85.7% of respondents under the age of 30 participate in these activities; 71.5% of people aged from 30 to 45 years old participate in night tourism; 64.3% of people over 45 years old participated. This shows that night tourism is popular among young tourists

Among night tourism activities, shopping at the night market is preferred by tourists with 76.2% of tourists participating. Love market activities, local cultural experiences with 54.7% and 54.5% of respondents participated. Health care activities (foot bath with medicinal leaves of the Dao people) appeal to 45.4% of the respondents. Nightlife entertainment services were attended by 42.3% of respondents. Through a survey of 391 tourists in Sapa, it is worth noting that shopping activities, local cultural experiences focus mainly on the under 45 age group, health care activities, entertainment activities. The focus is on people over 45 years old.

3.3. Evaluation of Factors Affecting the Development of Community-Based Night Tourism

3.3.1. Exploratory Factor Analysis Result (EFA)

The first exploratory factor analysis was performed with 21 observed variables. These observed variables are loaded into factors with the results of the tests to ensure that the EFA is significant. Among the 21 observed variables, the variable X2 (Fresh Air) does not belong to any obvious factors when their binding coefficients are all less than 0.5. Sapa has a temperate and subtropical climate, so the air is cool all year round. This is also a prominent feature of Sapa that tourists know even before they come here. Therefore, the element of fresh climate in the natural environment in Sapa is natural. We can omit the observation variable X2 in the context study of this study.

After removing the variable X2, performing the second exploratory factor analysis (with 20 items) obtained the following results: KMO coefficient = 0.754 > 0.5 satisfying the requirements for performing EFA; Bartlett's test has statistical significance (Sig. = 0.000), can reject hypothesis H0 (correlation matrix is unit matrix), which means that the variables are related to each other should be eligible for EFA implementation.

The analysis results by Principal Components Analysis and Varimax rotation showed that there were 5 factors drawn from 20 observed variables. Cumulative coefficient = 72.6% > 50% and the value of Eigenvalues coefficients are both greater than 1, satisfactory. The factor loading presented in Table 3 shows that the factor loading coefficients of the variables are all greater than 0.5, so the observed variables are all important in the factors and have practical significance.

Table 3. Results of exploratory factor analysis (EFA) for independent variables

	Component				
	1	2	3	4	5
X1					.772
X3		.704			
X4		.734			
X5		.706			
X6		.782			
X7		.734			
X8		.848			
X9		.530			
X10			.512		
X11			.745		
X12			.741		
X13			.664		
X14			.607		
X15				.619	
X16				.611	
X17				.606	
X18					.720
X19	.855				
X20	.811				
X21	.891				

Source: Calculated from the author's survey data, 2022

Thus, the EFA results have shown that the factors affecting the development of community-based night tourism in Sapa include 5 variables. The first measure consists of 2 items (X1 and X18), named Environment Factor. Seven items (X3, X4, X5, X6, X7, X8 and X9) from the original two scales, Indigenous Culture and Nocturnal Activity are loaded as a factor. The author named this second measurement variable Culture & Service. The measure of security and safety of the destination after exploratory factor analysis is only 3 items (X15, X16 and X17). The remaining two measurement variables are Infrastructure and facilities of the destination (5 items), Tourism development policy (3 items) which do not change the items compared to the original proposal.

The results of exploratory factor analysis with the dependent variable showed that the coefficient KMO = 0.774, Cumulative coefficient = 75.6% > 50% and the value of the Eigenvalues coefficient is greater than 1, the Bartlett test has statistical significance (Sig). = 0.001) and any load factors are > 0.5. This shows that the dependent variable factor rotation is valid. The results show that the four measures of the dependent variable only load in a single factor.

Table 4. Result of exploratory factor analysis (EFA) for dependent variable

Items	Factor 1
Y1	.749
Y2	.605
Y3	.752
Y4	.738

Source: Calculated from the author's survey data, 2022

3.3.2. Check the Reliability of the Scale

Testing the reliability of Cronbach's Alpha scale reflects the degree of close correlation between observed variables in the same factor. The test shows which of the observed variables of the same factor, which contributes or does not contribute to the measurement of the factor concept. Cronbach's Alpha reliability coefficient method is used after EFA exploratory factor analysis to eliminate inappropriate variables because these garbage variables will create dummy variables. The authors test the reliability of 5 measurement variables for the independent variables and one dependent variable. The results are shown in Table 5.

The test results show that Cronbach's Alpha coefficients are all greater than 0.6. Thus, the scale of the groups of factors has high reliability, in which the scale of tourism development policy with 3 observed variables has the highest Cronbach's Alpha of 0.917. Besides, the relationship coefficients between the observed variable and the total variable are all greater than 0.3. Thus, the test concludes that the scale system is built with 6 variables to ensure good quality with 24 observed variables.

Table 5. Summary of Cronbach's Alpha values of the initial groups of factors

Factors	Cronbach's Alpha	Number of observed variables
Night climate	0.762	2
Culture & Service	0.892	7
Infrastructure, material and technical facilities	0.818	5
Safe, security	0.885	3
Tourism development policy	0.917	3
Developing community-based night tourism	0.854	3
Total of observed variables		24

Source: Calculated from the author's survey data, 2022

3.3.3. The Average Value of the Scales

Analyzing the factors affecting the development of night tourism in Sapa, the authors performed descriptive statistics from the data collected according to five variables measured from the EFA results. The author calculated the mean and determined the standard deviation of the scales. The obtained results are presented in Table 6.

Regarding the volatility and dispersion of the data, the deviation from the mean value of both measured variables is low (from 0.5971 to 0.7722), showing that the mean is representative in statistics. For the independent variables, visitors rated environmental factors the highest with an average score of 4,0422. Three factors: Security, safety, Culture & Services and infrastructure are evaluated at almost the same level with the average value of 3.8465 respectively; 3.8425 and 3.8123. The factor Tourism development policy was rated the lowest with an average value of 3,5422. The dependent variable (Development of community-based night tourism) is rated by tourists with an average value of 3.7039.

Table 6. Descriptive statistics with scales

Factors	Number of respondents	Minimum value	Maximum value	The average value	Standard deviation
Night climate	391	1.50	5.00	4.0422	0.5971
Culture & Service	391	2.14	5.00	3.8425	0.6548
Infrastructure, material and technical facilities	391	2.60	5.00	3.8123	0.6540
Safe, security	391	2.00	5.00	3.8465	0.7121
Tourism development policy	391	2.00	5.00	3.5422	0.7722
Developing community-based night tourism	391	2.00	5.00	3.7039	0.6158

Source: Calculated from the author's survey data, 2022

3.3.4. Linear Regression Analysis Results

Linear regression analysis was used to study the influence of independent variables on the development of community-based night tourism. The previous Pearson test showed no multicollinearity. Regression results in Table 7 show that all VIF variance exaggeration factors are in the allowable conditions (less than 10). The Durbin-Watson coefficient of the model is 1.639 (between 1.5 and 2.5). Thus, this model does not have autocorrelation of factors. The analysis results show that this model has a Sig significance level. = 0.001 so this regression model is significant with adjusted coefficient $R^2 = 0.646$.

Table 7. Linear regression analysis results

Factors	Coefficient β	Inspection T	Significance level
The coefficient of freedom	0.055	0.736	0.519
Night climate	0.140	3.488	0.021
Culture & Service	0.247	9.303	0.000
Infrastructure, material and technical facilities	0.285	3.582	0.006
Safe, security	0.419	1.405	0.001
Tourism development policy	0.225	2.093	0.004

Source: Calculated from the author's survey data, 2022

In this model, all five independent variables have a positive influence on the development of community-based night tourism. In which, "Security – safety" has the strongest influence with the coefficient $\beta = 0.419$ (significance level sig.= 0.001). According to research by Hsieh (Hsieh and Chang 2006) shows that the factor "security and safety" is the top concern of tourists participating in night tourism, which is an important factor affecting the development of night tourism. Especially for the study area, Sapa, through the destination survey, it is shown that in order to develop night tourism activities based on local cultural values, security and safety factors need to be paid attention. The assurance of security and safety is determined under the following aspects: social order, no robbery, safe nightlife activities, tourists participating in local cultural experiences supported by indigenous people.

The second is the factor "infrastructure" with coefficient $\beta = 0.285$ (significance level sig.= 0.006) that affects the development of community-based night tourism. The identified infrastructure elements include: convenient transportation system, night activities organized in central locations, diversified means of transport, easy access to recreational activities, health care. In Sapa, entertainment spots and night markets are located in the town center, with good infrastructure conditions. However, with health care points (bathing with medicinal leaves of the Dao people) in Ta Phin village, 15km from the center of Sapa town, the travel of tourists needs to be convenient. To develop these activities, it is necessary to invest in a quality road system, safety and security for tourists is the top concern.

The third factor affecting the development of community-based night tourism is the factor "culture and services" with the coefficient $\beta = 0.247$ (significance level sig.= 0.000). According to Veronica, local cultural values have an important impact on the development of night tourism (Veronica et al., 2020), especially traditional cultural and artistic activities. In Sapa, the love market, the flute dance of the Mong people, the cuisine, and the customs and habits of the local ethnic groups are among the tourist attractions.

Tourism development policy coefficient $\beta = 0.225$ (significance level sig.= 0.004) has an impact on the development of community-based night tourism in Sapa. With this level of influence, it is mainly assessed on the regulations of the local government and the willingness of the government to implement and solve problems in night tourism activities.

Environmental factors have the lowest influence with coefficient $\beta = 0.140$ (significance level sig.= 0.021). This shows that the climate and environment of Sapa do not have much influence on community-based night tourism activities from the perspective of tourists. The fact in Sapa shows that the cool and cold climate in winter is an attraction for tourists when coming to Sapa to experience night tourism activities.

Conclusions and Recommendations

Through determining the factors affecting the development of community-based night tourism in Sapa, the analysis results have shown that there are 5 influencing factors: (i) environment, (ii) culture and services, (iii) infrastructure, (iv) security and safety, (v) tourism development policy. Each group of factors has different impacts on the development of community-based night tourism in Sapa. In which, there are two groups of influencing factors: "security and safety" and "infrastructure" of the destination that have a strong impact on the development

of community-based night tourism. The group of environmental factors has the smallest impact. During the research process, the authors found that there are problems for the development of community-based night tourism. From there, we propose some ideas to improve the development of community-based night tourism as follows:

For local authorities: it is necessary to improve the policy system for the development of night tourism. Local authorities need to have a change in their awareness of developing community-based night tourism activities, identifying this as a specific tourism product of Sapa in the tourism development process. necessary investments in marketing, management, policies to support local people in the implementation of night tourism activities. Local authorities need to have specific policies in managing: nighttime hours of tourists, security and safety issues for visitors. Well-organized night activities will contribute to reducing pressure on the local community when organizing daytime tourism activities. Local authorities need to invest in infrastructure and technical facilities for night tourism activities: signs, parking lots, means of transport to create convenience for tourists.

For local people: it is necessary to be aware of the role of night tourism in tourism activities, this is a product that adds value to Sapa's tourism. At the same time, local people need to have positive support for tourists, professional service attitude to help tourists feel safe when participating in night tourism activities.

Limitations

This study was conducted with domestic tourists, so the factors affecting the development of community-based night tourism with international tourists have not been identified. Second, this study shows that environmental factors have the lowest impact among the influencing factors. So, what causes tourists to rate environmental factors not high? What is the appeal of community-based night tourism products to tourists? The above problems proposed by the author will be solved in future studies.

Credit Authorship Contribution Statement

Phan Trinh Thi - Investigation, Methodology, Writing - original draft, Supervision, Validation, Writing - review and editing.

Nga Nguyen Thi Phuong - Conceptualization, Software, Investigation, Methodology, Writing - original draft, Writing - review and editing (corresponding author)

Hao Hoang Van - Investigation, Writing - original draft, Writing - review and editing.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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Integration of Environmental Procedures and Team Cohesion: Survey of Tourism Industries in the Fez Meknes Region

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Abstract: This article studies the impact of integrating environmental actions at the level of tourism industries, focusing on the tourism sector in Morocco. It examines the impact of integrating environmental processes on the management of these industries and on team cohesion. The paper identifies the concepts of environmental management and team cohesion. To juxtapose the literature with the field, we conducted a field survey in Morocco's oldest region, Fez-Meknes, where tourism is important and local industries took advantage of the absence of tourists during the COVID-19 period to implement several environmental actions. By implementing these processes, tourist industries can improve their brand image and make considerable savings. On the other hand, they need to consider the impact of these new practices on team cohesion. Our article will attempt to examine the relationship between the implementation of environmental initiatives and the cohesion of players in the tourism industries of the Fez-Meknes region.

Keywords: management environmental; cohesion; tourism industry; brand image, Morocco.

JEL Classification: Q01; R11; Z32; M31.

Introduction

Climate change is now threatening the entire planet, with hurricanes, floods, intense heat waves and forest fires. The consequences of climate change are only just beginning to be felt, and natural damage could intensify if those involved fail to take action to mitigate this scourge.

Today, taking the environment into account should be the occupation of all players, especially companies. They are obliged to act in a sustainable and socially responsible manner. According to Rosenblum et al (2000), the tourism industry consumes the same amount of energy as the manufacturing sector.

The world tourism organization (UNWTO) points out that CO₂ emission from the tourism sector are set to increase by at least 25% by 2030. At a global level, transforming the tourism sector towards climate action is not a choice but an obligation. If current behaviors persist, the consequences for the planet could be catastrophic. The African continent is no exception. In the MENA region (Middle East and North Africa), Morocco is the country most affected by global warming, welcoming over 13 million tourists every year, according to the Moroccan National Tourism Office (MNTTO).

The integration of environmental considerations into the Moroccan tourism industry is forcing a juxtaposition of traditional management with environmental management: making the environment an object of strategy (Hatchuel, 1999). Nevertheless, environmental management meets the requirements of the external environment, while inflicting new processes on the internal environment (employees). The integration of environmental practices can be a source of motivation for teams, as well as generating conflict and employee

disunity within the tourism industry. As a result, green management can be a source of cohesion, just as it can lead to incoherence.

Team cohesion inflicts to unite actors towards a collective action that will lead to the achievement of environmental objectives within tourism industries.

The originality of our research is to study the factors of environmental management on team cohesion within the tourism industries in Morocco. We chose the most ancient region of Morocco, Fez-Meknes, to conduct our study. To this end, we have turned to an exploratory study of the region's largest proactive industries in the field of environmental management.

This study seeks to answer the following questions: What do we mean by environmental management and team cohesion? What is the relationship between these two concepts? Does team cohesion have an impact on the implementation of environmental management?

We'll begin our article by outlining the methodological framework for environmental management and team cohesion, and then discuss the relationship between environmental management and team cohesion. Secondly, we will present the methodology adopted and the various tourism industries covered by the case study. Finally, we will highlight and discuss the results of our research.

1. Environmental Awareness and Integration of Environmental Management

1.1. Taking the Environment into Account: A Review over Time

On a global scale, environmental concerns first came to the fore in the 1970s, when the United States created the Environmental Protection Agency (EPA), whose main mission was to protect human health and safeguard the natural environment. In 1987, the World Commission on Environment and Development (WCED) published the report "Our Common Future".

In 1993, the European Community (EEC) adopted a regulation recognizing the voluntary participation of companies in a community eco-management and audit scheme. Three years later, the International Organization for Standardization (ISO) introduced the ISO 14001 environmental management standard, and companies complying with the environmental charter could be certified as environmentally responsible enterprises. In 1997, Japan signed the Kyoto Protocol, an international agreement aimed at reducing greenhouse gas emissions to combat climate change in industrialized countries. In 2015 saw the first Conference of the Parties (COP), whose main aim was to bring together all countries and sectors, particularly the tourism sector. Each year this conference is held to meet environmental objectives, and we can present the different COPs as follows:

Table 1. Succession of COPs in recent years

COP	21	22	23	24	25	26	27	28	29
Date	2015	2016	2017	2018	2019	2021	2022	2023	2024
Countries	France	Morocco	Germany	Poland	Spain	Scotland	Egypt	UAE	Azerbaijan

Source: By the authors according to United Nations climate change (UNCC)

All the COPs highlighted the actions needed to help signatory parties and particularly vulnerable developing countries finance their environmental protection plans.

Morocco organized COP 22 as a signatory country and in parallel with all these changes and efforts, taking the environment into account were on Morocco's agenda. Particularly in the tourism sector, Article 12 of Law 99-12 states that the tourism sector is a priority in terms of environmental protection. In 2014, the country launched the national sustainable development strategy (SNDD) to raise awareness of environmental protection among the various stakeholders. The importance of the subject is confirmed at international and national level, and the tourism sector is also concerned. What's more, these industries need to equip themselves with the right management tools.

1.2. Environmental Management

1.2.1 Literature Review

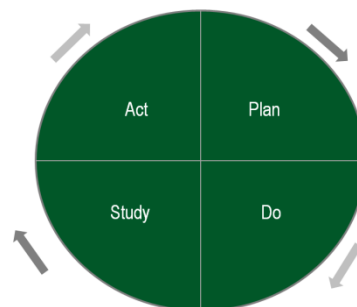
Etymologically, management refers to the set of processes by which objectives are achieved effectively and efficiently. The notion of environment refers to the environment in which a company operates, including the environmental aspects of air, water, land, natural resources, flora, fauna, human beings, and their interrelationships. (ISO 14002 2020) This new type of management is integrated within the company through the Environmental Management System (EMS). The EMS can be thought of as a set of formal structures of rules and resources that managers adopt to establish routines for achieving the company's environmental goals. This

system is a subset of the general management system (Nash and Ehrenfeld 2001). It can be added that the environmental management system implies the existence of formal systems and databases which incorporate procedures and processes for training personnel, for monitoring and reporting specific information on environmental performance, and which are available to the company's internal and external stakeholders (Melnik *et al.* 2002).

The French Chamber of Commerce and Industry (CCI 2023) defines the environmental management system (EMS) as a management system that allows you to continuously improve the environmental performance of your company. It can also be said that the EMS is a component of the overall management system, the aim of which is to implement, evaluate and improve environmental policy (Desmazes and Lafontaine 2002).

The implementation of an environmental management system follows the model of Deming's wheel: the company must plan a green strategy (plan), implement the strategy (do), check the realization of the strategy (study) and finally react by taking corrective action (act) (Deming, E 1980).

Figure 1. Deming.E wheel



Source: By the authors based on the work of (Deming, E 1980).

- **Plan:** Identify the causes of the problem and set the objectives you wish to achieve.
- **Do:** Based on the objectives set out in the plan, implement the actions.
- **Study:** Compare the plan's objectives with the actions taken in the second stage. The idea is to assess the extent to which the plan has improved the problem/process.
- **Act:** If the objectives have been achieved, the plan defined in the first stage should be retained, and the same process repeated for each new need.

By following this process, the tourism industry will be able to set up the environmental system that suits them best. Each time they have new objectives, they will repeat the same steps. Implementing an EMS in the tourism industry not only conserves natural resources, but also offers the following advantages.

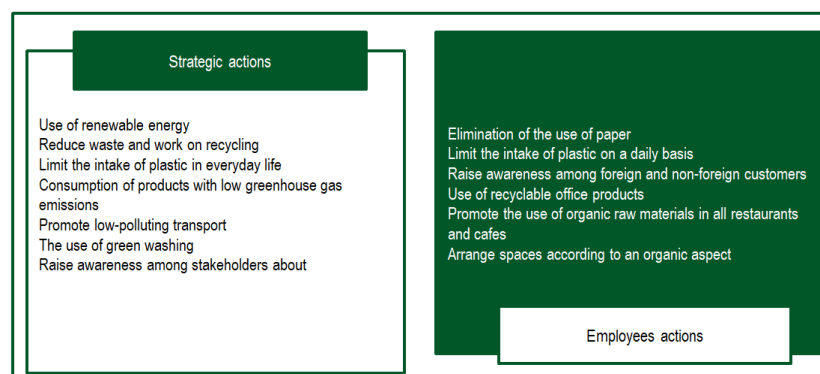
1.2.2 The Benefits of Implementing an Environmental Management System

EMS in the tourism industry brings several benefits, which we have listed below:

Preservation of the environment's natural resources for future generations.

An economic advantage: tourism businesses that take the environment into account benefit from savings on their energy bills: electricity, water. Waste management is also a major burden for these establishments.

Figure 2. Strategic and employees' action within the tourism industry



Source: By the authors.

A competitive advantage: the brand image of a tourist establishment is enhanced when it takes action to protect the environment. This attracts more environmentally conscious customers. In fact, ISO 14001 certification is one of the conditions under which eco-responsible travelers choose tourist establishments.

A socio-cultural advantage that focuses on long-term respect for cultural heritage. This advantage also concerns support for local and international actions.

Based on all the EMS actions to be implemented at tourism industry level, it's clear that the integration of these new environmental actions will lead to an upheaval in the habits of the players, who will be required to act collectively, cooperate and coordinate in order to achieve the EMS objectives. This is where we talk about cohesion. To better understand the concept, let's look at the literature on cohesion.

2. Team Cohesion: Theoretical Framework

2.1. Definition of Authors

In its broadest definition, the enterprise is a social structure guided by instrumental rationality, enabling a group of individuals to contribute to a common purpose. In other words, it is a social dynamic that is brought together within a structure to achieve its objectives. However, the involvement of its members can differ from one individual to another, and can be either objective or subjective, creating a divergence of goals.

In this sense, one of the company's challenges is to get the social capital to adhere to the convergence of the company's goals. The manager's new mission is to mobilize all the means at his disposal to create this social bond.

In management science, the notion was born out of the work of several authors who evoked the search for harmony (Taylor 1911), or the famous proverb "strength through unity" (Fayol 1916).

Indeed, the union of personnel is a great strength for the company, so we must strive to establish it. Cohesion is the need to unite and harmonize all staff actions and efforts. He insinuates that the union of a company's personnel is one of the great forces acting on its members to keep them in the group" (Fayol 1918).

Cohesion is the value members place on their membership of the group, while wanting this affiliation to endure in the face of challenges. Cohesion thus refers to the force that brings group members together voluntarily, where emotions and rewarding feelings between group members play an important role, and thus face the challenges they encounter as a whole (Hart 1982).

Janis is also known as "groupthink", a situation in which group members are so tightly knit that they lose their ability to think critically about other group members and themselves. At this level, there is no opposition in any of the decisions; we're dealing with several individuals and two hemispheres that think in the same way for the group as a whole.

We also add that cohesion is the sharing of collectively accepted ideals and values. Thus, the communion of ideals shared projects and collectively accepted values. From the same to the same, we can say that cohesion refers to adherence, cooperation, mutual aid, shared values and ideals (Schein 1985).

Cohesion is the ability of an organization to adapt to unforeseen or unpredictable disruptive events, and not to generate them spontaneously. It is therefore a condition and a figure of sustainability, also close to the concept of resilience. It evokes metaphors such as the orchestra, the sports team or the cycling peloton. In this way, it conjures up images of mutual understanding and trust, whether explicit or implicit, of the capacity for substitution between players, and thus of organizational solidarity. (Dupuy & Travaillé 2014)

(Moustakas 2023) is considered cohesion as an essential ingredient to address common societal challenges. This cohesion manifests itself through the organization's culture, its identity, beliefs, values and norms, as well as rites and codes, but also its human capital, everything that is anchored in the human brain: experience, training, leadership ability, interpersonal relations, motivation. To this end, a motivated, loyal, competent and cohesive workforce will enable the company to develop more effectively. Cohesion can therefore be seen as the ability to form a whole, a unity based on ideal, common values, shared emotions, a community of mind and heart. In other words, it's the result of all the forces acting on members to keep them in the group, to encourage them to participate and cooperate, and to make them supportive of one another. The same motivation and identity of objectives, combined with mutual trust and confidence in the group and its organization, are expressed at group level by cohesion.

In practical terms, team cohesion means that the "potential" of a group of people is greater than the sum of the "potential" of each individual team member. Indeed, a manager needs to understand that managing a team is not about managing a sum of individuals, but that there's one element he or she needs to take care of in addition to each team member: team spirit. Otherwise, the risk is of falling into a management of individualities

and never succeeding in achieving collective objectives. Similarly, implementing an environmental management system requires team cohesion.

2.2 Relationship between Environmental Management and Cohesion

The relationship between environmental management and team cohesion has been of interest to several authors. According to (Bollecker & Naro 2014), group cohesion is a strong element in the convergence of corporate goals. Both authors point to the value of integrating team cohesion into all corporate strategies, namely environmental. (Mersali S 2004) Environmental management is associated with the collective commitment of its members to an environmental management policy. Moreover, (CRCI 2004) stresses that implementing environmental management within a tourism business requires: mastery of a certain method, involvement of partners and mobilization of human resources. We also note that environmental management needs to be supported both by formalized systems and by more informal approaches that play more on the processes, behaviors and potential of the players involved. (Martinet and Reynaud, 2004) Disseminating environmental values and raising employee awareness would appear to be essential conditions for an ecological shift (Boiral, 2007).

All these authors' assertions confirm that the implementation of an environmental strategy depends on indicators of cohesion: collective action, commitment, shared values, communication, cooperation and human capital. This supports the interconnection between EMS implementation and team cohesion. To better analyze this relationship, we will adhere the theoretical framework to an empirical field study.

3. Methodology

Scientific research is a dynamic process or rational approach that enables us to examine phenomena, solve problems and obtain precise answers through investigation. This process is characterized by being systematic, rigorous and leading to the acquisition of new knowledge. The functions of research are to describe, explain, understand, control and predict facts, phenomena and behaviour. To carry out our study, we opted for a qualitative approach.

3.1 Study Survey

Our qualitative sample was drawn from the tourism sector in the Fez-Meknes region. The tourism industries we selected must meet three criteria:

A large tourism industry: tourism industries mainly include hotels, restaurants, guest houses, cultural facilities and transport. We chose large tourism industries for the simple reason that they receive a large number of customers, so their impact on the environment is considerable, and the implementation of an environmental strategy requires a significant investment that these industries are able to finance.

A tourism industry that takes the environment into account: The companies we have selected must take the environment into account through proactive environmental strategies.

Consideration of environmental certifications: we have chosen to work with companies that are familiar with environmental certifications or are in the process of obtaining them. Based on these criteria, we selected a qualitative sample of six companies in the region:

- Case 1: Hotel ***** City; Fez
- Case 2: Hotel***** City; Fez
- Case 3: Hotel*****City; Fez
- Case 4: Riad ****City; Meknes
- Case 5: Guest House**** City; Azrou
- Case 6: Restaurant - City; Meknes

3.2 Collecting Data

We consider the reliability of our coding to be quite satisfactory. We first carried out a mobile survey of all the establishments available in the region, in order to select the tourism industries that met our three above-mentioned criteria. This said, the interview guide remains our main source of data collection. It is based on three themes: the first takes into account the company's descriptive information, the second takes into account the environmental strategy, the actions implemented and the type of certification, while the third focuses on team cohesion with regard to the environmental strategy implemented. In each case, we interviewed four people: the plant's general manager, two team leaders and an operator. The idea was to propose the same questionnaire in order to obtain neutral information. Each interview lasted between 40 and 70 minutes. The table below lists all the cases interviewed:

Figure 4. Surface of keys words

environment	account	certification	reduce	instead	paper	plastic	promote	provide			
				training	voluntary	brand	certified	hotel	image		
		bills	solar		important	allows	bulbs	carry	dishes	integrati	
cohesion	14001			iso		alternati	led	non	objectives	organic	
		using	categorization	membership	use			products	raising	recycling	
	environmental			processes	water	audit	material				
taking		panels	employees			awarene	natural	riad	staff	union	unite
				team	actions	building	new	spite	towards	sunwillin	washin

Source: By the authors.

▪ Classification of transcripts in relation to environmental strategy:

-Water reuse:

"Before water reuse, we used between 300 and 600 liters of water a day, but today this consumption has been halved. The annual savings are enormous" (Manager, Case 2).

"The implementation of this practice led to a real reluctance on the part of employees, we were going to lose almost a significant number of technicians who worked within the facility" (Manager, Case 6).

-Installing solar panels:

"We installed solar panels on our roofs" (Manager, Case 2).

"The solar panels were a real energy saver, reducing our electricity bills by 50%" (Manager, Case 1).

"The region's weather and the state of the world's environment were two important arguments for us to install solar panels at our hotel" (Manager, Case 6).

- Use of low-energy LED bulbs:

"Changing the bulbs was a real energy saver" (Manager, Case 1).

-Zero plastic strategy:

"At our hotel, we have implemented a zero-plastic strategy" (Manager, Case 1).

"We even encourage our customers to stop using plastic, and provide them with cardboard bags" (Manager, Case 2).

"At our restaurants in the Fez-Meknes region, we have replaced plastic on all our import and packaging with cardboard" (Manager, Case 6).

-Replacement of industrial raw materials with ORGANIC raw materials:

"In our restaurants, all raw materials have been replaced by" Organic materials" (Chef, Case 6).

- Dishwashing with alternative products, replacing chemical detergents:

"We have replaced our detergents with vinegar and salt, and this has been appreciated even by our customers" (Manager, Case 4).

-Improved brand image:

"We have implemented environmental instructions in the rooms, such as turning off lights and using water sparingly. This has improved our brand image" (Manager, Case 3).

▪ Classification of transcripts in relation to environmental strategy and cohesion:

-Strengthened team bonds (cohesion) when integrating environmental strategy:

"The teams were welded together, especially when they knew it was in the service of the environment" (Manager, Case 2).

-Impact on teams after installation of solar panels:

"Installing the solar panels on our roofs was a very big mission for our technicians, until today it's a struggle almost every day" (Manager, Case 1).

"It created stress because it was a new process for us" (Operational, Case 1).

"During the installation of the solar panels, we felt that even the managers didn't know what we were supposed to do, I think there was a lack of communication and cooperation" (Operational, Case 6).

"The new procedures for installing solar panels created false conflicts between employees" (Operator, Case 2).

-Employee awareness and training:

"We did employee training, but he was frustrated" (Manager, Case 6).

"Awareness was raised through several meetings, but because of the installation of these new environmental processes, we had a large number of resignations" (Manager, Case 3).

-The importance of cohesion:

"Cohesion is very important in this case, if the team members are united they will implement these new environmental processes well as they should, otherwise they will do it in spite of themselves and it will be a failure for the strategy" (Manager, Case1) .

-Team buy-in:

"Our buy-in was rather forced" (Operational, Case 1, 2,6).

"Buy-in was rather voluntary" (Operational, Case 3,4).

"We were reluctant to take these new actions" (Operational, Case 5).

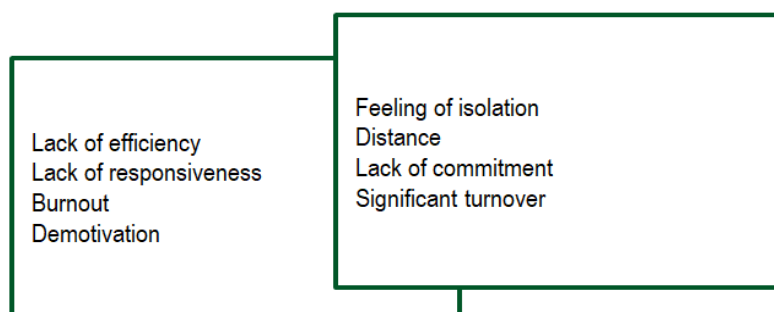
4.2 Discussion

According to our interviewees, this enables them to define themselves as an environmentally responsible tourism industry, and the second aspect is that the use of environmental processes enables them to make substantial savings. Indeed, before the integration of environmental actions, water consumption at the four hotels in our case study varied between 300 and 900 liters per day, bearing in mind that the WHO declares a water consumption standard of between 20 and 50 liters per day.

Today, consumption generally varies between 100 and 300 liters per day, which is important both for the environment and for their bills. According to the managers, the introduction of these new techniques has given them a new eco-responsible identity in the region, enabling them to make substantial savings on their water, electricity and other bills.

However, on the part of management, the integration of these environmental processes into the tourism industry has generally led to employee reluctance, resignations and false conflicts. These are the consequences of inconsistency:

Figure 5. Consequence of incoherence in tourism industry



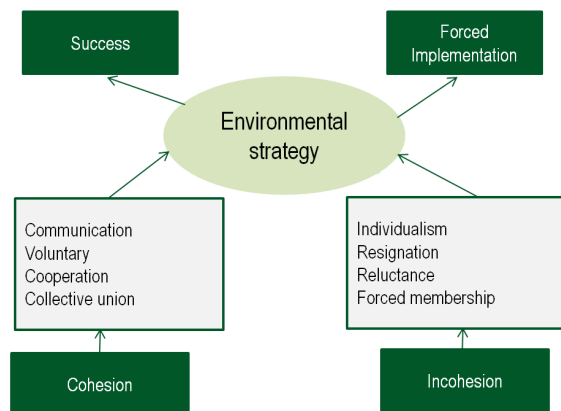
Source: By the authors.

The effects of incoherence can be detrimental to the company, and this is where the role of management must intervene to protect its actions. Through its various tools, management aims to align the individual behaviors (cohesion) of the company's players towards its environmental objectives (Antheaume.2013). On the part of employees, reluctance and forced commitment were due to the lack of communication and cooperation between managers and employees in the environmental strategy.

From these results, we can say that cohesion plays a dual role, it can be a lever for the integration of environmental strategy through: communication, cooperation, staff union, training and awareness. But it can also be an obstacle to the implementation of the environmental strategy, in which case the integration of environmental actions will not only be a failure but will lead to the emergence of new phenomena such as forced

adhesion, reluctance, resignations, individualization and demotivation. This approach is normally valid for all companies wishing to integrate the environmental aspect. In our study, we took a specific case, that of the tourism industry. We can summarize this in the following figure 6:

Figure 6. Implementation of environmental strategy according to cohesion



Source: By the authors.

Conclusions

Our subject is of great importance, for the years to come the search for new environmental management methods will be at the center of all countries' concerns.

Our work has allowed us to highlight that environmental awareness is now the responsibility of all sectors, particularly the tourism industry. In the Fez Meknes region, several tourism industries are aware of the environmental aspect. They have put in place a number of measures to meet environmental requirements, and all the tourism industries find that it's a win-win situation that helps to preserve natural resources on the one hand, and to make significant savings on the costs of these establishments on the other. The brand image of some of our cases has been improved after the installation of these processes. However, the biggest obstacle was the reluctance of employees to adopt these new processes, the lack of communication and cooperation between managers and operators, and the individualism of certain players. These factors represent indicators of cohesion. Taken as a whole, the results show the importance of environmental management and team cohesion in ensuring the success and renewal of environmental strategy.

Certainly, the results of this article have important implications for our understanding of environmental management and team cohesion. Nevertheless, there are some limitations that need to be mentioned. The qualitative methodology limits the possibility of generalizing numerical results. Consequently, these results are specific and contingent to the context of our study. In short, our research is limited to the study of a few cases, so it would be wise to propose future research examining the diagnostic and interactive configuration of the same subject in several other regions of the country.

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Credit Authorship Contribution Statement

Seffar Andaloussi Sofya: Choice of the subject, writing of the article in its entirety, development of interviews with the interviewees, interpretations and analysis of the data.

Hemmi Mohammed: General review of the article at the level of all the parts, supervision of the data.

Declaration of Competing Interest

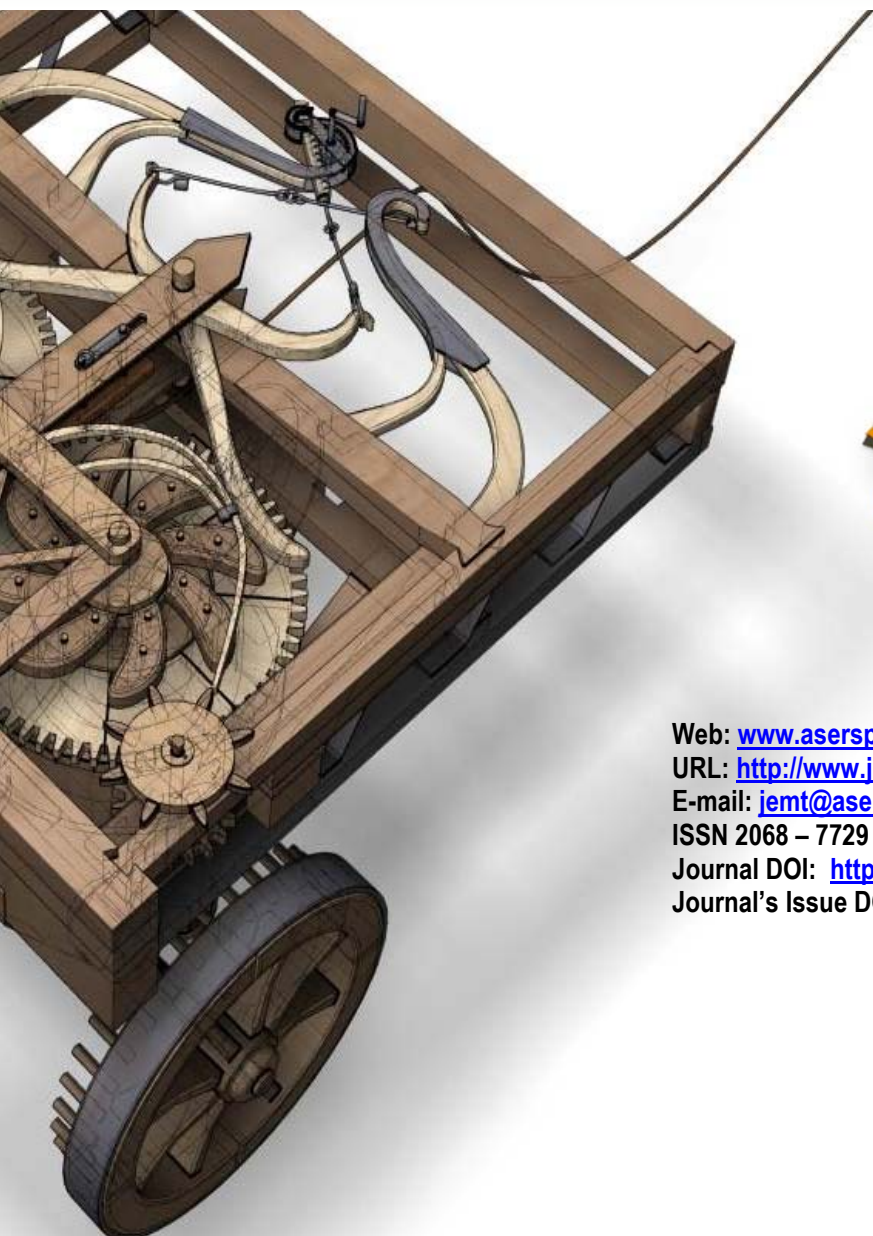
The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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